CALL TO ARTISTS: REQUEST FOR PROPOSALS
Public Artwork – Mural in Mixed-Use Community Space
Spark at Midtown, City of Long Beach, California
Open: Tuesday, September 15th, 2020
Deadline: Sunday, October 4th at 11:59 PM PST

Overview:

This Request for Proposal is open for artists and artist teams to submit proposals for the design and implementation of a mural of original design. The public artwork will be installed on an exterior wall measuring just under 216 sq ft at the Spark at Midtown property, an upcoming mixed-use community space featuring affordable and supportive housing and a multifaceted outdoor park area in Long Beach, California.

Contact Email: cthomas@linchousing.org
RFP Type: Public Art (Mural)
Eligibility: California-based
Location: Spark at Midtown Property, City of Long Beach, Los Angeles County, California
Entry Deadline: Application materials must be received on Sunday, October 4th by 11:59 PM PST and must be submitted directly to cthomas@linchousing.org
**Mural Dimensions:**
30’ 8” W x 7’ 0” H

**Requirements:**
- Résumé
- Letter of Interest and Concept Statement
- Concept design sketch
- Budget proposal
- Work Samples: five (5) to ten (10) images of original completed artwork with a minimum of two (2) examples of public artwork
- Three (3) professional references with contact information

**Project Budget Limit:** $15,000

**Project Duration:**
The Artist(s) is expected to begin their installation in January 2021. The Artist(s) is expected to complete their installation by Sunday, March 14th, 2021.

**Curatorial Approach:**
The public artwork represents Long Beach Boulevard’s visual and cultural setting. The artwork will engage the community in imaginative interaction by visually conveying the diversity and vibrance of the Long Beach community. The public artwork will incorporate imagery reflecting Long Beach youth or families.

The artwork evokes:
- Harmony
- Fellowship
- Unity
- Community

The public artwork will face the multifaceted outdoor park space at the Spark at Midtown property, an upcoming, mixed-use community space also featuring affordable and supportive housing and community-serving retail. The mural faces the portion of Rhea St. now closed to create the mini park, and will be set behind amphitheater seating/steps on the north side of the building.

The installation shall provide a contextual understanding of and be clearly related to the City’s overall network of public art. The Artist(s) should create sustainable, maintainable works of art that aspire to the highest standards of innovation and aesthetic quality.

Established artists and teams (comprised of multiple artists or artists and non-artists) are encouraged to submit proposals for a permanent, exterior public artwork by the due date of October 4th by 11:59 PM PST. Please submit only those materials described in the submission requirements section.
The Site:
Spark will activate the City's vision to create vibrant public spaces for Long Beach residents through the partnership of private development with the City, its residents, medical centers, and local community groups. There will be 94 units for individuals earning up to 30, 50, and 60 percent of the Area Median Income (AMI). This includes 47 apartments reserved for households who have experienced homelessness. The community-serving retail space on the ground floor
will feature the new headquarters for the Youth Institute operated by the YMCA of Greater Long Beach Community Development Branch. The Youth Institute is a year-round program that uses technology as an integral mechanism for promoting positive youth development and developing pathways to post-secondary education and career readiness of low-income, culturally diverse urban high school youth. In addition to Intensive Case Management Services and other resident programs, Spark will provide a range of economic opportunities through youth development, job skills training, and much more. The apartments' expected completion date is in December 2020, with ground floor retail expected to be completed by Spring 2021.

*Area map with a top-down architectural sketch of park space

**Ground Floor Community Features:**
- Community teaching kitchen
- Community meeting room
- YMCA of Greater Long Beach Youth Institute
- Dignity Health community clinic
- Café
- Convenient access to public transportation

**Site-Specific Indicators and Cultural Inspiration:**
Spark is one of the first developments under Long Beach's Midtown Specific Plan and was named for Linc's intention for the site to ignite the Midtown into a thriving and livable community, promoting healthy living, education, and opportunity, neighborhood engagement, and connectivity.
- Spark is located in the Poly High neighborhood, just east of the South Wrigley and Washington neighborhoods, and north of Downtown Long Beach. Spark is also located just northwest of Long Beach’s Cambodia Town neighborhood.
- Spark at Midtown in Central Long Beach is in zip code 90806 where the population is 51.3% Latino, 17.2% Asian, 16.1% African American/Black, 9.4% white, 4%
other/multiracial, 1.2% Native Hawaiian/Pacific Islander, and 0.8% American Indian/Alaska Native (ACS 2015). Within the Asian population, other Asian (predominantly Cambodian) represents 9.4% of the population.

- Zip code 90806 has significantly fewer acres of protected green space per 1,000 residents compared to east and southeast Long Beach zip codes. Spark creates new open/green space for the neighborhood by closing down a portion of Rhea Street to create a mini park.
- Approximately 200 community members attended a pop-up park demonstration in summer 2018 to learn about Spark and share feedback on how they would like to use the mini park.

**Project Budget and Payment:**
The total budget for this project will not exceed $15,000 and will include:
- Artist(s) design services
- Cost for Materials, Equipment, Transportation, and Installation of public artwork
- Cost for subcontractors relevant to the production of the public artwork
- Any miscellaneous expenses incurred by the Artist(s) during the design and installation of the public artwork
- Cost of liability insurance

The Artist or group of Artists will be paid in phases:
- 10% of contract value after the Artist(s) is selected - at contract execution
- Percent billed on a percent complete basis bi-weekly thereafter up to 85% of contract value
- 5% of contract value once thirty (30) days have passed after the installation date

**Eligibility:**
The RFP is open to individual artists and artist teams over the age of 18. The Artist(s) must have more than three (3) years of experience in art and completed two (2) public art projects with budgets over $10,000 within the last ten (10) years. The Artist(s) must reside in California to be considered.

**Project Requirements:**
The public art submission must be a painting or other work of art executed directly on an external wall facing the multifaceted outdoor park space on the Spark at Midtown property and shall demonstrate a clear understanding of the curatorial approach described above. The exterior wall is at ground level. No ladder or scaffolding is required for this project. The artwork should add vibrancy to the outdoor space and be visually engaging.

The project must adhere to the following requirements:
- The design should utilize high-quality materials that will endure and maintain its appearance.
- The Artist(s) will use industry best practices to seal and protect their artwork.
- The public artwork should occupy a space no larger than dimensions 30 feet, 8 inches wide and 7 feet, 0 inches high.
The art installation must be completed by Sunday, March 14th, 2021.

Insurance Requirements:
The Artist(s) shall maintain, at their own expense, insurance coverage of the type and with limits of no less than those set forth below, with insurers satisfactory to Linc Housing, until termination of the project agreement. Within ten (10) days following the execution of the project agreement, the Artist(s) will provide Linc Housing with Certificates of Insurance evidencing that the policies required below are in full force and effect. The certificates will show Linc Housing as an additional insured on the Commercial General Liability, Automobile Liability, and any excess policies.

- General Liability Occurrence – $1,000,000
- General Liability Aggregate – $2,000,000
- Auto – $1,000,000
- Worker’s Comp – as required by law

Evaluation Criteria:
Proposals are not limited to a specific medium. Proposals for public artwork must meet the following criteria:

- Durability of materials
- Budget feasibility
- Timeline feasibility
- Site-specificity
- Visibility

Concepts will be evaluated for the following qualities:

- Conveys a sense of community and inclusiveness
- Illustrates the diversity and vibrance of the Long Beach community
- Represents Long Beach Boulevard’s visual and cultural setting
- Incorporates imagery reflecting Long Beach community youth or families
- Overall representation of the curatorial approach described above

RFP Submission Requirements:
*Please submit your résumé, Letter of Interest and Concept Statement, project budget, professional references, and all image files in a single PDF document. You may embed links in your document. Do not zip or stuff your files.

Résumé:
The résumé must include name, mailing address, phone number(s), email address, and web page (if applicable). Résumé should not exceed three (3) pages in length.

Letter of Interest and Concept Statement:
The Letter of Interest and Concept Statement should provide answers to the questions listed below:

- Why does this project interest you?
Briefly describe your artistic practice, your sources of inspiration, and your methods for developing high quality, innovative, and timelessly meaningful artwork.

What is your experience in managing a budget of similar scale and working within time constraints?

How will you ensure the longevity of your work? How will you address paint fading?

**Proposed Project Budget:**
Provide an itemized estimate of your project budget. Your budget should address each of the following as necessary.

- Artist(s) design services
- Cost for Materials, Equipment, Transportation, and Installation of public artwork
- Cost for subcontractors relevant to the production of the public artwork
- Cost of liability insurance
- Any miscellaneous expenses incurred by the Artist(s) during the design and installation of the public artwork

**Concept Design:**
Submit one (1) concept design sketch. The sketch should illustrate your general vision for the mural and should have similar proportions to the mural layout (30’8” W x 7” H).

**Work Samples:**
Provide five (5) to ten (10) images or video clips of your work with a minimum of two (2) examples of public artwork. Anything exceeding this amount will not be reviewed. Include the following information about each of your images:

- Title, date, medium, and dimensions
- Location of artwork, if applicable
- Brief description (maximum 100 characters)
- Budget, if applicable
- Commissioning agency or client, and project manager, if applicable

**References:**
Three (3) professional references, with title, phone, and email addresses included.

**Submittal Procedure:**
Only applications that specifically address the RFP requirements will be considered. Incomplete applications will not be accepted. Application materials must be received by October 4th, 2020, by 11:59 PM PST and submitted directly to: cthomas@linchousing.org.

**Timeline:**
- Request for Proposals open September 15th, 2020
- Proposals Due October 4th, 2020, by 11:59 PM PST
- Proposal review and selection of finalist(s) October 4th - October 16th
- All artists notified on October 16th via email
- Collaborative design refinement phase with Linc Housing and finalist(s) October 19th – October 23rd
- Artist(s) selected and project agreements settled by October 27th
- Spark at Midtown construction completed December 2020
- Artist or Artist team to begin installation January 2021 (exact date TBD)
- Art installation completed by Sunday, March 14th, 2021

Contact Information:
Christopher Thomas
Linc Housing
3590 Elm Ave., Long Beach, CA 90807
Email: cthomas@linchousing.org

Please feel free to email Chris Thomas at cthomas@linhousing.org if you have any questions about the RFP submittal process or any of the above content.