



City of Woodstock
12453 Highway 92, Woodstock, Georgia 30188
770-592-6000 • 770-926-1375 (Fax)
www.woodstockga.gov

REQUEST FOR QUALIFICATIONS
For
Call for Artists for Woodstock Downtown
Mural

RFQ NUMBER
2016 - 06

For all questions about this RFQ contact:

Crystal L. Welch, Budget Analyst
770-592-6000 Ext 1203

RELEASED ON:

November 20, 2015

DUE ON:

January 8, 2015 by 3:00 P.M. Eastern Standard Time

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1.0 INTRODUCTION

The City of Woodstock, Georgia is accepting proposals from qualified artists/firms for the purpose of painting a mural on the southern wall of the Woodstock Pharmacy on the corner of Mill Street and Main Street.

Interested parties must submit proposals via email by the due date for their proposals to be considered.

1.1 Schedule

This Request for Qualifications is scheduled as follows:

November 20, 2015	Release of RFQ
December 11 2015	Addendum 1 Released
January 5, 2016	Addendum 2 Released
January 8, 2015, 3:00 P.M.	Proposal due date
January 19 – 29, 2015	Scheduled Interviews
February 2015	Contract award

1.2 Communications with Staff

From the issue date of the solicitation document and until a Contractor is selected and the selection is made public, Vendors are not allowed to communicate for any reason with any staff except through the Budget Analyst named in this document or during the bidder's/offeror's conference, or as provided for existing contracts.

For violation of this provision, the City may reject any bid/proposal of the offending bidder/offeror or initiate suspension/debarment proceeding with respect to the offending vendor or bidder/offeror.

1.3 Questions & Answers

All questions concerning this RFP must be submitted via email or writing to the City's Budget Analyst:

Crystal L. Welch
12453 Highway 92
Woodstock, Georgia 30188
clwelch@woodstockga.gov

Questions and responses will be published in one of two addendums on the City's website at the following address: <http://www.woodstockga.gov/index.aspx?nid=831>

The first addendum will be published on December 11, 2015, and the second will be published on January 5, 2016. After the January 5th addendum is published, no further questions will be answered concerning the RFQ before the submission deadline. If, for any reason, this RFQ needs to be revised, revisions will be published in the scheduled addenda.

No questions other than written will be accepted. Answers to written questions along with necessary corrections or additions thereto, will be sent to all responding vendors in an email notification.

2.0 SCOPE OF WORK

2.1 Summary - Request for Qualifications

The Woodstock Downtown Development Authority (DDA) and Convention and Visitor's Bureau (CVB) has been awarded grant funding from the Atlanta Regional Public Art Program, with matching funding provided by the DDA, CVB, and Preservation Woodstock, for a mural to be painted on the southern wall of the Woodstock Pharmacy on the corner of Mill Street and Main Street. The project will have a strong community engagement element, and the chosen artist will be required to incorporate public input into the design of the mural. **The deadline for submissions is 3:00 pm on Friday, January 8, 2015.** The piece is expected to be completed in June 2016. The budget for the entire project, including materials, insurance, installation, and the artist's fee is \$16,000. A stakeholder committee has been formed, which will help steer the process, select the artist, and approve the final design. This project is the result of one of 4 applications chosen for the inaugural cycle of the Atlanta Regional Public Art Program, and is expected to be widely publicized in the Atlanta area.

2.2 Project Description

As required by the Atlanta Regional Public Art Program, the DDA/CVB will use a stakeholder committee to select an artist and design a community engagement process to interpret the regional theme for our community: *"There is ample opportunity to participate in making history in our region."* The mural will celebrate Woodstock's unique historical identity while symbolizing the commonalities of the Atlanta region.

The chosen artist will participate in community engagement activities, including two public input meetings, using the public process to help drive the content of the design. The artist will also evaluate and consider incorporating results of other public input efforts that the Project Manager will arrange such as online surveys and votes. The artist will produce three (3) to six (6) rough concept drawings to present to the stakeholder committee, then produce two (2) to four(4) detailed and more developed concept designs to present at the second public input meeting, prepare the wall for mural installation, and install the final work on the wall of the Woodstock Pharmacy. The artist will also be responsible for insuring themselves for liability while installing the work, for helping the Project Manager to create an appropriate maintenance plan for the piece, and for

procuring the materials needed to prepare the wall, create the work, and install a protective sealant or coating on the wall. The Project Manager will offer support and help wherever possible, but these activities will ultimately be the responsibility of the chosen artist.

2.3 Project Goal

The goal of the project is to create an original mural that embodies the theme and articulates the shared community vision of what makes Woodstock special. The resulting mural will bring further vibrancy to the popular Downtown Woodstock area, as it will be located on a very prominent corner. The mural will also serve as a modern replacement to the existing Centennial Mural on Towne Lake Parkway and Main Street, which is slated for future demolition for a street-widening project. The mural will provide an aesthetically pleasing, dynamic art experience for the residents, workers, and visitors of Downtown Woodstock.

2.4 Mural Location

The mural will be located on the southern wall of the Woodstock Pharmacy, at 8612 Main Street, adjacent to Mill Street. The mural can cover the entire wall or just a portion of the wall, depending on the artist's design and stakeholder committee approval. The wall is painted brick, and is adjacent to a 4' wide sidewalk and a two-lane one way street. One lane of the street will be closed during installation, but the other lane will be open to traffic. The City of Woodstock will be responsible for orchestrating the lane closure. The property owners have already given their written permission for the wall of this historic building to be used for the mural, and the DDA/CVB will secure a maintenance easement for the property to maintain the mural.

2.5 Budget

The budget for the entire project is \$16,000. This fee must cover materials, insurance for the artist's installation, and the artist's fee for attendance at public input events, preliminary designs, final designs, and installation of the final piece. At least \$5,000 of the budget must be spent on quality materials, to be approved by the Project Manager. Liability insurance must be secured by the artist to cover themselves and the site during installation. The cost of this insurance, estimated at \$1,000, must come from the budget as well.

2.6 Artist Eligibility

This call for artists is open to professional artists and artist teams who meet the following qualifications:

- Have a portfolio of original artworks created by the artist
- Aesthetic excellence in the design and execution of completed projects

- Ability to devote a reasonable amount of time per week to the project to ensure that the project stay on schedule (specific hours to be determined by the Project Manager and mutually agreed upon)
- Preference will be given to artists with documented experience creating outdoor murals and who have experience with public participation.

2.7 Application Requirements

Components of a successful submission:

- Statement of interest (no more than one page). This document should include why you are interested in the project, your relationship to Woodstock (if applicable), your approach to creating public art, and your approach to community engagement.
- Professional resume or curriculum vitae, and short bio
- 12 digital images of work including 2 images of concept drawings, 300 dpi
- Annotated list of numbered images corresponding to file names. List should include the following information for each image: name of piece, location, medium, year created, client (if applicable), and short description (1-2 sentences). If the project was created by a team of artists, please state the applicant's role in the project.
- Three references who are past clients, or who can attest to the artist's abilities and reliability.
- Weekly hours of availability
- Incomplete applications will be removed from consideration.

2.8 Deadline

Submissions must be received via email no later than 3:00 pm on Friday, January 8, 2015. A response will be sent confirming that submission was received.

2.9 Submission Address

Please email all submissions to Crystal L. Welch, Budget Analyst, at clwelch@woodstockga.gov

3.0 EVALUATION AND SELECTION

3.1 Selection Process

Submissions will be reviewed by the stakeholder committee. The committee includes representatives from the City Council, the Planning Commission, the Convention and Visitor's Bureau, Preservation Woodstock, the Downtown Development Authority, and Elm Street Cultural Arts Village, as well as the Project Manager, three citizens of Woodstock, and a local developer. Applicants with the highest rankings will be contacted

within three weeks of the application deadline and invited to an interview with the Project Manager and members of the stakeholder committee, and the selected artist will be notified after all interviews are completed. An invitation will be extended to the finalist to complete a contract for services. Artists not selected for an interview will receive an email notification.

3.2 Selection Criteria

Artists will be evaluated on the following:

- Statement of Interest (level of interest, relationship to Woodstock, approach to creating public art and approach to community engagement) – 20 points
- Resume/CV/Bio (experience with mural projects, experience with public participation, experience with important clients and/or large productions) – 20 points
- Expertise & Talent (aesthetic excellence and creativity in portfolio, variety of work, technical skills, innovative designs, originality, quality of concept drawings) – 50 points
- Availability – 10 points

3.3 Project Timeline

The general project timeline is as follows, and is subject to change depending on progress of the project:

- January 2016 - Select artist
- February 2016 - First public input meeting
- March 2016 - Other public input strategies
- March - April 2016 - First three (3) – six (6) mock-ups due
- Early April 2016 - Artist meets with stakeholder committee for input
- Late April 2016 - Second public input meeting to show final two (2) – four (4) designs
- May 2016 - Stakeholder committee selects final design
- May 2016 - CITY Council meeting for approval of final design
- May - June 2016 - Mural installation
- June/July 2016 - Unveiling/Celebration event

3.4 Sources for Additional Information

- Information about the Atlanta Regional Public Art Program
 - <http://publicart.atlantaregional.com>

- Information about Woodstock, GA (City website)
 - <http://www.woodstockga.gov>
- Downtown Woodstock website for information about the DDA/CVB
 - <http://www.downtownwoodstock.org>
- General information about the mural project and press releases, RFQ, addenda
 - <http://www.woodstockga.gov/index.aspx?nid=831>

4.0 PROPOSAL FORMAT

1. A copy of the individual's/company's W-9
2. A copy of certificate of insurance

A clear, concise proposal in the specified proposal format is requested with all the necessary information included.

Address proposals to:

City of Woodstock, Georgia
12453 Highway 92
Woodstock, GA 30188
clwelch@woodstockga.gov

Please **indicate the RFQ Number** in the email title.

4.1 Terms and Conditions

1. The City of Woodstock hereby requests proposals for the goods and services inclusive of the scope of work listed.
2. City of Woodstock reserves the right to evaluate the firm's qualifications. Only those firms who, in the opinion of the City of Woodstock, meet the minimum necessary qualifications will have their price and contract/agreement proposal evaluated.
3. All proposals, fee schedules and other documents furnished to the City of Woodstock are subject to the Georgia Open Records Act.
4. Termination: The contract will be subject to the terms and conditions included in the Service Agreement. The City of Woodstock reserves the right to cancel due to nonperformance or violation of contract terms.

5.0 OTHER ITEMS

5.1 Rejection of Proposals/Cancellation of RFQ

The City reserves the right to reject any or all proposals, to waive any irregularity or informality in a proposal, and to accept or reject any item or combination of items, when to do so would be to the advantage of the City.

It is also within the right of the City to reject proposals **that do not contain all elements and information requested in this document**. The City reserves the right to cancel this RFQ at any time. The City will not be liable for any cost/losses incurred by the Offerors throughout this process.

5.2 Proposal Withdrawal

A submitted proposal may be withdrawn prior to the due date by a written request to the Budget Analyst. A request to withdraw a proposal must be signed by an authorized individual.

5.3 Cost for Preparing Proposals

The cost for developing the proposal is the sole responsibility of the Offeror. The City will not provide reimbursement for such costs.

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