



CITY OF MERCED

REQUEST FOR PROPOSALS

Open Call for Photographers

RFP Released: 08.01.2024.

Deadline for Submittals: 09.16.2024

MERCED CA 95340

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ABOUT THE CITY OF MERCED

Merced is a dynamic community of over 90,000 people, with a friendly small-town living in a mid-size city. The University of California Merced campus, opened in 2005, provides educational and economic opportunities, adding to the already-established growth of the region. As a result, Merced's population is youthful and diverse. Located in the heart of California's agricultural Central Valley, Merced is the region's hub for education, culture, and business. The community offers pleasant neighborhoods, and tree-lined streets. Bicycle paths along creeks link major City parks. Even with recent increases in prices, Merced's housing remains affordable compared to many other California locations. In addition, Merced's revitalized downtown is emerging as the entertainment center of the area. Annual events and festivals bring regional and even national recognition.

The City's amenities include the Applegate Zoo, Art Kamangar Center at the Merced Theatre, the Mainzer Theatre and Restaurant, the Merced Multicultural Arts Center, Playhouse Merced, the Senior Community Center, the Historic Tioga Apartments, Merced College, University of California at Merced, a wide array of restaurants, various sports facilities, Lake Yosemite, plentiful public transportations, and more.

ABOUT MERCED'S ARTS & CULTURE ADVISORY COMMISSION

The Arts and Culture Advisory Commission (ACAC) was established in 2018 to advise the City Council on matters about public art, art projects, cultural programs, and activities, and the promotion of art within the City of Merced (M.M.C. section 2.54.010). The ACAC's mission is to encourage and promote programs and events that enhance the art and cultural development in Merced while engaging community members and local businesses; promote the role of art and culture in contributing to the beautification and quality of life in Merced; recognize art and cultural events and activities that enhance vitality and innovation in Merced; promote inclusion of artistic endeavors and cultural activities reflective of the Merced community; and preserve the community's artistic works and cultural identities.



1. PROJECT DESCRIPTION

The City of Merced is seeking proposals from local photographers interested in showcasing their original photographs of a distinctive fall landscape captured in the city of Merced at an exhibition on October 26, 2024, at the Applegate Park MOAT. This initiative aims to provide a platform for local photographers, both aspiring and seasoned, to gain exposure and for the community to appreciate their talent. Hosting the photography event at the Applegate Park MOAT aligns with the City's commitment to cultural enrichment and supporting local talent.

The application submittal deadline is 5 pm (PST) Monday, September 16, 2024.

2. SELECTION PROCESS

Interested photographers are invited to submit their proposals featuring an original 4x6 high quality electronic image of a distinctive fall landscape in the city of Merced. The image should be accompanied by the photographer's name, phone number, email address, and general location of the fall landscape. Submissions will be reviewed by a subcommittee. The subcommittee will select 15 photographs based on a scoring metric outlined in this RFP. Selected photographers will receive a stipend as reimbursement for enlarging and mounting their respective photograph to a 16 x20 photo affixed directly to 3/16" Gator Foamboard for display at an exhibition to be held at the Applegate Park MOAT on Saturday, October 26, 2024. Remaining qualified submissions will be displayed in printed 4x6 photographs during the exhibition.

3. EVALUATION CRITERIA

Selection Criteria. The Selection Panel shall use the following criteria to select a photographer and photograph:

- Photograph must be the original work of the photographer.
- Copies will not be considered.
- Originality and creativity of the photograph
- Relevance to the theme of falling In Love with Merced within the City of Merced.
- Clarity and composition of the original 4x6 high quality electronic image
 - Avoid placing critical elements near the edges. Aim for a minimum pixel size of 480 x 640 pixels to ensure a high-quality 4x6 print for your electronic image/submission.



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- Completeness and accuracy of accompany descriptions.
- **Photographer’s ability to create an original high quality 16 x20 photo affixed directly to 3/16” Gator Foamboard for display at the exhibition.**
- Agreement to display the photograph at the event.

4. SUBMISSION REQUIREMENTS

Interested photographers must electronically submit the following information in the order listed:

- 1) Please include your name, phone number, email address, and fall landscape location in the body of the email.
- 2) Please attach your original 4x6 high quality electronic image to the email
 - Avoid placing critical elements near the edges. Aim for a minimum pixel size of 480 x 640 pixels to ensure a high-quality 4x6 print for your electronic submission.

5. INQUIRY CONTACT & SUBMITTING QUALIFICATIONS

Direct all questions and inquiries to Senior Management Analyst/Public Information Officer, Jennifer Flachman via email, at flachmanj@cityofmerced.org, by 5 pm, Monday, September 16, 2024.

SUBMISSIONS ARE DUE ELECTRONICALLY BY 5 PM (PST) ON MONDAY, SEPTEMBER 16, 2024.

Address proposals to:
Senior Management Analyst/Public Information Officer, Jennifer Flachman
City of Merced / Office of the City Manager
flachmanj@cityofmerced.org

Proposals are accepted via e-mail if received by the deadline. *Proposals will not be accepted via mail, fax, or in person delivery.*



6. PROPOSED TIMELINE FOR THE OPEN CALL FOR ART PROJECTS

08/1/2024 – 09/16/2024 – Post RFP on City Website:

- Allow 47 days for qualifications to be received.
- Qualifications will be initially screened to ensure minimum requirements are met.

09/17/2024 through 09/18/2024 – Selection Panel Rates Proposals:

- Review Independently and Score
- Scores compiled for May ACAC Meeting

09/19/2024 – ACAC Meeting:

- Selection Panel makes recommendation to ACAC.

09/20/2024 – Photographer Notification

- Photographer notification will go out via email.

09/23/2024 – 9/27/2024 – Photographs must be submitted for production.

- Artists will receive instructions to enlarge their high quality 4x6 photograph to a high quality 16x20 photo affixed directly to a white or black mounting board. Self-adhesive mounting boards are preferable.
- Selected photos will be displayed on easels.
- Remaining 4x6 photos will be displayed during the exhibition.

10/18/2024 – Mounted 16/20 photograph submissions due to the City of Merced.

- **Photographers must submit their high quality 16 x20 photo affixed directly to 3/16” Gator Foamboard to be included in the 10/26/2024 exhibition by October 18, 2024.**

10/26/2024 – Exhibition at the MOAT

- The community is invited to a free exhibition event at the MOAT. Invitations and event advertising will be posted on the city’s website and social media platforms.

7. PHOTOGRAPHER STIPEND

Fifteen (15) selected photographers will receive a \$500 stipend as reimbursement for photo production and mounting for display.



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