



CITY MANAGER'S OFFICE
REQUEST FOR PROPOSALS FOR
**COVID -19
ART MEMORIAL**

PROPOSALS DUE: Friday, April 2, 2021



City of Watsonville
275 Main Street, Suite 400
Watsonville, CA 95076

REQUEST FOR PROPOSAL (RFP)

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ATTACHMENTS

ATTACHMENT A – SAMPLE CONTRACT FOR CONSULTANT SERVICES

SECTION 1: REQUEST FOR PROPOSAL

The City of Watsonville ("City"), seeks proposals from practicing visual artists or artist teams to design, fabricate, and install a temporary or permanent memorial to commemorate and honor the lives of those lost to COVID-19 victims in the City of Watsonville. The selected artwork must be constructed with durable materials guaranteed to be

reasonably durable against theft, vandalism, weather, and excessive maintenance costs.

The site for this memorial has not been chosen. Artists interested in submitting design proposals should consider requesting to locate the memorial on/in appropriate City owned property such as the Downtown Plaza, a

City park, a City building or City owned open space.

The City is seeking to engage practicing visual artists, or artists teams who are at least 18 years of age, with demonstrated mastery in the execution of art pieces using proposed materials.

SECTION 2: BACKGROUND

The City of Watsonville is a growing community in southern Santa Cruz County with a population of 51,199 according to the last census and showed at least 81% of the City's population is Hispanic. Watsonville is known all over the world for its long

and rich heritage as a center for agriculture – especially berries. Watsonville is also a proving ground for entrepreneurs and businesses from all types of industries and emerging technologies. Its central location nestled between the Monterey

Bay and the Santa Cruz mountains, offers growing companies quick and easy highway access. Watsonville's location is topped only by its ideal climate and the rustic, small town charm of a close-knit rural community.

SECTION 3: PURPOSE

The purpose of this community art piece/memorial is to honor and remember the lives of Watsonville community members who were lost due to the Covid-19 pandemic. The memorial art piece will give the residents of Watsonville, as well as visitors, a place at which to reflect on this significant time in our country's history.



SECTION 4: SCOPE OF WORK

Artists are encouraged to submit proposals for a temporary or permanent art piece/memorial to honor and remember the lives of those lost due to the pandemic that will visually enhance the public spaces of the City of Watsonville and expand its cultural offerings. The art piece/memorial must be an original art piece.

Artists may apply as individuals, or as a group of artists who may form a team to submit a collaborative proposal. The latter option may provide an opportunity for artists with less public art experience to partner with more established artists and gain valuable experience. Artists wishing to apply as a team should

appoint and pronounce one (1) person to serve as the main contact for the project. Delegation of project duties shall be listed in the application along with a declaration for a one source of payment. Groups of artists should delegate how to divide their commissions/fees prior to an award.

Any artwork must not impair any access, overhead lighting or other structural or accessibility requirements. Placement of art must also conform with any and all applicable local, State and Federal policies, rules, codes and planning documents. Artists will retain the ownership of design ideas submitted with the application until a selection has

been made and a contract signed between the artist and the City. At the time a contract is awarded, the ownership of the design and artwork produced will become the property of the City. Financial compensation will be made in accordance with an agreed upon contract between the artist(s) and the City.

SECTION 5: **CONTENT OF PROPOSAL**

Each submittal must include:

- An artist bio. If the submission is from a team of artists, include bios for all artists involved and indicate which artist will serve as the main contact for the project.
- A narrative and design illustrating the concept, including a digital format of all components.
- Examples of previously completed and installed artwork or other artwork or projects. Submit no more than ten (10), listed in chronological order, with the most recent as the first sample.
- A description of the approach to the project, such as methods of surface preparation, installation, proposed site for placement (indicate if there are any site preparation requirements), community engagement and state if the artwork will be intended for temporary or long-term display.
- Proof of insurance.
- A Timeline for completion and approximate dimensions for the proposed artwork.
- A proposed itemized budget for an artist or team of collaborative artists, delineating the costs for artist(s) fees, supplies, installation and any other other associated costs. Additional expenses will not be allowed, unless specified in the proposal. Costs must be unbundled and listed separately. Provide a total "not to exceed" amount for the project.
- A minimum of three related business references for earlier projects including names, addresses, and phone numbers, plus a description of the wtype of work performed.
- A statement indicating ability to comply with all terms and conditions listed in Attachment A "Contract for Consultant Services."
- The cost for preparing a proposal in response to the RFP is the responsibility of the artist.

**Proposals are due
by 5:00 pm
Friday, April 2, 2021**

Proposals must include:

- **One (1) printed copy**
- **An electronic copy emailed**
tamara.vides@cityofwatsonville.org

**Late submittals
will not
be considered and
will be returned unopened.**

**Proposals must be delivered
or mailed to:**

**City of Watsonville
Attn: Tamara Vides,
Assistant City Manger
275 Main Street, Suite 400
Watsonville, CA 95076**

SECTION 6: **GENERAL REQUIREMENTS**

The artist selected pursuant to this request for proposal will be required to comply with the following requirements:

- A City of Watsonville business license
- W-9
- Must be able to satisfy all requirements pertaining to insurance a(See Section 9 of Consultant agreement)
- Sign the City's Contract for Consultant Services
- Sign an Artists Agreement with the City of Watsonville.

SECTION 7: **ARTIST SELECTION PROCESS**

The City of Watsonville will evaluate the proposals based on the following criteria:

- Creativity and innovation of design
- Design theme
- Relevance of the art to the project site
- Artist's demonstrated ability to produce the proposed artwork within the defined timeline and budget, and
- Artist's experience in visual art production and working for public or private entities

The most qualified artists will be scheduled for a virtual interview with City staff the week of April 12, 2021.

All proposals submitted shall be valid for a minimum period of one-hundred and twenty (120) calendar days following the last date established for proposal submission. Proposals may be withdrawn upon written request from the proposer at the address shown in this solicitation prior to the last date for proposal submission. Negligence on the part of the proposer in preparing the proposal confers no right of withdrawal after the time set for proposal submission.

It is the intent of the City to enter into a contract for services with the selected artist no later than forty (45) days of the last date established for proposal submission. The City reserves the right to reject any and all proposals. Proposed project will be presented to the Parks Commission in compliance with the City approval process for public art. The final selection will be made by the Council.

SECTION 8: ACCEPTANCE OR REJECTION

The City of Watsonville reserves the right to accept or reject any or all proposals or select more than one artist to complete this work. After selection by the City, the contents of the submitted proposal will become a contractual obligation. Failure to agree to include the proposal as part of the contractual agreement will result in cancellation of the award.

The City of Watsonville reserves the right to negotiate a modification to or accept any part of the proposal, and will not be obligated in any way to accept those parts that do not meet the approval of the City. Terms and conditions of the contract will be subject to the approval of the City Attorney. The proposal, draft report, and final report shall become the property of the City of Watsonville.

SECTION 9: SELECTION TIMETABLE

The proposal phase schedule is as follows:

City releases RFP	March 5, 2021
Last day to submit questions	March 19, 2021
Proposals due	April, 2, 2021
Interviews with potential artists	Week of April 12, 2021
Parks and Rec Commission Presentation	May 3, 2021
Award Contract	May 11, 2021
Begin Work	Upon completion of General Requirements (Section 6)

SECTION 10: **QUESTIONS**

Questions regarding this RFP should be submitted in writing and directed to **Tamara Vides**, Assistant City Manager, via e-mail at **tamara.vides@cityofwatsonville.org**, no later than March, 19, 2021. As necessary, responses to questions will be issued via an addendum. The City of Watsonville reserves the right to reject any and all proposals. The City looks forward to your response to this Request for Proposals.

***PLEASE NOTE:** This RFP, subsequent addendums, and all attachments are available online at the City of Watsonville's website at **www.cityofwatsonville.org**

SECTION 11: **RESERVATIONS**

Additional information regarding RFP submittal, content, processes and procedures is listed below:

- 1.** All proposals will become the property of the City of Watsonville and will not be returned to artists. Artists are advised that all documents submitted with their proposals are public records open to inspection without redaction and are directed to California Government Code Section 6250 (Public Records Act), which is available on the State Internet site (www.ca.gov).
- 2.** The City of Watsonville reserves the right to reject any and all proposals, whether or not minimum qualifications are met. The city also reserves the right to modify, postpone, or cancel this Request for Proposal, in whole or in part, or decide to award a contract to perform only some of the services outlined in this Request for Proposal, without liability, obligation, or commitment to any party, artist, or organization.
- 3.** In addition, the City reserves the right to request and obtain additional information from any candidate submitting a proposal, and to negotiate the final scope of services with the selected Artist. The City is not liable for any costs incurred by artist prior to issuance of an agreement, contract or purchase order. Costs of developing the proposals, oral presentations or any other such expenses incurred by the artist in responding to the RFP are entirely the responsibility of the artist and shall not be reimbursed in any manner by the City of Watsonville. No materials or labor will be furnished by the City.

SECTION 11:
RESERVATIONS
(CONTINUED)

- 4.** The City reserves the right to waive or permit cure of minor informalities and/or insignificant mistakes such as matters of form rather than substance and to conduct discussions and negotiations with any qualified respondent in any manner deemed necessary by the City to serve its best interests. The City also reserves the right, based on its sole judgment and discretion, to award a contract based upon the written proposals it receives without conducting discussions, interviews or negotiations.
- 5.** If, in the opinion of the City, a proposal contains false or misleading statements or references, it may be rejected.
- 6.** The City reserves the right to obtain written clarification of any point in a Artist's proposal or to obtain additional information necessary to properly evaluate a particular proposal. Failure of an Artist to respond to such a request for additional information or clarification may result in rejection of the artist's proposal.
- 7.** Failure to comply with these instructions, and the other specific provisions of the RFP, may result in the artist's proposal not being reviewed.
- 8.** City of Watsonville reserves the right, without qualification, to select an artist for further discussions based solely on the content of the RFPs and relevant information obtained from others concerning the respondent's respective records of past performance.
- 9.** The artist's proposal shall not be made contingent upon uncertain events, which shall not have occurred until after the RFP is completed.
- 10.** In the event that it becomes necessary to revise any part of this RFP due to inquiries raised, an email notifying an addendum, supplement or amendment to this RFP will be provided to artists who received an original invitation to bid via email OR responded to us with their contact information as described on the cover letter of this RFP. Changes to the RFP shall be accomplished by an amended page or pages.