



**REQUEST FOR QUALIFICATIONS**  
**CALL FOR ARTISTS**  
***Coffey Neighborhood Park Public Art Project***

**APPLICATION DEADLINE: February 7, 2019**

Applications must be received by the City of Santa Rosa no later than 5:00pm on the due date.

**Submit completed applications to:**  
Planning & Economic Development Department  
Attn: Tara Thompson  
100 Santa Rosa Avenue, Room 3  
Santa Rosa, CA 95404

**ELIGIBILITY**

This commission is open to practicing, professional artists residing in California.

**DESCRIPTION OF PROJECT OPPORTUNITY: COFFEY NEIGHBORHOOD PARK PUBLIC ART**

This public art opportunity is for an artist or team of artists to design, fabricate and install public art in Coffey Neighborhood Park, in conjunction with the redesign/rebuild of the park post-fire.

The artist or artist team selected for this project will be required to undertake research and discussion with key stakeholders and thoughtfully engage the Coffey Park neighborhood to develop a concept proposal for the public art project. From preliminary surveys of the neighborhood, residents indicate a preference for functional public art, such as seating and playground equipment. The public art should be integrated into the design of the park as much as possible. Design elements should reflect the identity and resiliency of the Coffey Park neighborhood and respectfully commemorate the Tubbs Fire.

**PROJECT LOCATION**

Installation will be sited at Coffey Neighborhood Park (1524 Amanda Place, Santa Rosa, CA) in Northwest Santa Rosa. The park is located at the heart of the heavily fire-damaged Coffey Park Neighborhood. The Tubbs Fire in October 2017 claimed 4 lives and destroyed approximately 1,300 homes in the Coffey Park Neighborhood alone. At Coffey Neighborhood Park, all 5.85 acres burned, including all landscape, irrigation, electrical, two playgrounds, picnic areas, monument sign, fence, turf and pathways. The proposed public art should be contained to the park property.

## **PROJECT BUDGET**

The total available funding for the project is \$50,000 allocated as follows:

|                                                                                             |           |
|---------------------------------------------------------------------------------------------|-----------|
| Artist Fee (15%)                                                                            | \$ 7,500  |
| Fabrication & Installation (78%)                                                            | \$ 39,000 |
| Contingency (7%)                                                                            | \$ 3,500* |
| <i>*Any remaining contingency at the completion of the project will revert to the City.</i> |           |

The project funding must cover all expenses related to the research, neighborhood engagement, design, fabrication and installation of the artwork, including, but not limited to: design time and fees; design documents, renderings and/or other media as required to communicate artist's concept design development to stakeholders and approving bodies; signed and certified structural engineering, electrical and/or other construction/engineering drawings and specifications, required for fabrication; fabrication of the artwork; transportation and installation of materials, transportation and accommodations for artist(s); insurance and all other project related expenses.

## **ESTIMATED COMPETITION TIMELINE (subject to change)**

|             |                                                                  |
|-------------|------------------------------------------------------------------|
| Feb 7, 2019 | Deadline to submit qualifications                                |
| Feb 21-23   | Finalists interview with Selection Panel                         |
| Mar 4       | Selection panel recommendation to Art in Public Places Committee |
| April - May | Research and design development                                  |
| May 6       | Presentation of design                                           |
| June, 2020  | Completion and installation                                      |

## **ARTIST SELECTION PROCESS**

Qualifications will be prescreened by the Arts Coordinator and then presented to a Selection Panel. The Selection Panel will identify and recommend a short list of artists, based on the artist selection considerations outlined in the next section. These finalists will be invited to interview with the Selection Panel. The Selection Panel will select one artist to complete the project. The Art in Public Places Committee will approve the final artist recommended by the Selection Panel. The Art in Public Places Committee also reserves the right to decline any or all applications, or artists recommended by the selections panel, and to reissue the RFQ for additional artist candidates.

## **SELECTION CONSIDERATIONS**

- Artistic excellence and originality as evidenced by representations of past work in photos provided.
- Appropriateness of the artist's medium, style, and concepts as they relate to location and project goals.
- Experience, success and/or interest in creating public artworks in collaboration with an active stakeholder group, including neighborhood outreach, in determining scope and development of plans and programs.
- Experience developing artworks in outdoor environments/site design.
- Availability to participate in the design, approval and implementation of the project, and complete installation by the deadline.
- References.

## **SCOPE OF WORK**

For the selected artist, the scope of work for this project will include the following:

- Developing concept and design with engagement and discussion with the Coffey Park neighborhood.
- Finalizing design schematics to accurately convey the work's artistic intent, design, colors, materials, fabrication processes, production time.
- Providing scaled renderings, models and other visual material to adequately illustrate how the artwork will appear when installed at the site.
- Meeting with Art in Public Places Committee, staff and community representatives as needed, to develop work appropriate for project context.
- Fabricating, installing and documenting the artwork at the site.
- Involving the surrounding community during the installation process, as practical.
- Complying with terms, conditions and insurance requirements as required by Artist Services Agreement.

## **APPLICATION REQUIREMENTS**

Please submit the following materials as described below, all of which are required to constitute a complete application. The Public Art Program is not responsible for lost, missing or damaged materials. Incomplete or late applications will not be accepted. Submissions may also be emailed.

1. Completed application form (attached).
2. Ten (10) digital photos of previous artwork. Please select photos of artwork that demonstrates your qualifications for this project. Artists applying as a team may submit ten photos for each team member. Please do not submit prints or other reproductions of your work. Digital photos should be at least 150 dpi at 5" on the longest side, and may be submitted on a CD, flash drive or through email.
3. A photo list for all images included with your application, including title, date, materials, dimensions, location, a brief description of the project, and the project cost.
4. Artist statement(s): one (1) page maximum.
5. Resume(s): two (2) pages maximum.
6. A self-addressed, correctly sized and stamped envelope for the return of any materials you request us to return to you. Otherwise we will retain all materials.

*Please do not bind the above materials and do not submit in plastic sleeves, folders or binders.*

For more information contact Arts Coordinator at (707) 543-4512 or [tthompson@srcity.org](mailto:tthompson@srcity.org).



## APPLICATION

Call for Artists: *Coffey Neighborhood Park Public Art*

*Application Deadline 5:00pm, February 7, 2019*

Artist's Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State \_\_\_\_\_ Zip Code \_\_\_\_\_  
E-mail Address \_\_\_\_\_ Telephone \_\_\_\_\_  
Website \_\_\_\_\_

Names and E-mail or telephone numbers of additional team members, if applicable:

Name \_\_\_\_\_ E-mail or Phone \_\_\_\_\_  
Name \_\_\_\_\_ E-mail or Phone \_\_\_\_\_

Three professional, work-related references related to public art commissions:

Agency \_\_\_\_\_ City, State \_\_\_\_\_  
Point of Contact (Name and Title) \_\_\_\_\_  
E-mail Address \_\_\_\_\_ Telephone \_\_\_\_\_  
Total Value of Commission \_\_\_\_\_ Year Completed \_\_\_\_\_

Agency \_\_\_\_\_ City, State \_\_\_\_\_  
Point of Contact (Name and Title) \_\_\_\_\_  
E-mail Address \_\_\_\_\_ Telephone \_\_\_\_\_  
Total Value of Commission \_\_\_\_\_ Year Completed \_\_\_\_\_

Agency \_\_\_\_\_ City, State \_\_\_\_\_  
Point of Contact (Name and Title) \_\_\_\_\_  
E-mail Address \_\_\_\_\_ Telephone \_\_\_\_\_  
Total Value of Commission \_\_\_\_\_ Year Completed \_\_\_\_\_

To ensure that your application is complete, please check off the following items as enclosed:

- ☐ Completed application form.
- ☐ Ten (10) digital photos of previous artwork. Please select photos that demonstrate your qualifications for this project. Artists applying as a team may submit ten photos for each team member. Please do not submit prints or other reproductions of your work. Digital photos should be at least 150 dpi at 5" on the longest side, and may be submitted on a CD, flash drive or through email.
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Santa Rosa, CA 95404 **OR** [tthompson@srcity.org](mailto:tthompson@srcity.org)