



# CITY OF MERCED

## REQUEST FOR QUALIFICATIONS

FOR PROFESSIONAL ARTISTS



RFQ Released: 02/04/2021

Deadline for Submittals: 03/08/2021

678 West 18th Street, Merced, CA 95340

## ABOUT THE CITY OF MERCED

Merced is a dynamic community of over 88,000 people, with friendly small town living in a mid-size city. The University of California Merced campus, opened in 2005, provides new educational and economic opportunity, adding to the already-established growth of the region. 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 abundant shopping, 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. Merced's revitalized downtown is emerging as the entertainment center of the area. Annual events and festivals bring regional and even national recognition.

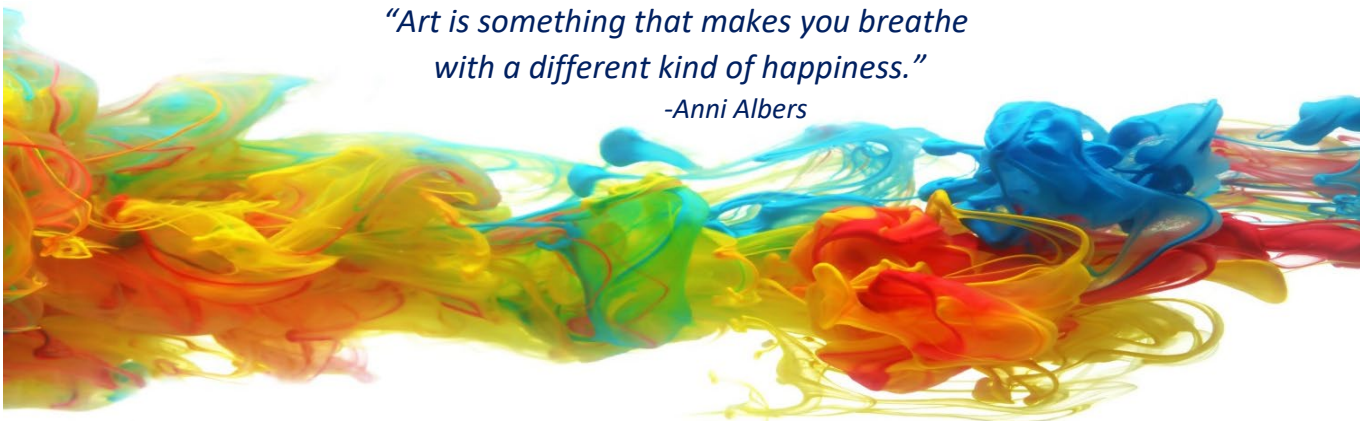
The City's many amenities include: the Applegate Zoo, Art Kamangar Center at the Merced Theatre, The Mainzer Theatre and Restaurant, The Merced Multicultural Arts Center, Playhouse Merced, The Merced Mall, The Senior Community Center, The Historic Tioga Apartments, Merced College, University of California,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

## ABOUT THE CITY OF MERCED ARTS AND CULTURE ADVISORY COMMISSION

The Arts and Culture Advisory Commission (ACAC) was established in 2018 to advise the City Council on matters pertaining to 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 art and cultural development in Merced while engaging community members and local businesses; promote the role arts and culture plays 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 that are reflective of the Merced community; and preserve the community's artistic works and cultural identities.

*"Art is something that makes you breathe  
with a different kind of happiness."*

*-Anni Albers*



## PROJECT DESCRIPTION

The Arts and Culture Advisory Commission (ACAC) invites the submission of professional and experienced artists' credentials for an opportunity to create artwork within the boundaries of the City of Merced.

Artists who have experience in painting, drawing, collage, printmaking, textiles, photography, are encouraged to apply. Select artists will be contracted to establish original artwork as projects become available through an artist agreement.

The City is seeking proposals for the Utility Box Beautification Project. The project consists of painting eight (8) utility boxes in Downtown Merced (see Page 7 for utility box location map).

The application deadline is 5:00 p.m. (PST) on March 8, 2021.

## SELECTION PROCESS

- ▶ Once a project is funded as part of the Annual Work Plan and a Public Art Project Plan is adopted, a Selection Panel may be assembled. The ACAC may serve as the Selection Panel, or opt to form a separate Selection Panel, taking into account recommendations from internal and external stakeholders. The Selection Panel shall advise the ACAC on the selection of artists and approval of concept designs. The Selection Panel is responsible for selecting one or more artists. The ACAC shall make a recommendation to the City Council. The City Council will have final approval authority.
- ▶ A Selection Panel may establish a qualified list based on their qualifications alone to submit a proposal, or to interview. The Selection Panel may recommend selecting one of the finalists based on their qualifications and/or interviews, or not selecting any of the artists and going back to review qualifications of other artists.

**Art has the power to transform, to illuminate, to educate, inspire, and motivate.**

*- Harvey Fierstein*

# EVALUATION CRITERIA

Selection Criteria. The following criteria shall be used by the Selection Panel in selecting an artist and artist concept:

- ▶ Meets the definition of Artist, as defined by the ACAC policy;
- ▶ Demonstrates artistic excellence, innovation and originality as represented in past work and supporting materials;
- ▶ Demonstrates capacity for working in media and with concepts that are appropriate to the project goals and site;
- ▶ Demonstrates interest and capability in creating Public Art in collaboration with the City, design teams and other project partners;
- ▶ Demonstrates interest and capability in engaging community representatives in a project;
- ▶ Demonstrates experience in successfully completing works of similar scope, scale, budget and complexity, or articulates how s/he will bring the necessary artistic and technical skills to the project;
- ▶ Demonstrates interest in and understanding of the project as outlined in the Project Plan;
- ▶ Is available to perform the scope of work in a timely and professional manner;
- ▶ Demonstrates artistic merit, including excellence in aesthetic quality, workmanship, innovation and creativity;
- ▶ Demonstrates appropriateness in scale and form and is of materials/media suitable for the site;
- ▶ Ability to reduce cost through economies of scale
- ▶ Demonstrates feasibility of construction and installation;
- ▶ Demonstrates feasibility in terms of budget, timeline, safety, security, durability, operation, maintenance, conservation, legal and ethical issues;
- ▶ Builds the diversity of the Public Art Collection.
- ▶ Permanence with regard to resistance to theft, graffiti, weathering and repair costs
- ▶ Residency of artist

# SUBMISSION REQUIREMENTS

This is an open competitive process. The RFQ outlines the step-by-step process and conditions that apply.

To submit your credentials for consideration, please include the following materials:

- 1) Cover sheet with your name, phone number, email address, and website (if applicable)
- 2) A statement of interest including your vision for public artwork
- 3) Resume that includes your exhibition history, past projects, and/or experience with cooperative community-driven projects
- 4) A minimum of three samples of previous original artwork with brief descriptions (photo printouts or flash drive containing samples are preferred)
- 5) Three (3) references the panel may contact for previous artwork and experience.
- 6) Your artist commission fees for applicable projects; totaling no more than \$750

If you are interested in submitting your proposal for the Utility Box Beautification Project, also include the following in your package:

- 1) Proposed artwork for the utility boxes. The utility box dimensions are as follows:

Location of Utility Box	Dimensions of Utility Box	Dimensions of Backup Battery Supply (attached to box)
Main & M Streets	33x24x67	12x20x46
M & 16 <sup>th</sup> Streets	33x24x67	12x20x46
18 <sup>th</sup> & M Streets	33x24x67	12x20x46
Main & Canal Streets	23x24x48	12x20x46
Main & K Streets	23x24x48	12x20x46
18 <sup>th</sup> & Canal Streets	23x24x48	12x20x46
Main & N Streets	18x22x36	n/a
Main & MLK Streets	23x24x48	12x20x46





# SUBMITTING QUALIFICATIONS & INQUIRY CONTACT

## Email submittals:

**City Manager**  
**Stephanie Dietz**  
[dietzs@cityofmerced.org](mailto:dietzs@cityofmerced.org)

Submittals by mail accepted if received by Monday, March 8, 2021, postmarks and faxed applications will not be accepted. Mail to:

**Attn: Stephanie Dietz**  
**City of Merced**  
**Office of the City Manager**  
**678 W. 18<sup>th</sup> Street**  
**Merced, CA 95340**

All inquiries must be directed to our point of contact by email, [dietzs@cityofmerced.org](mailto:dietzs@cityofmerced.org) by 5:00 p.m. on Friday, February 26, 2021.

**APPLICATION PACKAGE MUST BE RECEIVED BY 5:00 PM (PST) ON MONDAY, MARCH 8, 2021.**

## PROPOSED TIMELINE FOR THE DOWNTOWN ART PROJECT

February 4, 2021 through March 8, 2021 – Post Call for Qualifications on City Website:

- ▶ Allow 30 days for qualifications to be received
- ▶ Qualifications will be initially screened to ensure they meet minimum requirements

March 9-12, 2021 – Selection Panel Rates Proposals:

- ▶ Review Independently and Score
- ▶ Scores compiled for March ACAC meeting

March 18, 2021 – ACAC meeting:

- ▶ Selection Panel makes a recommendation to ACAC
- ▶ ACAC adopts recommendation to City Council

April 5, 2021 – City Council meeting (subject to Artist Agreement Decision):

- ▶ ACAC recommendation before City Council for approval

April 19, 2021 – Issue Notice to Proceed (subject to Artist Agreement Decision):

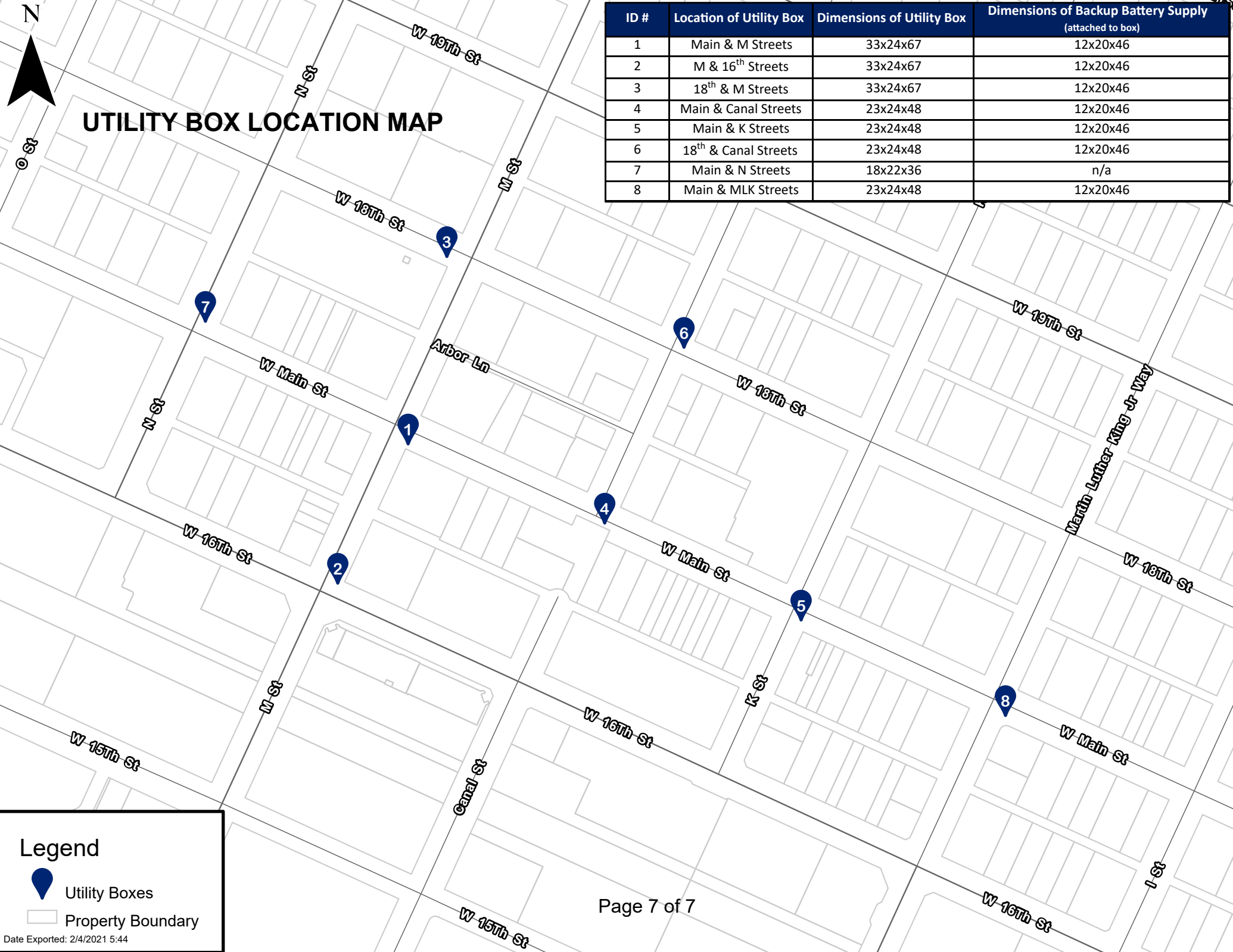
- ▶ Letter sent to artist granting authority to perform work on City property

## ARTIST AGREEMENT



Upon recommendation of the ACAC, the City Manager or designee shall coordinate agreements with selected artists, curators and/or cultural organizations. The agreement may include the scope of work, fee, schedule and relevant terms and conditions. The scope of work will generally include final design, engineering, fabrication and installation of the artwork. All such agreements will be presented to the City Council to allow for the approval of Artist Services Agreements, Artwork License Agreements, Talent Services Agreements, Artwork Loan Agreements and Artwork Gift Agreements. Approval for other agreement types shall follow current Award Authority for Contracts.



art /ärt/ - the expression or application of human creative skill and imagination, typically in a visual form such as painting or sculpture, producing works to be appreciated primarily for their beauty or emotional power.



UTILITY BOX LOCATION MAP

- Legend
-  Utility Boxes
  -  Property Boundary

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