



# **The Alliance for Economic Development of Oklahoma City, Inc.**

## **Solicitation RFQ-106**

### **CALL TO ARTISTS: REQUEST FOR QUALIFICATIONS TWO MURALS FOR THE NEW HOMELAND LOCATED AT 3748 N. LINCOLN BOULEVARD**

**COORDINATED BY  
OKLAHOMA CITY'S OFFICE OF ARTS & CULTURAL AFFAIRS**



**DEADLINE: January 20, 2021 by 4:00:00PM CST**



**PROJECT**

This announcement seeks qualifications for mural artists to be considered for two murals for the new Homeland to be constructed on N. Lincoln Boulevard, near the intersection of NE 36<sup>th</sup> and N. Lincoln. This development project is important to the residents of NE Oklahoma City and studies have shown that public art increases the quality of life in a community. This public art installation is meant to help increase a sense of value and ownership in the area.

**BUDGET**

\$36,000.00

**DEADLINE**

4:00:00PM (CST) on January 20, 2021

**DESCRIPTION**

The Alliance for Economic Development of Oklahoma City, Inc. (Alliance) in partnership with The City of Oklahoma City announces this call to professional artists to submit their qualifications to be considered for a public art project to create two exterior painted murals for a new 30,000 sf grocery store on N. Lincoln Boulevard in Oklahoma City.

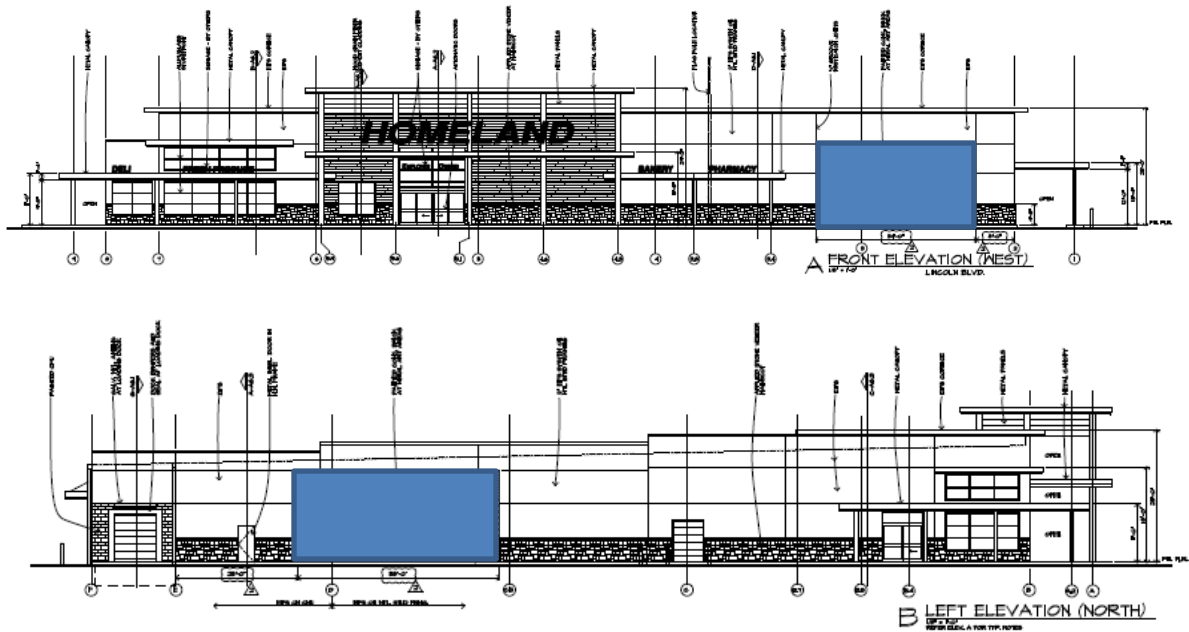


**Figure 1 Architectural Rendering of the new Homeland. Mural location in blue.**

The selected artist/artist team must identify a locally based (living within a 120 mile radius of the Project site) Project Manager who is the main Project contact and who can be on site or react quickly as needed for construction meetings and other contingencies. Artists may designate themselves, if locally based.

**BACKGROUND**

The purpose of the new grocery store is to present a unique shopping experience to provide fresh, healthy grocery options to customers in the underserved northeast Oklahoma City area. It will feature a pharmacy, and will boast an array of fresh offerings such as organic fruits and vegetables, freshly baked breads, a custom butcher shop and fresh, ready-to-eat deli foods.



Figures 2 and 3: Architectural elevations of the Front (west) wall and Left (north) wall of the building.

## ELIGIBILITY

This opportunity is open to all practicing artists, at least 18 years of age. Artists with prior public art experience, both those who reside in the Oklahoma City metropolitan area and those who live and work elsewhere, are encouraged to submit qualifications. Submissions from artist teams are particularly encouraged. All artists and artist teams selected for final interviews must attend all required information sessions and site visits. Artists and artist teams should have a variety of skills and experience with exterior murals and with budgeting of time and money, as demonstrated by images of previous works and by resume.

## SELECTION CRITERIA

1. Artistic excellence, originality, and ability to produce a consistent body of work, as evidenced by representation of past work in images and other supporting materials
2. Demonstrated experience painting exterior murals
3. Experience with Projects of a similar scale and scope
4. Appropriateness of artist's approach and style to the Project's intent and Site
5. Availability to work within Project time frame and to be present in Oklahoma City through completion of the Project
6. Good work habits: ability to meet deadlines, experience with budgeting, good communication skills, good problem-solving abilities—as supported by references
7. Other criteria as may be established by the jurors. Any additional criteria shall be outlined in the Selection Committee's written instructions provided to artist(s) invited to final interviews.
8. Design must reflect the local customs, styles or cultural attitudes of neighborhood residents and provide a sense of place and contribute to the architectural and cultural heritage of the area.

## SUBMISSION THROUGH BIDS SYNC

Proposers must register with [BidSync](#) and submit their qualifications electronically through BidSync. **The City and its Trusts recommend potential proposers register and become familiar with the BidSync electronic proposal process far in advance of submitting their qualifications materials.** There is no charge to the proposer for registering or submitting an electronic proposal to the City or its Trusts through BidSync. You may receive a sales call about upgrading your registration, but there is no obligation to do so for Projects announced through Oklahoma City's Office of Arts & Cultural Affairs. Instructions below:

### First time registration in BidSync/ Register for free:

1. Visit: [bidsync.com/the-city-of-oklahoma-city](#) and click on the "Register for Free" button.
2. Enter your email address twice to verify that it does not already exist in our system. Once prompted to proceed, fill in all required identification fields and agree to the Terms and Conditions for bidSync.
3. Check your **inbox** of the email you provided and locate the email from [notify@bidsync.com](mailto:notify@bidsync.com). Check your spam folders if you do not see it in your inbox.
4. Click the activation link in the email with 24 hours of receiving to activate your new BidSync account. Once your token is verified you will be asked to select your account password.
5. Create a company profile (your personal name may be used) to receive bid invitations from agencies. Verify your company address and follow the prompts to add 3 positive keywords so BidSync can search, locate, and deliver relevant solicitations for you. We recommend "public art" as one of the keywords. If you have trouble with registration or uploading, contact customer service at 800.990.9339 or [support@bidsync.com](mailto:support@bidsync.com).

To fully respond to this Request for Qualifications you will be required to upload the following items to BidSync prior to the 4:00:00 pm January 20, 2021 deadline established in this announcement.

#### **Artist Statement**

The artist statement is developed by the artist who will be the principal contact and Project manager. Prepare a brief letter explaining why you are the best candidate for this Project. If a team, explain the team members' roles and why your combined experience makes you the best candidates to be considered for this Project.

#### **Resume**

Include a current professional resume for each artist and/or team member, emphasizing mural experience. Please limit resume to more recent and relevant experience; two pages is generally sufficient.

#### **Six Digital JPG images for each team member**

*Note: Only digital (JPG or PDF) images of completed work will be accepted. No renderings or proposals may be included.* Include six digital images in .jpg format, not to exceed 2MB in size (use image resolution not less than 72 ppi and not more than 200 ppi). Match image file names to image ID sheet, numbered and ordered consecutively (for example: *1.artist.title1; 2.artist.title2; etc*). If a team is comprised of more than 3 members, limit images to 3 per team member.

## Image ID Sheet

Image ID information for each image consecutively: file name/number, title, medium, dimensions, location (city), year completed (see attached sample)

## SELECTION PROCESS

After the submission deadline, artist application materials will be screened by staff to ensure completeness of applications and conformity to the standards outlined in this RFQ before presentation to the Selection Committee. Incomplete submittals will not be considered.

The Selection Committee will be comprised of (but not limited to):

- Architectural design team member
- Neighborhood stakeholder(s)
- A representative from the Alliance for Economic Development
- A corporate representative from Homeland
- Arts Commissioner
- Public Art juror

The Selection Committee will be highly involved in the selection of finalists and recommendation of Project Award. At the first Selection meeting, the Committee will produce a short-list of three finalists. This is a two-step process. First, the field of submittals is narrowed by evaluation based on the images and image information only. Jurors see submitted images and hear the description given on the image ID sheet. Each juror ranks the artist from 1 (low) to 5 (high) and results are tabulated. (**Note: it is critical that artists submit their best images of relevant work.**) Second, among artists with the highest vote totals, further review is made using information from the artist resumes, statements, and references. Up to three finalists are selected for the final round, where all submitted information will be used in selecting the winning artist or artist team.

The finalists will then participate in two events:

1. The first event is a Mandatory Site Tour of the facility under construction and the surrounding area in order for finalists to understand the site, its context, and the city, generally.
2. The second event is an online interview with the Selection Committee, where the artist will present a Conceptual Design Report, including a budget and schedule based upon what was learned from the Mandatory Site Tour. The Conceptual Design Report will include:
  - A proposed design approach for the two murals
  - A draft budget for the mural Project, including materials description
  - Background information about the artist, team members (if any), and each member's role on the Project
  - One-page Artist Statement about work proposed
  - Statement about any conflicts in schedule for Project
  - Project reference contact information for each artist team member

An honorarium of \$1,000.00 will be paid to each finalist/finalist team (only one \$1,000 payment per team) approximately thirty days after the presentation of a Conceptual Design Report and Finalists' proposals should be designed in response to the surroundings, culture, and history of northeast Oklahoma City. It is important that the design selected provides a colorful composition that identifies with the community's values and heritage.

### SCHEDULE OF EVENTS

The following schedule is slated for this Call to Artists. Please note that The City reserves the right, as deemed necessary, at its sole discretion to adjust this schedule by written notice to the Artists who have registered to receive notifications through BidSync. **Interested proposers are strongly encouraged to register in BidSync as soon as possible.**

Call to Artists Announced .....Monday, December 7, 2020  
Non-Mandatory Information Meeting\* ..... 12:30 pm CST Wednesday December 16, 2020  
Deadline for Artist Submissions..... **No Later than 4:00:00pm CST Wednesday January 20, 2021**  
First Selection Committee Meeting..... week of February 1, 2021  
Notification of Selection Results..... by February 5, 2021  
Deadline for Artists to accept/decline invitation to interview..... Monday, February 15, 2021  
Mandatory Site Tour by ..... week of March 15, 2021  
Finalist Presentations and Interviews ..... week of April 5, 2021  
Notification of Selection..... by April 9, 2021  
Approval and Contracting Period..... April 2021  
Begin Mural Permits and Installation..... May 2021

\* Link to information conference:

Join Zoom Meeting

<https://okc.zoom.us/j/92983589311>

Meeting ID: 929 8358 9311

One tap mobile

+13462487799

Dial by your location

+1 346 248 7799 US

### OTHER SUBMISSION ENTRY INFORMATION

The Alliance reserves the right to withdraw this Call to Artists at any time and for any or no reason. Receipt of submission entries by the Alliance or submission of an artist's entry to the Alliance or Selection of an artist for purposes of negotiating a contract confers no rights to any artist nor obligates the Alliance in any manner. The Alliance reserves the right at its sole discretion and for any reason, to reject all submission entries and not award any contract and to solicit additional or different submission entries later. The Alliance incurs no obligation regarding this Call to Artists, or any contract resulting therefrom, until a contract, and documents are properly submitted and executed by all parties thereto.

Any submission shall remain a valid entry for six (6) months after the submission deadline or until the Alliance executes a contract, whichever is sooner. In the event the selected artist fails to negotiate a satisfactory contract or fails to perform, and the contract is terminated within forty-five (45) days of its

initiation, the Alliance may request the artist submitting the next best entry to honor their submission entry.

Costs of developing a submission entry are solely the responsibility of the artist. The Alliance shall not provide reimbursement for such costs. The Alliance shall not be liable for any artist's preparation costs for any reason, other than that paid as an honorarium to finalists for the Conceptual Design Report presented to the Selection Committee at the final interview as described in this Solicitation. Submission of an entry shall constitute acceptance of the terms, conditions, criteria, requirements and evaluations set forth in this Call to Artists and operates as an offer and a waiver of all objections and Proposer originated modifications to the contents of this Call to Artists.

All entries properly submitted shall be received and reviewed by the Alliance. The Alliance reserves the right to reject any entry deemed to be non-responsive for failure to comply fully with the terms of the Call to Artists. However, the Alliance reserves the right, at its sole discretion, to request clarifications, corrections or additional information and to waive Irregularities in execution or delivery of the entry provided it is in the best interest of the Alliance.

The Alliance reserves the right to amend this Call To Artists at any time no later than five (5) working days prior to the deadline for submission of the entries, unless the amendment is for the purpose of extending the deadline or time for the receipt of this Call to , in which case such amendment may be promulgated at any time prior to the previously published deadline or time for Submissions receipt.

All amendments to this Call to Artists will be made through BidSync. Any oral statement or representation in response to a Written Inquiry will not be binding on the Alliance.

### **QUESTIONS**

All questions, comments or inquiries regarding this Call to Artists, must be made through BidSync. The deadline for questions related to this Solicitation is seven days prior to the submission deadline published on this Request for Qualifications.

### **INSURANCE**

The artist recommended by the Selection Committee and Oklahoma City Arts Commission shall be required to enter into contract with the Alliance for the entire duration of the Project. Depending on the specific scope of the Project, prior to the issuance and throughout the duration of the contract, the artist shall be required to maintain insurance, as required by the Alliance.

### **CONTRACT**

The selected artist must be willing to negotiate a contract satisfactory to the Alliance. In the event the Alliance is unable or unwilling to successfully negotiate with the artist submitting the best entry, the Alliance reserves the option of rejecting the artist and negotiating with the artist submitting the next best entry.

In an attempt to satisfy the legal requirements of the Alliance, the contract will require that artist waives rights under the Visual Artists Rights Act (VARA); however, after the written waiver, the Alliance is willing to reinstate to the artist certain VARA Trademark rights.

## **General VARA Waiver for Works of Visual Art (Two-Dimensional Artwork)**

I, \_\_\_\_\_ (print name), “Artist,” hereby acknowledge the rights of attribution and integrity generally conferred by Section 106A(a) of Title 17 of the U.S. Code, (The Visual Artists Rights Act of 1990, “VARA”), and any other rights of the same nature granted by other federal, state or foreign laws. Artist hereby waives his/her VARA rights for the following work(s) of visual art:

ARTWORK ENTITLED:

MATERIALS:

Date: \_\_\_\_\_ Signature of Artist: \_\_\_\_\_



Sample image ID sheet

Project: \_\_\_\_\_

Artist name: \_\_\_\_\_ Phone/email: \_\_\_\_\_



1.Title  
Medium  
Dimensions  
Location (city)  
Year completed:  
Value:



2.Title  
Medium  
Dimensions  
Location (city)  
Year completed:  
Value:



3.Title  
Medium  
Dimensions  
Location (city)  
Year completed:  
Value:



4.Title  
Medium  
Dimensions  
Location (city)  
Year completed:  
Value:



5.Title  
Medium  
Dimensions  
Location (city)  
Year completed:  
Value:



6.Title  
Medium  
Dimensions  
Location (city)  
Year completed:  
Value: