



City of Atascadero & Central Coast Zoo
presents
Qualified Artist Opportunity
at the Central Coast Zoo
Winter 2026



Dear Artists,

October 23, 2026

You're invited to be a part of a new Qualified Artist Opportunity at the Central Coast Zoo!

The City of Atascadero and the Central Coast Zoo are excited to launch a new Qualified Artist Opportunity beginning November 2026. This new pilot program is designed to showcase the creativity and talent of local artists while bringing unique, Zoo-inspired artwork to our visitors and our community.

We are looking for a local artist who enjoys creating artwork featuring animals and would like the opportunity to have their work showcased and sold in the Central Coast Zoo Gift Shop. The artist would supply items to be sold in the Zoo Gift Shop for re-sale. Selected artwork may be featured on a variety of retail products, including greeting cards, writing pads, magnets, posters, tote bags, drinkware and apparel and other gift shop merchandise.

As an additional opportunity, the selected artist may also choose to provide an original piece of artwork to be displayed in the Zoo Gift Shop, giving visitors another way to experience the artist's work.

This pilot program is intended to provide a local artist with an opportunity to showcase their talent, reach a new audience, and create artwork that celebrates the Central Coast Zoo and its unique animal population. The Zoo is looking for creative, professional artwork that captures the personality, the beauty and fun of the animals that call the Central Coast Zoo home. ***One local artist will be selected to participate in this pilot program.***

Participation Requirements

Interested artists must submit a proposal that includes:

- Artist information, qualifications, and relevant experience.
- Examples of original artwork representing the artist's style.
- Proposed artwork for consideration for the Central Coast Zoo Gift Shop. *(Please note: Artwork needs to be of the zoo's specific individual animals and used as part of the artwork for the items sold in the gift shop).*
- An assortment of proposed retail merchandise featuring the artists' artwork.
- A brief description of inspiration or concept behind the proposed artwork.
- Proposed wholesale pricing if applicable.

Working together to **serve**, build **community** and enhance **quality of life**.

Artwork must feature or be inspired by animals within the Central Coast Zoo's animal population and be professionally produced and appropriate for a family-friendly Zoo environment. AI generated artwork will not be accepted. The Artist selected to participate will be required to meet the City of Atascadero's applicable insurance, licensing and contracting requirements outlined in the attached sample Artist agreement.

If you are interested in participating, please complete and submit the attached **Qualified Artist Proposal** to:

Terrie Banish
Director of Community Services & Promotions
City of Atascadero
6500 Palma Ave.
Atascadero, CA 93422
tbanish@atascadero.org
(805) 470-3490

Proposals can be sent electronically, in person or via mail. They must be received ***no later than Friday, November 6, 2026.***

We look forward to seeing the creativity and unique perspectives of local artists and finding an artist whose work can help bring the Central Coast Zoo's animals to life in a whole new way!

Please let us know if you have any questions or need any additional information, (805) 470-3490, tbanish@atascadero.org.

Warm regards,
Terrie Banish

Director of Community Services & Promotions
City of Atascadero
(805) 470-3490, tbanish@atascadero.org



City of Atascadero

COMMUNITY SERVICES & PROMOTIONS

City of Atascadero & Central Coast Zoo Qualified Artist Opportunity Central Coast Zoo Gift Shop Pilot Program

Notice to Qualified Artists

The City of Atascadero, in partnership with the Central Coast Zoo, is seeking qualified artists to participate in a new pilot program designed to showcase original artwork inspired by the Central Coast Zoo and its animal population.

This opportunity is intended to provide a local artist with a unique platform to showcase their work while creating distinctive merchandise for visitors to enjoy and purchase through the Central Coast Zoo Gift Shop.

The selected artist will be invited to provide original artwork for consideration for reproduction on retail merchandise, which may include greeting cards, writing pads, magnets, posters, prints and other appropriate gift shop items. The selected artist may also have the opportunity to display an original piece of artwork within the Central Coast Zoo Gift Shop.

One local artist will be selected to participate in this program.

The City is seeking an artist whose work is creative, professional, visually engaging, and appropriate for a family-friendly Zoo environment.

Submission Deadline

Interested artists must submit their proposed and required materials to:

Terrie Banish

Director of Community Services & Promotions

City of Atascadero

Email: tbanish@atascadero.org

Phone: (805) 470-3490

Proposals must be received no later than 5:00 PM on Friday, November 6, 2026. Submissions received after the deadline may not be considered.

All submissions will be reviewed after **5:00 PM on Wednesday, November 11, 2026.** The results of the selection will be emailed to participating artists.

Artist Submission Requirements

Interested artists should submit the following:

1. Artist Information

- Artist name and contact information.
- Business name, if applicable.
- Website, online portfolio, or social media links, if available.
- Brief artist biography.
- Description of relevant artistic experience.

2. Artwork Samples

- Examples of original artwork are representative of the artist's style and capabilities.
- Proposed artwork for consideration for the Central Coast Zoo Gift Shop.
- Multiple concepts or examples are encouraged and may demonstrate how the artist's work could translate to retail merchandise.

3. Proposed Merchandise: Artists should provide an assortment of proposed retail products featuring their artwork for consideration and potential sale in the Central Coast Zoo Gift Shop.

Examples may include:

- Greeting cards
- Writing pads
- Magnets
- Posters
- Prints
- Other appropriate gift shop merchandise
- Artists should provide proposed wholesale pricing for merchandise, if applicable.

4. Artist Statement: Please provide a brief statement describing:

- The artist's connection to the Central Coast Zoo, Atascadero, or the Central Coast.
- The inspiration behind the proposed artwork.
- How the artwork reflects the Central Coast Zoo, its animals, or the surrounding community.

Art Guidelines

Artwork should be bold, inviting, creative, original, and professionally produced. Artwork should primarily reflect the Central Coast Zoo and its animal population, while artists are encouraged to incorporate their own creative style and perspective.

Artwork may represent or be inspired by:

- Animals within the Central Coast Zoo's population. Artwork needs to be of the zoo's specific individual animals and used on the artwork items sold in the gift shop - e.g. notecards, drinkware, tote bags, T-shirts, etc. These items would be created and sold to the zoo for re-sale by the zoo in the gift shop.
- Wildlife conservation and stewardship.
- Plants and animals native to the Central Coast.
- Nature and the local environment.

- Atascadero's natural landscape and physical features.

Creative and artistic interpretations are encouraged.

Content Requirements

Artwork submitted for consideration must:

- Be original artwork created by the submitting artist.
- Be professionally produced and suitable for reproduction on retail merchandise.
- Not infringing upon any copyright, trademark, intellectual property, or other proprietary rights.
- Not including copyrighted or trademarked characters, logos, brands, or other protected material without appropriate authorization.
- Not contain advertising, religious art, sexual content, negative imagery, convey political partisanship, or include hidden, subliminal or camouflaged messages or statements of any kind of nature.
- Not contain Business or organizational branding or affiliation.
- Not containing offensive, obscene, derogatory, discriminatory, or otherwise inappropriate content.
- Be appropriate for display and sale in a family-friendly public attraction.
- Not be generated through artificial intelligence (AI).

The City of Atascadero and Central Coast Zoo reserve the right to reject artwork that does not meet the intent or parameters of this program.

Merchandise and Artwork Approval

The selected artist will work with the City of Atascadero and Central Coast Zoo to determine which artwork and merchandise are appropriate for the Gift Shop.

All artwork and proposed merchandise must receive approval from the City/Zoo prior to production and sale.

The artist supplies the items to be sold in the Zoo Gift Shop for re-sale. Selected artwork may be featured on a variety of retail products, including greeting cards, writing pads, magnets, posters, tote bags, drinkware and apparel and other gift shop merchandise.

The City/Zoo reserves the right to determine which submitted artwork and merchandise will be accepted for sale or display within the Gift Shop.

Selection of an artist for this pilot program does not guarantee that all submitted artwork or proposed merchandise will be reproduced, purchased, displayed, or sold.

Artwork Ownership and Use

The artist will retain ownership of their original artwork unless otherwise agreed upon in writing.

Any reproduction or use of artwork by the City of Atascadero or Central Coast Zoo will be subject to the terms agreed upon with the selected artist and the applicable Artist Agreement.

The selected artist will be responsible for identifying any third-party rights or permissions associated with artwork submitted for consideration.

Specific reproduction, licensing, wholesale, or other use arrangements will be addressed with the selected artist as applicable.

If the artist would like to display selected art pieces in the gift shop for direct purchase from the artist, the zoo would work with the artist on selecting those pieces of art.

Selection Process

Proposals will be reviewed by the City of Atascadero and Central Coast Zoo.

Proposals may be evaluated based on:

- Quality and originality of artwork.
- Creativity and artistic style.
- Relevance to the Central Coast Zoo and its animal population.
- Ability of the artwork to translate effectively to retail merchandise.
- Quality and variety of proposed merchandise.
- Professional experience and qualifications.
- Overall fit with the vision and family-friendly environment of the Central Coast Zoo.
- Local or regional connection.

Priority will be given to qualified local and regional artists.

The City reserves the right to select the proposal that it determines will best meet the goals and objectives of this pilot program and the Central Coast Zoo Gift Shop.

Insurance, Licensing and City Requirements

Artists selected to participate in this program and contracted by the City of Atascadero will be required to meet the City's applicable insurance, liability, licensing, and contracting requirements.

The attached sample agreement identifies applicable insurance and liability requirements.

The selected artist will also be required to maintain any applicable business license and seller's permit required by federal, state, county, or local law.

The attached sample agreement is incorporated as part of this Artist Opportunity. The selected artist shall comply with all requirements contained therein, including applicable insurance provisions.

Pilot Program

This opportunity is being offered as a pilot program by the City of Atascadero and Central Coast Zoo.

The purpose of the pilot program is to explore opportunities to support local artists while creating unique, locally inspired merchandise and artwork for the Central Coast Zoo Gift Shop.

The City reserves the right to modify, extend, or discontinue the pilot program at its discretion.

General Conditions

The City of Atascadero reserves the right to:

- Reject any or all proposals.
- Request additional information or clarification from an artist.
- Cancel or modify this opportunity at any time.
- Select a proposal that, in the City's judgment, best meets the goals of the program.
- Determine whether proposed artwork or merchandise is appropriate for the Central Coast Zoo Gift Shop.

Submission of a proposal does not create an agreement between the artist and the City of Atascadero.

No work, merchandise, or reproduction of artwork shall be undertaken on behalf of the City or Central Coast Zoo until the appropriate agreement has been executed and required approvals have been obtained.

Questions

Questions regarding this Qualified Artist Opportunity may be directed to:

Terrie Banish

Director of Community Services & Promotions

City of Atascadero

(805) 470-3490

tbanish@atascadero.org

PROPOSAL TO THE CITY OF ATASCADERO

Central Coast Zoo Gift Shop Pilot Program

NAME OF ARTIST _____

MAILING ADDRESS _____

CITY, STATE, ZIP _____

TELEPHONE NO: () _____

EMAIL: _____

RELEVANT EXPERIENCE

PLEASE PROVIDE SAMPLE ARTWORK ALONG WITH ALL REQUESTED CONTENT.

PLEASE NOTE: ANY SALES OF ARTWORK WILL BE THE RESPONSIBILITY OF THE ARTIST.

SIGNATURE _____



City of Atascadero **Artist Agreement - Central Coast Zoo**

This agreement is made and entered into between (1) the City of Atascadero, through its Central Coast Zoo (hereinafter "Zoo") and (2) _____ selected to participate in the Central Coast Zoo's Qualified Artist Opportunity (hereinafter "Artist").

1. The Artist will provide a unique platform to showcase their work while creating distinctive merchandise for visitors to purchase through the Central Coast Zoo Gift Shop ("Gift Shop"). Original artwork will be used for reproduction on retail merchandise, recommended by the Zoo as follows:
 - a. Artwork should be bold, inviting, creative, original, and professionally produced. Artwork should primarily reflect the Central Coast Zoo and its animal population.
 - b. Artwork may represent or be inspired by:
 - Animals within the Central Coast Zoo's population. Artwork shall be one or more of the Zoo's specific individual animals and used on the artwork items sold in the Gift Shop - e.g. notecards, drinkware, tote bags, T-shirts, etc. These items would be created by the Artist and sold to the Zoo for re-sale by the Zoo in the Gift Shop.
 - Wildlife conservation and stewardship.
 - Plants and animals native to the Central Coast.
 - Nature and the local environment.
 - Atascadero's natural landscape and physical features.
 - c. The selected artist will work with the Zoo to determine which artwork and merchandise are appropriate for the Gift Shop.
 - d. All artwork and proposed merchandise must receive approval from the Zoo prior to production and sale.
 - e. The artist supplies the items to be sold in the Gift Shop for re-sale. Selected artwork may be featured on a variety of retail products, including greeting cards, writing pads, magnets, posters, tote bags, drinkware and apparel and other Gift Shop merchandise.
 - f. The Zoo reserves the right to determine which submitted artwork and merchandise will be accepted for sale or display within the Gift Shop.
 - g. The Artist will retain ownership of their original artwork unless otherwise agreed upon in writing.
 - h. The Artist will be responsible for identifying any third-party rights or permissions associated with artwork submitted for consideration.
 - i. Specific reproduction, licensing, wholesale, or other use arrangements will be addressed with the Artist as applicable.
 - j. If the Artist would like to display selected art pieces in the Gift Shop for direct purchase from the Artist, the Zoo will work with the Artist on selecting those pieces of art and appropriate revenue-sharing if agreed upon by the Zoo and Artist.
2. The Zoo may use images of the artwork for promotional purposes.

Working together to **serve**, build **community** and enhance **quality of life**.

3. Artwork must be original artwork created by the Artist, be professionally produced and suitable for reproduction on retail merchandise, be appropriate for display and sale in a family-friendly public attraction and not be generated through artificial intelligence (AI).
4. Artwork should not contain advertising, religious art, sexual content, negative imagery, convey political partisanship or include any hidden, subliminal or camouflaged messages or statements of any kind or nature. The Zoo will have final acceptance of artwork.
5. Artwork may not include any breach of intellectual property, trademarks, brands, or images of illegal activity.
6. The Artist will be required to meet the City's applicable business licensing, seller's permit, and contracting requirements. Liability insurance requirements are generally outlined as follows:
 - a. Limits no less than \$1,000,000 per occurrence in General Liability Insurance, naming the City Additionally Insured by endorsement.
7. The Zoo will pay for the agreed merchandise at the wholesale rate provided by the Artist for resale in the Gift Shop.
8. Artist shall defend, indemnify, protect and hold harmless the City of Atascadero, the Central Coast Zoo, and their elected and appointed officers, employees, members or agents ("City Indemnitees") from and against all claims for damages, liability, cost and expense (including without limitation attorney's fees) arising out of or alleged by third parties to be the result of the Artist's infringement on intellectual property rights of any kind, the negligent acts, errors or omissions or the willful misconduct of the Artist, and Artist's employees, subcontractors or other persons, agencies or firms for whom Artist is legally responsible in connection with the execution of the work covered by this Agreement. Artist shall have no duty to indemnify or hold harmless the City Indemnitees if claims, damages, liability, costs and expenses (including without limitations, attorney's fees) arise from the sole negligence or sole willful misconduct of the City Indemnitees. Artist's obligations shall survive the termination of this Agreement.
9. Artist is and any of the Artist's agents, employees or representatives are, for all purposes under this Agreement, an independent contractor and shall not be deemed to be an employee of the City/Zoo, and none of them shall be entitled to any benefits to which City/ Zoo employees are entitled including but not limited to, overtime, retirement benefits, worker's compensation benefits, injury leave or other leave benefits.
10. The City or the Artist may terminate this Agreement at any time and for any reason.

Community Services & Promotions Director, City of Atascadero

Date

Artist Signature

Date