

Exhibit 1 – First Draft Staff Report



DRAFT
REQUEST FOR PROPOSALS (RFP)

For
PUBLIC ART

For The
CITY OF ALAMEDA

XXXX XX, XXXX

Due Date: XXXXXXX XX, XXXX

OVERVIEW

The City of Alameda would like to invite artists and/or arts organizations to submit their proposals to create public art, and/or cultural arts or arts programming for the Alameda community. These services would be provided through a grant award from the City of Alameda, and will be funded through the Alameda Public Art fund.

This RFP includes two separate categories, with different award levels in each category:

- Physical public art
 - \$100,000 and above
 - \$50,000 to \$100,000
 - \$25,000 to \$50,000
 - Under \$25,000
- Cultural arts or arts programming
 - \$50,000 and above
 - \$25,000 to \$50,000
 - Under \$25,000

The Public Art Commission is seeking to fund artwork of different scales and lifetimes, in a wide variety of locations within the City of Alameda

Background

The City of Alameda, incorporated in April 1854, is a 22.7 square-mile island city located in the San Francisco Bay. Alameda has a population of 75,763. Alameda has an active and enthusiastic arts and culture community who would like to see more artistic and cultural expression directly supported by City government. The Community Development Department (CDD) encourages the advancement of local arts and culture to create a unique sense of place, and a more livable and economically vibrant city.

In 2003, the City of Alameda City Council adopted a Public Art Ordinance to require the installation of publicly accessible art on-site in certain new and substantially rehabilitated development projects. In lieu of providing on-site art, developers may choose to make a monetary contribution equal in value to their on-site art requirement into the City's Public Art Fund. The Fund, also established by the aforementioned Ordinance, is to be used for physical art and/or cultural arts and arts programming to benefit the community.

Objectives

The objective of the City of Alameda, in issuing this RFP, is to identify qualified artists and/or arts organizations that have the ability to provide art in public places in Alameda. Public art should result in broad community benefit by enhancing the city's image and

sense of place, contributing to economic vitality, and improving the community's exposure to arts.

Art Requirements

Physical art includes, but is not limited to, sculpture, painting, mosaics, photography, crafts, mixed media and electronic arts. Physical art may be permanent, fixed, temporary or portable. It may be an integral part of a building, facility, or structure, and may be integrated with the work of other design professionals. Physical art must be located in a public place on private property, on land or in a building owned by the City of Alameda, or on government-owned publicly accessible property. All physical artwork must be located in the City of Alameda.

Cultural arts or arts programming may include, but is not limited to: performance arts: theatre, dance, music; literary arts: poetry reading and storytelling; film and video; screenings and installations; education; art lectures and presentations; Special events: festivals and celebrations; and artist-in-residence programs in the arts. Cultural arts or arts programming must be accessible to the public at no charge, and located in the City of Alameda. Only non-profit organizations or public agencies are eligible to apply for the cultural arts or arts programming funding.

Budget

The Public Art Commission is seeking to fund artwork of different scales and lifetimes, in a wide variety of locations within the City of Alameda. This RFP includes two separate categories, with different award levels in each category.

- Physical public art
 - \$100,000 and above
 - \$50,000 to \$100,000
 - \$25,000 to \$50,000
 - Under \$25,000
- Cultural arts or arts programming
 - \$50,000 and above
 - \$25,000 to \$50,000
 - Under \$25,000

For physical public art, these amounts include all costs related to the artist and/or artist team's design and project management fees; all subcontract and consultant costs, including engineers, electricians, fabricators, studio and overhead costs; fabrication,

transportation, delivery, storage and installation of all art components; liability and insurance costs as required, and all other costs associated with the art project.

PHYSICAL PUBLIC ART

Proposal Requirements

The following are to be submitted via CaFE (www.callforentry.org):

1. *Letter of Interest.* Description of the artist or team's interest in the project, initial vision for the work, and relevant experience or background. Include contact information: name, address, phone, and email. (250 words maximum)
2. *Concept of Proposed Art Piece.* Description of the concept of the proposed project, including the design intent, color, size, materials, and fabrication processes. (500 words maximum)
3. *Concept Design.* Rendering of the conceptual design.
4. *Location.* The location in the City of Alameda where the project will be installed, including address and photos of exact location. Physical art must be located in a public place on private property, or on land or in a building owned by the City of Alameda. A letter of support from the property owner, or other documentation, must also be provided.
5. *Budget Estimate:* Estimated budget for the proposed project.
6. *Resume:* Current professional resume (1000 words maximum)
7. *Work Sample:* Up to ten (10) samples of past work, including an annotated image list stating the title of the piece, commissioning body, project budget, date, medium and dimensions.

Selection Process

1. Applications will be pre-screened by City staff to ensure that they meet the minimum qualifications.
2. The Public Art Commission will review applications meeting the minimum requirements, and rank them according to the selection criteria outlined below.
3. Finalists will have 10 weeks to develop original artwork proposals. These proposals will include to-scale renderings, models, and other visual materials required to adequately illustrate the proposed artwork, a site plan identifying the exact location of the proposed art in relation to existing objects, buildings, landscaping and property lines, a more detailed budget, high-level installation and maintenance plan and schedule for completion of the work.
4. Original artwork proposals will be placed on display for a two week period during which the public may comment, though not vote on, proposals.
5. At the end of the public display period, finalists will present their original artwork proposals to the Public Art Commission, who will make the final grant award subject to call for review by City Council. Finalists must be available to attend an in-person presentation at the scheduled time in order to be eligible to receive the grant.

Selection Criteria:

Staff Review

In order to be qualified for review, all proposals must:

- Include all of the elements listed in the “Proposal Requirement” section.
- Demonstrate project durability through the selection of materials appropriate to the project location and lifespan.

Public Art Commission Evaluation

Once qualified for review, the Public Art Commission will review proposals based the following factors:

Artistic Merit and Experience	Overall creative and aesthetic nature of the artist’s or team’s conceptual design and narrative, and past works. Past work on projects of similar scope and scale, including familiarity with public art installations.	50%
Placemaking:	Capacity to improve the overall appearance of the vicinity of the physical art and create a community asset and sense of place.	20%
Budget	Inclusion of reasonable cost estimates within desired grant amount.	10%
Communication	Ability to communicate clearly and work cooperatively with City staff, Commission members, and members of the general public,	5%
Schedule	Inclusion of realistic schedule and construction process.	5%
Leveraged funds	Use of additional Federal, State, philanthropic or other funds for the project.	5%
Local Preference	Artist and/or artist team lives or works in the City of Alameda	5%

The selected artist will be required to submit a detailed long-term maintenance and conservation plan prior to payment in full. The property owner will be required to submit a signed agreement guaranteeing they will maintain, or cause to be maintained, the artwork in good condition for its lifetime and shall perform necessary repairs, maintenance, preservation and conservation to the satisfaction of the City, as established in a long term maintenance plan.

CULTURAL ARTS AND ARTS PROGRAMMING

Proposal Requirements

The following are to be submitted via CaFE (www.callforentry.org):

1. *Letter of Interest.* Describe the organization's interest in the project, initial vision for the work, and relevant experience or background. (250 words maximum)
2. *Concept of Proposed Program.* A summary of the overall program being proposed (250 words maximum).
3. *Program Description and Work Plan:* A description of each of the components of the overall program, major component activities, timelines and the roles of key personnel, as well as involvement of any other partner organizations. (500 words maximum)
4. *Goals:* A statement of the program's goals and indication of the steps to be taken to achieve those goals. An indication of how progress toward goals would be evaluated or monitored. (250 words maximum)
5. *Proposed Program Budget:* A combination of narrative and table(s) that convey how Fund dollars would be dedicated to the various components of the proposed program and its administration. This would also show how any other funding sources would be leveraged to implement the program. (250 word maximum, not including tables)
6. *Organizational Ability:* A description of the proposer's organization, including its history, track record for providing art and cultural programing, and ability to carry out the work proposed. Please also provide an organizational chart showing personnel. (250 words maximum, not including organizational chart)
7. *Supporting Documentation – non-profit organizations only*
 - a. A list of the organization's board of directors, including their professional and/or community affiliations.
 - b. IRS Determination Letter for 501(c)(3) status.
 - c. Most recently filed IRS Form 900 and financial statement.
 - d. The organization's budget for the current year.
 - e. A list of the organization's major funders and grant amounts.
8. Contact information for the organization including name, address/location, phone, and email.

Selection Process

1. All applications will be pre-screened by City staff to ensure that they meet the minimum qualifications.
2. The Public Art Commission will review applications meeting the minimum requirements, and rank them according to the selection criteria outlined below.
3. Finalists will be invited for an in-person interview with the Public Art Commission, who will award the projects subject to call for review by City Council. Finalists must

be available to attend in-person interviews at the scheduled time in order to be eligible to receive the grant.

Selection Criteria:

Staff Review

In order to be qualified for review, all proposals must:

- Include all of the elements listed in the “Proposal Requirement” section.

Public Art Commission Evaluation

Once qualified for review, the Public Arts Commission will review proposals based the following factors:

Proposed Event or Program	An assessment of the proposed event or program and how it will benefit the broader community and engage local arts and culture groups and individuals.	50%
Experience	An assessment of the organization’s past experience and level of expertise in implementing programs and projects to enhance local arts and culture.	20%
Budget	Inclusion of reasonable cost estimates within desired grant amount.	10%
Schedule	Inclusion of realistic program schedule.	5%
Communication	The ability to communicate clearly and work cooperatively with City staff, Commission members, and members of the general public.	5%
Leveraged funds	Use of additional Federal, State, philanthropic or other funds for the project.	5%
Local Preference	Artist and/or arts organization based in the City of Alameda	5%

PROPOSAL SCHEDULE AND SUBMITTAL REQUIREMENTS

All proposals must be submitted via www.callforentry.org.

IMPORTANT DATES

RFP release	TBD
Questions due	TBD
Applications due	TBD

Please submit questions to Amanda Gehrke at agehrke@alamedaca.gov.

Notice: Proposals will not be accepted after the date and time stated above. Incomplete proposals that do not conform to the requirements specified herein will not be considered. Issuance of the RFP does not obligate the City to award funding, nor is the City liable for any costs incurred by the Applicant in the preparation and submittal of proposals for the subject work. **The City retains the right to award all or parts of the grant funding to several Applicants, to not select any Applicants, and/or to re-solicit proposals.** The act of submitting a proposal is a declaration that the Applicant has read the RFP and understands all the requirements and conditions.

Ownership of Materials

All documents, including sketches, images, plans, specifications, reports and all other materials, including models, submitted as part of the proposal process will become property of the City of Alameda.

Timeline for Completion

[Timeline to depend on size and type of award]

Insurance Requirements

[TBD]