



Request for Proposals: Small Artwork Commission 2023

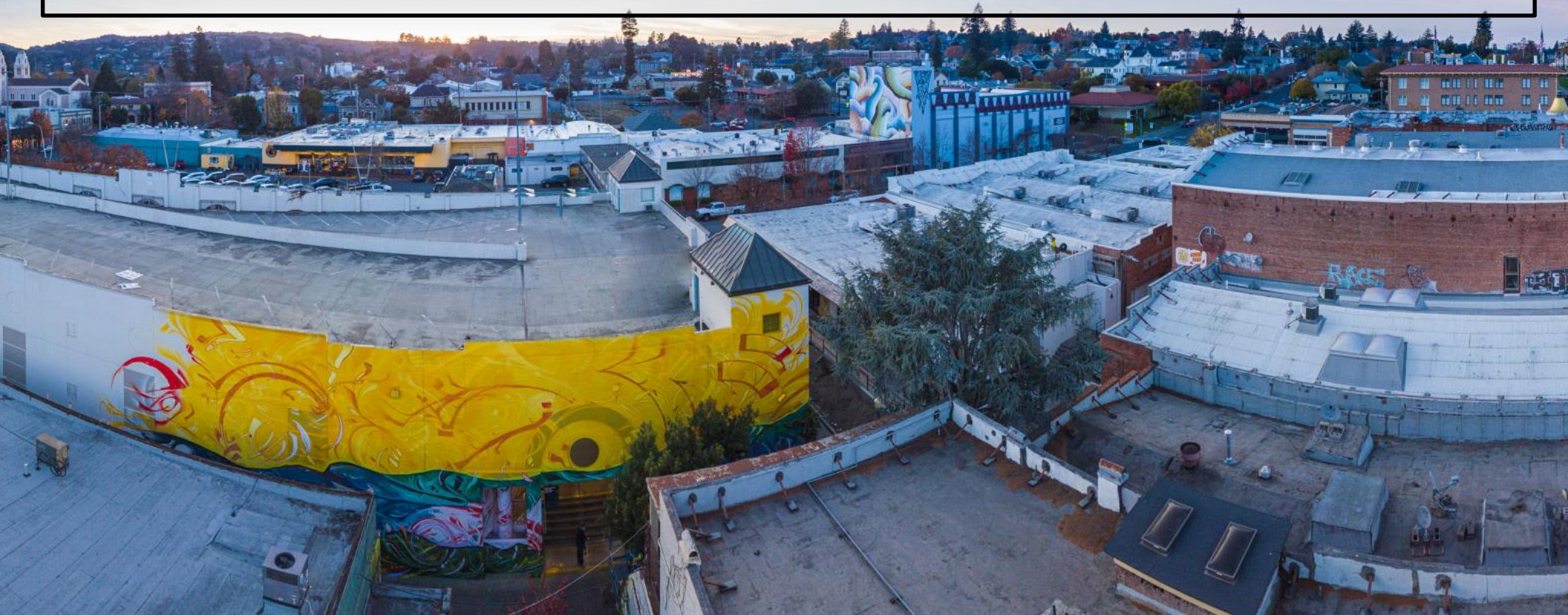


PETALUMA PUBLIC ART PROGRAM

OVERVIEW

The City of Petaluma Public Art Program is issuing this Request for Proposal (RFP) to **California-based artists or artist teams** for the design, fabrication, and installation of an original, durable and low-maintenance outdoor public artwork suitable for placement on city-owned property. The budget for the project is **up to \$25,000** and timeframe for project completion is twelve (12) months or less from signing the commission contract. City staff will screen submitted proposals, then the Petaluma Public Art Committee (PPAC) will review submittals to award one artist/team the contract to execute their public art concept(s). Further details about this commission opportunity are provided in this RFP document.

The deadline for RFP submissions is **TBD**.





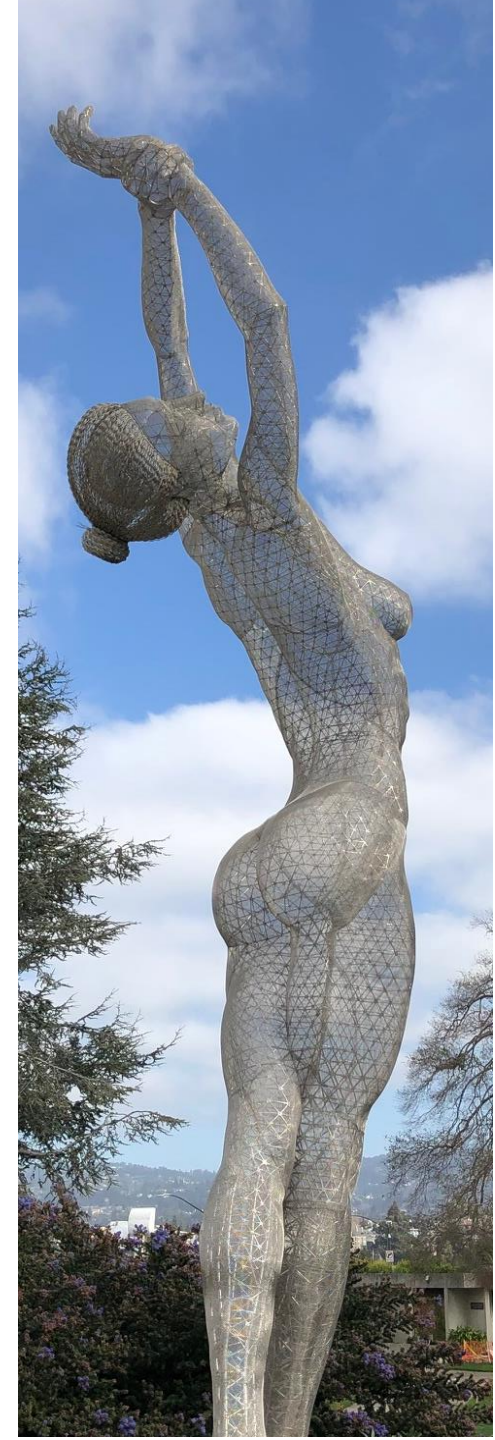
INTRODUCTION

As stated in the Petaluma Public Art Master Plan, the City's Public Art Program is committed to enhancing the appearance and cultural richness of the City by incorporating works of art into public places and fostering art with public view. The City's public art fund is generated through a 1% in-lieu fee payment of total development for non-residential and certain public improvement projects with construction costs greater than \$500,000 into the Public Art Fund. The City's Public Art Program uses the Public Art Fund to support a variety of public art projects on public property and for the benefit of the general public and is stewarded by the PPAC. For more details on the Petaluma Public Art Master Plan, please visit <https://cityofpetaluma.org/public-art-master-plan>.

PROJECT GOALS

This RFP opportunity is intended to engage emerging or established artists through a commission process that strives to maximize creativity by providing minimum restrictions to artwork proposals. The City is open to a wide range of proposals, including work with a life span shorter than twenty-five years. There is not set theme or medium, however, the PPAC seeks artworks with the following considerations through this commission program:

- Foster a sense of beauty, multi-layered meaning, or have other compelling attributes
- Be appropriate for a public space
- Be durable, safe, and low maintenance
- Represent the diversity of our community
- Provide opportunity to underserved artists, including artists of color
- Consider locations throughout Petaluma and activate neighborhoods that may not have existing public art





PROJECT SITE:

More information about the selected project site(s) coming soon.



ELIGIBILITY

To be eligible for this opportunity, artist and artist teams must meet the following minimum requirements to be considered:

- Be a practicing, professional artist or artist team
- Located in **California** (or able to provide a valid, current, California-based address for your creative practice)
- Be at least the **age of 18** (eighteen)
- Able to provide 3 (three) professional, public art or creative business-related references
- Previous experience working with artwork projects at a scale appropriate for permanent, public display
- Once contracted, apply for and maintain a Petaluma Business License
- Be able to meet the insurance and liability requirements outlined in this RFP
- Contracted artist/artist team is required to be a flexible, accountable, and accommodating partner to the City, City staff, PPAC, and the public including but not limited to attending public hearings and meetings and potential participation in community engagement activities.

HOW TO APPLY

Applications will only be accepted **online** by applying on SlideRoom at the following link:

<https://petalumapublicart.slideroom.com/TBD>

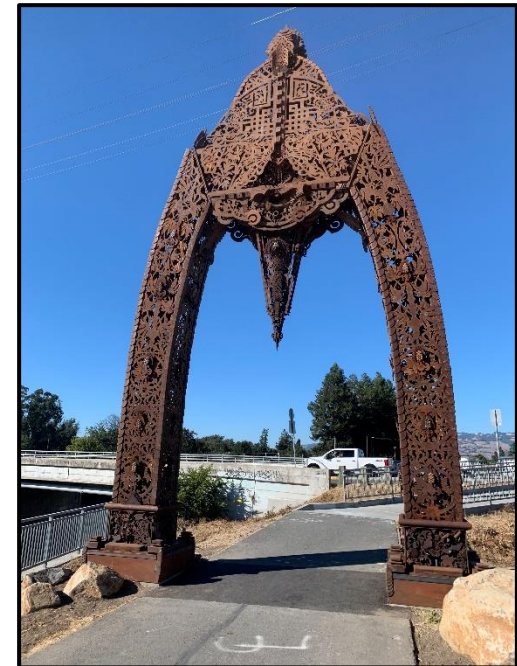
All applicants must read the entire RFP document and will agree to the terms of the commission opportunity outlined in the Small Artwork Commission 2023. For required application materials, see below under *Application Requirements*. Applicants must submit all materials before **TBD** to be considered for the commission opportunity. Incomplete applications cannot be considered for the opportunity.



PROJECT TIMELINE*

The Small Artwork Commission is designed to be a short, nimble approach to commissioning permanent public artworks for the Petaluma Public Art Program collection and the community's benefit. Proposed projects are intended to be completed by the artist or artist team within 12 (twelve) months of finalizing the project's contract between the artist/artist team and the City. Below is a mock-up timeline of the anticipated schedule of the Small Artwork Commission:

Month 1 – 2	Call for artists – RFP submission opens
Month 3	RFP submission deadline and staff screens applications PPAC review and score of applications Finalists notified and announced to the public
Month 4	Finalists honorariums paid
Month 4 – 5	Public engagement of finalist proposals
Month 6	PPAC final review and selection of proposal for contract Subcommittee assigned for final design phase
Month 7	Artist(s) works with subcommittee to refine final design PPAC approval to proceed with final design to contract
Month 8 – 9	Artist and City enter contract for proposed commission
Month 9	Contract approval and project commencement
Month 10 – 21	All phases of preparation, fabrication, and installation
Month 21	Project completion (12 months from contract award)
Month 22	Formal acceptance of artwork by City Unveiling celebration



***all project timeline dates are subject to change.**

The City and Public Art Program reserves the right to change the anticipated timeline at any point in the project accompanied by public notice.



SITE SELECTION

The Small Artwork Commission provides a pre-selected site for the artwork proposals. Proposals will only be considered for this pre-selected, City-controlled property. The [Public Art Master Plan](#) requires artworks in the City's Public Art collection to be relatively low maintenance, publicly accessible, and be appropriate in their size, scale, and content to its surroundings and setting. For more information about site selection, please refer to the section *Project Site* in this RFP document.

CONTRACT & BUDGET DESCRIPTION

This commission opportunity is for an all-inclusive award of up to \$25,000.00 for the artwork's commission, which includes (but not limited to) artist fees, design fees, travel expenses, consultants' and subcontractors' fees, insurance, engineering, permits, site-preparation, materials, fabrication, transportation, installation (including any site modification beyond City responsibility), artwork plaque, and post installation documentation. The artwork and all rights to it shall be owned by the City, other than the rights accorded to the artist by the Federal Visual Artists' Rights Act and the California Art Preservation Act. Prior to entering contract, the selected artist/artist team will be required to submit a proposal package to staff and will be shared to the PPAC and City Manager, which includes but is not limited to a line-item budget of the proposed project, a working timeline that estimates completion within 12 (twelve) months of contract initiation, a rendering (i.e. mock-up, drawings, maquette, digital plans with technical and to-scale modeling for City review), and a project description.





SELECTION PROCESS

The Small Artwork Commission 2023 application deadline is **TBD at 11:59PM** for interested applicants to submit the required proposal materials digitally to the online portal on SlideRoom. For more information on required application materials to be considered for this opportunity, see the *Application Requirements* section of this RFP document.

After the submission deadline, City staff will screen applications to ensure compliance with the minimum requirements and eligibility of this RFP. The PPAC will select two proposals as finalists and award each artist or team an honorarium of \$1,500.00 each to participate in the finalist selection phase once nomination is accepted. For more information about this opportunity's criteria for selection, see the *Selection Criteria* section of this RFP document.

The Petaluma general public will have an opportunity to provide feedback on the finalist proposals using a community engagement survey that will be facilitated and managed by City staff. The results of this survey will be used as a component to select the awarded proposal by the PPAC. For more information about the community engagement component of this project, see the *Community Engagement* section of this RFP document.

If the selected proposal artist/artist team accepts the awarded commission, the artist/artist team will be assigned an ad hoc subcommittee of the PPAC to work together to produce a final design that will be reviewed by the full PPAC and, if approved, will be recommend to that the City Manager to execute a Professional Services Agreement between the City and artist/artist team for services to create the proposed, approved artwork. The City and artist/artist will work together to finalize an agreed-upon scope of services for the commission. For more information about the selected proposal artist contract, see the *Contract & Budget Description* section of this RFP document.





SELECTION CRITERIA

City staff will screen applications to ensure compliance with the minimum requirements and eligibility of this RFP. From the listed selection criteria below, the Petaluma Public Art Committee will anonymously score each eligible proposal:

- Artistic excellence, originality, and innovation evidence by quality of proposal for this project.
- Appropriateness of the artist's proposed medium, style, and project concepts for the project site and site's surroundings.
- Demonstrated understanding and incorporation of the stated goals of the project.
- Proposed artwork should be suitable for permanent outdoor placement, and address durability, maintenance, and public safety concerns. This includes technical design parameters compliant with all applicable building code requirements.
- Proposed artwork should be an effective balance of size and scope of design and choice of materials to ensure that the finished installation is of sufficient prominence to the site and surroundings while effectively meeting project requirements and goals.
- Proposal considers how collaboration with active stakeholder group, including community outreach, might occur.
- Demonstrated sensitivity to the potential impact of the project on public citizens and use patterns of the site's space.
- Availability to participate in the design, approval, and implementation of the project and complete project in the timeline.

Additionally, the selected artist/artist team will be expected to:

- Fabricate, install, and document the artwork at the site within the approved budget and timeframe.
- Meet with the PPAC, City staff, and community representatives as needed.
- Show itemized costs within a final budget for all projected and associated costs for the artwork's planning and execution.
- Comply with the terms, conditions, and insurance requirements as necessary by the Personal Services Agreement.



COMMUNITY ENGAGEMENT

After the PPAC has selected two (2) finalist proposals, staff will launch a community engagement survey with an intended goal to offer the public an opportunity to provide input about which proposal they prefer, how well each proposal addresses the Commission's goals, and any additional thoughts that should be considered in the final selection and final design. The results from this engagement will be used as a contributing factor in the final selection by the Committee to enter contract for the awarded commission opportunity.

INTERNAL PROJECT PARTNERS

The Public Art program relies on a variety of City staff to support implementation of the Small Artwork Commission program, including but not limited to the City Attorney's Office, the City Manager's Office, the Parks and Recreation Department, the Department of Public Works, the Building Division, and the Planning Division. The selected applicant(s) to the Small Artwork Commission 2023 will be required to and agrees to work in close collaboration with staff at various City departments. Additionally, contracted individuals with the City are required to understand that other City commissions, committees, or boards beyond the PPAC may be involved in the selection process and the selected artist(s) may be required to work with these partners during the project's process.





APPLICATION REQUIREMENTS

To apply for this opportunity, please submit the following materials as described below to:

<https://petalumapublicart.slideroom.com/TBD>

To be considered for this opportunity, **applications must be submitted online to the submission portal on SlideRoom.** There is no application fee to apply or to use the SlideRoom online application system. All required information and materials must be included or the application will be removed from consideration. The SlideRoom online application form will request:

1. Current California address. **This opportunity is only available to California-based artists and artist teams.**
2. Completed online application form, including three (3) professional, work-related references related to art commissions.
3. Statement of interest, where applicants describe in a few paragraphs your interest in the project and preliminary ideas for how you would approach this commission. This statement of interest should demonstrate your understanding of the project objectives and include a preliminary proposal for how they would be achieved.
4. Upload up to five (5) images that present a 2D or 3D representation/drawing/model concept of the proposed design.
5. Current resume, up to two pages maximum, reflecting artist experience designing, fabricating, and installing artwork in outdoor public settings. Applicants applying as a team should identify a primary team leader and include resumes for each member. Resume(s) should include information regarding past artwork commissions, design experience, fabrication experience, exhibitions, awards, grants, and education. Applicants may cite related experience associated with work, qualifications, review, project management, or other pertinent criteria requested in this RFP document.
6. Upload up to ten (10) images of relevant work samples; a minimum of five (5) is required. Artists applying as a team may submit five (5) photos for each additionally team member. Please do not submit prints or other reproductions of your work. Digital photos should be high quality (minimum of 72 DPI resolution) as JPEGs, PNGs, or TIFF files.
7. Annotated image list that includes title, date, materials, dimensions, location, a brief description of the project, and the art project/commission budget for the work samples provided in this application.
8. All applicants agree to reading this **entire RFP document in full** before submitting their proposal for this opportunity.



ADDITIONAL INFORMATION

The artist/artist team selected through this RFP process must agree to maintain liability insurance as set forth in Exhibit B of the City's standard Professional Services Agreement which will ensure and indemnify the artist(s) and the City of Petaluma during the term of the contract and for one year after acceptance of the project unless the requirement is waived by the City of Petaluma. **All individuals applying are required and expected to carry \$1,000,000 general liability insurance throughout the project's entirety.** For more information about commercial general liability insurance, please go to the California Department of Insurance site at:

<http://www.insurance.ca.gov/01-consumers/105-type/95-guides/09-comm/commercialguide.cfm>

Additional terms include the following:

- The City of Petaluma and PPAC are not obligated to select a finalist or proposal from the submitted applications.
- Submitting an application to this RFP does not constitute an expressed or implied contract.
- After submitting, the applicant will receive notification of the results of the selection process.
- Contracted artist(s) must agree to the terms and conditions set forth in the Professional Services Agreement and maintain all liability, insurance, and licensure to contract with the City of Petaluma throughout the entirety of the project.

For more information about public art projects with the City of Petaluma's Public Art Program and the Petaluma Public Art Committee, please visit the City's Public Art webpage at <https://cityofpetaluma.org/planning-public-art/>. For more information about this application or the Small Artwork Commission program, please contact David Ward, the City of Petaluma's Public Art Specialist at (707) 890-6618 or at dward@cityofpetaluma.org.