

The City of  
**SAN DIEGO**  
Commission for Arts and Culture

# CALL FOR ARTISTS

**APPLICATION  
CLOSED**  
Thanks to all who  
applied and helped  
spread the word!

**Request for Qualifications**

***Park Social***

**Applications Due: Monday, August 3, 2020**

## 1.0 INTRODUCTION

The City of San Diego (City) is seeking applications from interested qualified artists to provide public art services for *Park Social*, a City of San Diego Commission for Arts and Culture (Commission) temporary public art initiative designed to commission local artists to produce thought-provoking, innovative projects for the City's Park system. Approximately 18 artists are sought to produce temporary, social-specific artworks that relate to a space or spaces in the City's Park system, and that create new exchanges and connections between the park and the park goer. Artists<sup>1</sup> selected for the initiative will be expected to demonstrate creative, social-specific approaches, which may encompass a variety of art practices and interdisciplinary media. Projects are anticipated to manifest beginning in the summer of 2021.

The initiative is funded through an anonymous family bequest and the City's Public Art Fund with contributions made by developers. Developers may opt to meet their mandated Art in Private Development requirement by contributing .05 percent of their total building permit valuation to the Public Art Fund. These funds are used for the artistic enhancement of the City's public spaces.

This Request for Qualifications (RFQ) describes the initiative, the required scope of services, the artist selection process, and the information that must be included in the Statement of Qualifications (hereinafter referred to as the Application). Failure to submit information in accordance with this RFQ's requirements and procedures may be cause for disqualification.

## 1.1 Goals

The goals of *Park Social* are to:

- Produce innovative, thought-provoking, social-specific projects that relate to a park space or spaces;
- Re-energize San Diego artists in their artistic practice and creative development;
- Produce quality art interventions, interactions and exchanges between park-goers and the parks; and
- Spark dialogue and encourage people to get out into the parks post COVID-19 and experience them in new unexpected ways.

## 1.2 Eligibility

**Any artist\*<sup>1</sup> or artist team legally residing in San Diego County<sup>2</sup> is eligible to apply.** Teams may include cross-disciplinary members, but an artist must be identified and serve as the team leader. Individuals with conflicts of interest are not eligible for contract award under this solicitation.

*\*Throughout this RFQ, the singular term "artist" also means artist teams.*

*<sup>1</sup> The City adheres to definition of "artist" which is contained in San Diego Municipal Code section 26.0701 et seq.*

*<sup>2</sup> Artist must provide verification of current residence in San Diego County*

## 2.0 PROJECT DESCRIPTION

### 2.1 Site and Context

The City's parks system consists of over 42,000 acres of assets, including parks, shoreline, and conserved open spaces, managed by the Parks and Recreation Department. When combined, these assets make San Diego the second largest urban parks system in the United States by land area. The system also offers a wide array of programs and events at recreation centers,

aquatic complexes, teen centers, ranger stations, and visitor centers.

The City's parks system consists of varied park spaces and recreational facilities. From regional resource-based parks with trails and natural landscapes to community and neighborhood parks to developed regional and shoreline parks and beaches. These different park typologies interconnect to form a citywide ever changing, dynamic parks system.

Serving over 50 million estimated residents and visitors each year, the parks system offers countless benefits to people in San Diego's neighborhoods. Parks provide organized and informal opportunities for fitness, socializing, leisure and play. Additionally, the City's developed regional parks, shoreline parks and beaches offer distinctive scenic, natural, historical, or cultural value drawing visitors from around the country and world, contributing to San Diego's economy, civic pride, and identity. In many respects, parks are the core part of the fabric of San Diego communities and the city.

## 2.2 Artwork Opportunity

Parks are the cornerstones of San Diego's communities. Producing exchanges between parks and park goers through the development of temporary projects that relate to a space or spaces in the City's park system can create new ways for people to experience public spaces. These potential participants, collaborators, and contacts will energize the artist's own art practice and provide individuals and communities with a moment of contemplation, surprise, beauty, irony or humor.

Artists will explore the public park environment, green spaces, paved spaces,

open spaces, indoor spaces, sandy spaces, community spaces, and neighborhood spaces; the City park system in all its typologies. And then create thought-provoking projects that exemplify innovative social-specific artistic practices and promote engagement with a broad and constantly shifting audience of park goers. Projects can take many forms (i.e. installation, time-based work, performance, happening, action, event, series of events, etc.) as artists intervene and interact in the social spheres of public parks.

Approximately 18 artists will be selected for temporary projects in San Diego parks. There will be nine designated exploration zones mirroring the council district boundaries. Each artist will be assigned a zone and provided with a packet of information to guide their exploration. This will allow for greater exploration and access, bringing projects directly to park goers throughout the city. Traveling, rotating or multiple project sites in parks within an assigned zone or between zones will also be considered. Through the initiative, artists will be encouraged to explore their creativity, strengthen social connections and bolster a dynamic artistic landscape in the City's park system.

During the design phase, each artist in consultation City staff will identify a specific and highly visible park site or sites within one or more of the exploration zones for the project. Project duration will typically be up to six months, depending on the medium and concept of the project proposed. Artists will be responsible for any installation and removal, as well as restoration of premises, if needed, after project has been de-installed or lifespan concluded. These relatively small-scale, yet impactful arts projects will encourage San Diegans throughout the city to

reconnect, reimagine and adapt to new societal circumstances.

Following the public presentation of projects, each artist will provide high-quality photographic documentation of the project.

The City is committed to environmental stewardship and in sustainable practices. As such, the artists selected will be encouraged to develop work process and practices for the projects that support environmental sustainability. No concept proposal for artwork requiring concrete pads or other environmentally damaging approaches will be considered. Media must require minimal maintenance; be durable to withstand outdoor weather conditions and the environment; be safe for the public and ADA compliant; and not leave a permanent mark on the environment when removed. Additionally, artists will be required to follow all safeguards or requirements still in place to ensure compliance with COVID-19 protocols.

Projects are anticipated to manifest beginning in the summer of 2021, and continue through 2022 as necessary, each project typically lasting up to six months.

## 2.3 Budget

Artists will each receive a budget of approximately \$15,000 for project design, fabrication and production, transportation, installation and implementation, removal, and remediation of the project site as necessary. The budget is all-inclusive per project and must cover all costs associated with the Scope of Services, including all travel expenses and insurance.

## 3.0 SCOPE OF SERVICES

Selected artists will collaborate with the City on the conceptualization and realization of the temporary, social-specific projects within the given project budget. The scope of work for the artists will generally include, but is not limited to the following: research and design development, coordination and participation in meetings, as appropriate, development of preliminary concept ideas and potential site(s) within the artistic exploration zones for City's site screening to verify availability and feasibility, further development of concept into design for project that can be executed within the project budget, public engagement and event participation, fabrication, production, site preparation, transportation, installation and implementation of project, deinstallation and removal of project, remediation of project site(s), and documentation of project.

## 4.0 APPLICATION SUBMITTAL REQUIREMENTS

The Application should be concise, well organized and demonstrate the artist's qualifications and experience applicable to the project. Artists will be evaluated based on the information submitted below.

### 4.1 Online Application Form

Complete the online application form linked in Section 5.0 below. Artist will be prompted to attach a .zip file containing all other application materials, and digitally sign the form in order to submit the application. **Note:** Artist must check all the boxes in the application checklist to submit.

### 4.2 Work Sample with Annotated Image List

Submit examples of past work containing a maximum of 10 images/videos. [That's **NOT** 10 images and 10 videos for a total of 20 examples. Submit a maximum of 10 total examples]. External links to artist websites and videos will not be reviewed; only examples included in the Application submission will be considered.

- Submit images in .jpg or .png format with a maximum file size of 3 MB each.
- Submit videos in .mp4, .mov or similar format with a maximum file size of 100 MB. The total combined running time of all submitted videos may not exceed three minutes.

Provide an annotated image list in .pdf format, which clearly describes each example of past work included in your Application. Annotations for each example of past work may include information such as title/project name, location, commissioning agency (if applicable), project budget, completion date, medium, dimensions (if applicable), and a brief description.

#### **4.3 Letter of Interest (1-page max.)**

Submit a written narrative in a .pdf format describing your passion for and comprehension of the project as well as a description of your methodology for conceptualizing and creating art. Please do not use this letter as a forum for reiterating information already contained in your résumé. This is your opportunity to convey your understanding of what we're looking for, why you're well-matched for the project, what is distinctly "you" in your approach to creating art, what excites you about this project, and what the panel can't tell about your qualifications and your art just from looking at your résumé and examples of past work. The letter must prominently include

the name, address, telephone number, and e-mail address of the artist.

#### **4.4 Professional Résumé**

Submit a current professional artist résumé or curriculum vitae (CV) in .pdf format. If you are applying as a team, please include your team/studio résumé. If that is not available, please combine the individual résumé (one right after the other) of each team member into one .pdf document.

#### **4.5 References**

Submit the names, addresses, current telephone numbers and email addresses for three authorities on your work. Do not send letters of recommendation. We do call references, so please double-check to ensure that the contact information for your references is correct. If you are applying as a team, please include three team/studio references. If that is not available, please combine three individual references (one right after the other) of each team member into one .pdf document.

#### **4.6 Proof of Residency**

Submit a scanned copy of artist State ID or a recent utility bill in artist name in a .pdf format.

### **5.0 DIRECTIONS FOR SUBMITTAL OF APPLICATION**

Artist must complete the online application form and submit the application materials via City's portal using the following link:

[\[application closed\]](#)

**Artist should check Application for completeness:** Confirm the Application

includes all the required materials listed below:

- ① Work Sample
- ② Annotated Image List
- ③ Letter of Interest
- ④ Professional Résumé
- ⑤ References
- ⑥ Proof of Residency

Artist must put all the required Application materials in one (1) compressed (zipped) computer folder labeled with the Artist Name. An electronic copy of the artist's folder with all Application materials must be uploaded to the online application. File size of .zip folder should not exceed 250MB. A checklist of required attachments is included as part of the online application.

The Application must be submitted in electronic format only at the application link **no later than 11:59 PM local time on August 3, 2020.**

Artist is responsible for the submission and Application acceptance before the closing time set forth in this RFQ or as changed by addenda. **Important Note:** Submission of the Application into the electronic system may not be instantaneous; it may take time for the artist's Application to upload and transmit before the Application is accepted. It is the artist's sole responsibility to ensure their Application is uploaded, transmitted, and arrives in time electronically. Applications remain sealed until the deadline.

## 6.0 PRE-SUBMITTAL ACTIVITIES

### 6.1 Questions Concerning RFQ

All questions regarding the RFQ shall be mailed in writing or sent as an e-mail to:

City of San Diego Commission for Arts and Culture  
Charles G. Miller  
Senior Public Art Manager  
1200 Third Ave. Ste. 924  
San Diego, CA 92101  
[cgmiller@sandiego.gov](mailto:cgmiller@sandiego.gov)

Question shall be submitted as soon as possible, but no later than 5:00 PM local time, on July 27, 2020.

## 7.0 ARTIST SELECTION PROCESS, PANEL & CRITERIA

A panel appointed by the City will review and evaluate the Applications utilizing the selection criteria below. Commission staff may pre-screen each Application to verify eligibility and to evaluate responsiveness to the criteria. Applications deemed to be marginally responsive may not be forwarded to the panel for review. The panel will be comprised of a member of the Commission's Public Art Committee, two visual art/design professionals, and two Parks and Recreation Department representatives. The panel will create a shortlist of the most qualified artists and may interview the shortlisted artists. Interviews will be conducted per the most current state-recommended protocols, and accommodations will be made for remote interviews as necessary and/or preferred. It is mandatory that the designated lead artist take part in the interview. Artists who accept an invitation to interview will not be expected to develop proposals. However, in the interviews, artists will be expected to discuss past approaches and working methods as well as answer questions relating to working on projects of this nature. Based on these

evaluations, the panel will recommend artists for the contract awards.

## 7.1 Criteria

Criteria used to evaluate artists as evidenced in Application materials include:

- Artistic excellence, uniqueness of vision and strength of creativity
- Originality of approaches and methodologies used to convey meaning through art
- Professional quality of workmanship and mastery of techniques
- Demonstrated capacities for working in media and with concepts that are appropriate to the initiative goals, park system, and sociocultural context
- Interest in or experience with public engagement in the development of art projects and/or commissioned work
- Demonstrated artistic and technical skills necessary for this project, such as education and training as an artist, exhibition record, previous site-specific commissions, and other related activities indicative of artistic achievement or experience in successfully completing previous site-specific commissions or art projects of similar scope, scale, budget and complexity
- Demonstrated interest in and understanding of the initiative as well as capability in creating the project in collaboration with the City and other project partners
- Strength of professionalism and communication skills
- If applicable, cohesiveness of team members
- If applicable, past performance on contracts with the City

The panelists who evaluate the artists may use a four-point ranking system:

- **Ranks of 4 (4 and 4-)** designate an artist as the most qualified. Artists ranked with a 4 meet all the review criteria to the highest degree possible. If there are no artists that meet all the review criteria, no 4 ranking shall be given; this is not a grading curve, but a rarified achievement of near perfection given the criteria.
- **Ranks of 3 (3+, 3, and 3-)** are considered good. These artists mostly meet the criteria in a strong or solid way but may still need some improvement.
- **Ranks of 2 (2+, 2 and 2-)** are considered marginal. These artists have some merit, but do not meet the criteria in a strong or solid way.
- **Rank of 1** is not qualified under any circumstance; inappropriate for the award.

In Round One of the evaluation process, panelists may give each Application a rank. Panelists' ranks are then averaged for a single, initial score per artist. In Round Two, artists are clustered by rank from highest to lowest. Rank adjustments may occur when the panel agrees that an artist is out of place within the clusters. From this process, shortlisted artists will be identified and invited to interview for the initiative. An artist may appeal under the circumstances provided in Council Policy 000-29, which is located at: <http://www.sandiego.gov/city-clerk/officialdocs/legisdocs/index.shtml>.

## 8.0 SCHEDULE FOR SELECTION

The City anticipates that the process for selecting artists and awarding contracts, will be according to the following tentative schedule:

Advertise and Issue RFQ:	Jun. 16, 2020
Last Date to Submit Questions:	July 27, 2020
Application Due Date:	Aug. 3, 2020
Shortlist Determination:	Sept. 2020
Oral Interviews:	Sept. 2020
Selection and Notification	Oct. 2020
Contract Negotiation:	Oct. 2020
City Approval of Contract:	Nov. 2020
Notice to Proceed:	Dec. 2020

The City accepts no financial responsibility for any costs incurred by artists. The City reserves the right to propose modifications to the scope of services during the contract negotiation phase between the City and the contract awardee. The City is not responsible for the loss or damage of any materials submitted. The City reserves the right to award contracts to multiple artists.

## 9.0 CONDITIONS FOR SUBMISSION

### 9.1 Rights Pertinent to this RFQ

The City reserves the right to reject, in whole or in part, any responses to this RFQ, to not accept an artist recommended by any of the selection panels, to initiate an alternate selection process, to reissue the RFQ and/or cancel this RFQ, in whole or in part, at any time without prior notice and makes no representation that any agreement will be awarded to any artist. Additionally, the City expressly reserves the right to postpone opening responses to this RFQ for its own convenience, and/or to waive minor informalities or irregularities in the responses received.

The City reserves the right to revise this RFQ by addendum. The City is bound only by what is expressly stated in this RFQ and any authorized written addenda thereto. Addenda will be posted on the City's website at:

<https://www.sandiego.gov/arts-culture/publicart/artistopps>

It shall be the artist's responsibility to check the website up to the final submission date for any possible addenda.

### 9.2 Formal Approval of Contract

The artist understands that issuance of this RFQ does not commit the City to award a contract, or to pay any costs incurred in the preparation of a response to this RFQ. The artist shall note that the execution of any contract pursuant to this RFQ is contingent on approval by the Mayor (or his designee), or the City Council, as required by law.

### 9.3 Confidential RFQ & California Public Records Act

The City will not share the details of individual responses to this RFQ with competing artists during the selection process. The artist declares and acknowledges by submittal of an Application that after the selection process ends and final approval of the contract, any information submitted in response to this RFQ is a public record subject to disclosure unless a specific exemption in the California Public Records Act (CPRA) applies. If an artist submits information clearly marked confidential or proprietary, the City may protect such information and treat it with confidentiality only to the extent permitted by law. However, it will be the responsibility of the artist to provide to the City specific legal grounds on which the City can rely in withholding information requested under CPRA, should the City choose to withhold such information. General references to sections of CPRA will not suffice. Rather, the artist must provide a

specific and detailed legal basis, including applicable case law that clearly establishes the requested information is exempt from the disclosure requirements of CPRA. If the artist does not provide a specific and detailed legal basis for withholding the requested information within a time specified by the City, the City will release the information as required by CPRA and the artist will hold the City harmless for release of this information. It will be the artist's obligation to defend, at Artist's expense, any legal actions or challenges seeking to obtain from the City any information requested under CPRA withheld by the City at the artist's request. Furthermore, the artist shall indemnify the City and hold it harmless for any claim or liability, and defend any action brought against the City, resulting from the City's refusal to release information requested under CPRA withheld at artist's request. Nothing in this section creates any obligations for the City to notify the artist or obtain the artist's approval or consent before releasing information subject to disclosure under CPRA.

## 9.4 News Releases

The artist agrees that, if selected, the City will review and approve all news releases pertaining to this RFQ and/or subsequent agreement(s). All news releases will be submitted in writing to City staff member. Staff will review and provide feedback and/or approval in a timely manner.

## 9.5 Examination of RFQ

The artist understands that the information provided herein is intended solely to assist the artist in preparation of a submission. By submitting a response to this RFQ, the artist represents that the artist has thoroughly examined and become familiar with scope of services required in the RFQ and can perform

quality services and to achieve the objectives of the City.

## 9.6 Contractors Standards

Prior to awarding a contract, the selected artist will be required to complete a Contractor Standards Pledge of Compliance per Contractor Standards clause of the Municipal Code Chapter 2, Article 2, Division 30 adopted by Ordinance No. O-20148. The Contractor Standards are available online at <http://www.sandiego.gov/purchasing/pdf/pledgecompliance.pdf> or by request from the Purchasing & Contracting Department by calling (619) 236-6000.

## 9.7 Eligibility Restrictions

Elected officials, commissioners, board members, committee members, agents, officers and employees of the City of San Diego and their business partners or their immediate family members are not eligible for a contract award under this RFQ.

## 9.8 Use of Information

Contact information for each artist may be entered into a database and used to advertise future calls for artists issued by the City or the City's affiliates. In general, the contents of the database are intended for use in advertising paid opportunities for artists.

## 9.9 Definition of "Artist"

The issuance of this RFQ means that City intends to contract with an artist as defined in San Diego Municipal Code Section 26.0701 et seq.

## 9.10 Equal Opportunity Contracting Program

The City endeavors to do business with artists sharing the City's commitment to equal opportunity and will not do business with any artist that discriminates on the basis of race, gender, gender expression, gender identity, religion, national origin, ethnicity, sexual orientation, age, or disability in the solicitation, selection, hiring, or treatment of subcontractors, vendors, or suppliers.

### **9.11 Insurance Requirements**

Any artist selected to enter into contracts with the City will be required to obtain, at the artist's sole cost and expense, all insurance required by the City. Insurance requirements may include, but are not limited to, Comprehensive General Liability and Automobile Liability and Worker's Compensation coverage in accordance with the laws of the State of California. The City may require that it be named as additional insured on insurance policies. The artist may be asked to refrain from working until the City has approved such insurance.

### **9.12 Business Tax License**

Any artist selected to enter into contracts with the City may be asked to obtain, at the artist's sole cost and expense, a City of San Diego business tax license.

### **9.13 Drug-Free Workplace Policy**

The City has adopted a Drug-Free Workplace policy which applies to all City projects. Although not required for submittal in the Application, the selected artist will be required to comply with the City's Drug-Free Workplace requirements set forth in Council Policy 100-17, adopted by San Diego Resolution R-277952 and agrees to do so when the selected artist executes the agreement.

### **9.14 Contract Requirements**

Contracts between the City and selected artist may include, but are not limited to, the following requirements: granting the City a non-exclusive, irrevocable, royalty-free license to reproduce; reserving the right to remove the project; VARA and California Civil Code Section 987 waivers; and indemnifying the City.

Cover Photo: Hal Ozart