



Public Art Program

Cultural Arts and Marketing Division

OAKLAND OPEN PROPOSALS 2009-2010

Made possible by a grant from the Open Circle Foundation

CALL FOR ENTRIES

DEADLINE: JUNE 29, 2009

A unique opportunity for Oakland-based artists, *Oakland Open Proposals* invites artists and local communities to collaborate on the creation of temporary and permanent public art projects throughout all the neighborhoods of Oakland. Through *Open Proposals*, the City of Oakland Public Art Program seeks projects that relate specifically to Oakland and to the history and natural environment of Oakland's neighborhoods. Projects should involve a community organization or neighborhood group. While projects must be based in the visual arts, innovative projects are encouraged and may include interdisciplinary components if relevant.

Applicants may request up to \$10,000 for temporary projects and up to \$14,000 for permanent projects. Proposed projects with matching funds will receive preference. For 2009-2010, a maximum of \$100,000 in project funding is available.

Eligibility

Oakland Open Proposals seeks to fund practicing, professional Oakland-based artists working with Oakland community organizations and neighborhood groups to create projects which fulfill a specific need within a particular Oakland neighborhood or community. Artists must live and/or work within the Oakland city limits. Applications may be submitted by artists, community members, neighborhood groups or non-profit organizations, but an Oakland artist or artist team must be the primary applicant or a co-applicant (s) in all proposed projects. All commissioned projects, whether temporary or permanent, must take place on a publicly accessible site in Oakland.

Nature of Projects

Proposed projects must relate specifically to Oakland and in some way interpret and celebrate the history and natural environment of the unique neighborhood in which the project will be sited. Innovative projects that challenge traditional concepts of public art are encouraged. All projects must be based primarily in the visual arts but may include interdisciplinary components (e.g. media, electronic, performing, literary arts) if relevant to the project's overall concept.

Restrictions

Proposals will *not* be considered for:

- Work that does not result in a predominantly visual art project accessible to the general public.
- Retroactive funding for projects that will be completed at the time awards are made.
- Exhibition of pre-existing artwork in public spaces, unless as part of a newly created site-specific project.
- Gallery exhibitions.
- Projects initiated by art consultants, agents or dealers.

Budget and Awards

Up to \$100,000 is available to fund projects in 2009-2010. Commissions for temporary projects will be capped at \$10,000 per project. Commissions for permanent projects will be capped at \$14,000 per project. Priority funding will be given to applicants that have evidence of matching outside funds. The evidence of such funds shall be one of the criteria used by the selection panel in the evaluation of proposals. The number and amount of the awards will be at the discretion of the selection panel, and may or may not match the amounts requested. If submitted proposals are deemed of insufficient merit, the selection panel, at its discretion, may forgo any awards or not award the total amount available.

Open Proposals Overview

Open Proposals offers City funding for local artists and community groups who have identified needs and opportunities for public art to enliven or revitalize spaces in their own neighborhoods. The program encourages artists and community members to be actively engaged in the conceptualization and creation of public art and to propose relevant and meaningful sites and ideas for their neighborhoods and for the whole of Oakland. Working with Public Art Program staff, artists and community organizations will conceive and realize these public art projects, in some cases using the *Open Proposals* commission award to leverage other financial support.

Project Guidelines

- Applications are encouraged from artists already working in partnership with a community organization or neighborhood group for a site already identified at the time of application.
- Applications are also welcome from artists with a project concept who are interested in working in Oakland's underserved districts and are willing to consider multiple site possibilities.
- Applications may also be submitted by community members, neighborhood groups or non-profit organizations, but all proposed projects must involve an Oakland artist or artist team as primary applicant or co-applicant.
- Applicants that have secured outside matching funds shall receive priority for funding. Evidence that such funds are assured shall be a key criterion in the evaluation of proposals.
- Projects must be site-specific in nature, and must be appropriate to the social, cultural, and physical conditions of the surrounding environment.
- Projects must include an educational and/or outreach component such as artists' lectures, demonstrations or workshops; community participation in the planning, design, or execution of the project; artist residencies; or other means of involving community members in the project.

- Applicants should be prepared to show evidence of support from the local community or neighborhood in which the artwork project will take place.
- Projects may be located on City-owned or other public property or on private property, but must be accessible to the public. All proposed projects located on private property must be accompanied by a written, signed agreement of participation by the property owner.
- For proposed projects on City property, the applicant(s) will be responsible for securing required permits, when necessary, from the appropriate City agency. Upon approval of the proposal by all necessary parties within the City, the City will agree to sponsor the project for the length of time specified.
- Projects proposed for public, non-City owned property will be subject to review following the policies and procedures of the agency (e.g. Caltrans, BART) owning or having jurisdiction over the proposed site.
- Temporary Projects: Must have a duration of not less than three months.
- Temporary Projects: May take place in traditional settings, or in non-traditional settings (e.g. community centers, homeless shelters, retirement homes, parks, vacant lots) which are relevant to the proposed project.
- All projects must be completed by November 1, 2010, unless otherwise specified.

Proposal Requirements [Second Round Review, Semi-Finalists Only]

- Semi-finalists selected through the first review will receive honoraria to develop full proposals for consideration in the second review.
- Materials that will be required in the second/semi-finalist review are:
 - For all projects, temporary or permanent, on private property: a written, signed agreement of participation by the property owner. The private property owner must agree to sponsor the project for the length of time specified in the proposal.
 - For permanent project proposals, private property owners must agree to maintain the integrity of the artwork for a period of ten years. Public access and maintenance requirements must be transferred to any subsequent owner if a transfer of property occurs within the ten-year period. After ten years, City will retain option to accession the artwork as part of the City of Oakland Public Art Collection.
 - For all projects on City-owned property, upon approval of the proposal by all necessary parties within the City, City will agree to sponsor the project for the length of time specified in the proposal.
 - For permanent projects on City property, the City will bear responsibility to maintain the artwork for ten years, contingent upon identification of maintenance funding as needed. The City will retain the right to either remove the work or to accession it into the City's Public Art Collection at any time during or at the close of the ten-year period.

Selection Process

Applications will be pre-screened by City staff for compliance with the requirements of this Call for Entries. Eligible applications will be forwarded to a professionally-qualified selection panel that will meet in open session to review applications. The panel will include a member of the board of the Open Circle Foundation, a member of the Public Art Advisory Committee, Bay Area arts professionals and community representatives. The selection process will take place in two phases on separate dates:

1. The panel will review all eligible applications and select semi-finalists to prepare full proposals. Semi-finalists will receive comprehensive guidelines and proposal requirements upon selection notification. Semi-finalists will receive stipends to prepare and submit full proposals.
2. The panel will review and discuss the semi-finalists' proposals, after which semi-finalists will be interviewed to address questions and concerns raised by the panelists.

The selection panel's recommendations will be forwarded for approval by the Public Art Advisory Committee, the Cultural Affairs Commission, and Oakland City Council if required.

Selection Criteria

The selection of projects to receive funding will be based in part on the following criteria:

1. Relevance of the proposed project to the goals of the *Open Proposals* program
2. Creativity, artistic merit, and aesthetic impact of the proposed project
3. Appropriateness of the project to the proposed site
4. Ability of the proposed project to effectively engage the community and the strength of the educational component
5. Demonstrated capabilities and artistic excellence of the visual artist participant, as evidenced by images provided in application
6. Professional qualifications and evidence of experience of all participants to adequately undertake and successfully execute the proposed project on time and within budget
7. Feasibility of the project based on budget, timeline, scope and materials
8. Evidence of secured outside matching funding, if applicable
9. An equitable distribution of projects and funding across the seven City Council districts of Oakland

Project Timeline (subject to change)

Application deadline	June 29, 2009
First selection panel	July 2009
Announcement/contact of finalists	Late July 2009
Semi-finalist proposals due	August 28, 2009
Second selection panel	Early September 2009
Public Art Advisory Committee review	September 14, 2009
Cultural Affairs Commission review	September 28, 2009
Contracts Issued/Notice to Begin Work	November 2009
Development, Fabrication & Installation	Beginning October 12, 2009
Last allowable completion date	November 1, 2010
Education/outreach and reception/ dedication events	By December 31, 2010

Application Process

Applications for *Open Proposals* must be submitted online through the CaFÉ™ website (www.callforentry.org). There is no application fee to apply or to use CaFÉ™. Only applications submitted through CaFÉ™ will be considered; no slides or hard copy materials will be accepted.

For complete entry requirements and instructions go to: www.callforentry.org, register a username and password if you are a new user, navigate to “Apply to Calls”, and search the list for “Oakland Open Proposals”.

Assistance in using the CaFÉ™ system is available during regular business hours by calling 303-629-1166 or 1.888.562.7232, or via email at cafe@westaf.org.

The Phase One application must include:

- **Project Description.** Describe the proposed project and site, clearly articulating the vision and intent for the project and how it relates to the Open Proposals program goals. Please explain the project’s relationship to the site neighborhood and the project’s educational/community outreach component.
- **Preliminary Estimated Project Budget.** Provide a preliminary budget summary that includes estimated costs of materials, supplies, implementation, insurance, permits, artist fees, and any other expenses associated with the proposed project. Also indicate amount and source of matching funds, if any are sought or secured at the time of application.
- **Estimated Project Timeline.** Summarize the timeline and life span (temporary/permanent) of the proposed project.
- **Resume** outlining the artist’s professional accomplishments and listing completed public art projects and their budgets.
- **Participant List** providing the name, address, and a brief summary of relevant experience for each participant. In the CaFÉ™ profile, identify the lead applicant only and list all others as co-applicants within the project description. Please also describe the role of each participant or group involved in the project.
- **Images of Past Work.** Submit six (6) images of the artist’s past work that demonstrate the artist’s relevant experience and qualifications for this project. Submissions shall be completed electronically through the CaFÉ™ system. (Instructions on how to format images to CaFÉ™ specifications can be found on the CaFÉ™ website under Image Prep.) *NOTE: In lieu of one of the six images, applicants may submit an image of a sketch of the proposed project, if applicable, with enough detail to clearly show what is intended.* This is not a requirement, and any artists/teams selected as semi-finalists will receive stipends to prepare full proposals.
- **Descriptions of Past Work.** Submit a list of the six images, including project sponsor, location, date, media, dimensions, budget and other essential information.

Note: If you are using slides and paper materials and need help converting them to digital format, please contact Steven Huss, Public Art Coordinator, at 510-238-4949 or shuss@oaklandnet.com.

Deadline

Submissions must be received as a complete application in CaFÉ™ no later than 11:00pm (PDT) on Monday, June 29, 2009. Incomplete, non-compliant and/or late submittals will not be reviewed, nor will materials not specifically requested in this Call for Entries.

Open Circle Foundation

The 2009-2010 Open Proposals program has been made possible by a grant from the Open Circle Foundation, a supporting foundation of the East Bay Community Foundation. The Open Circle Foundation is dedicated to funding projects, programs and services that encourage a positive dialogue between the arts and the natural and urban environment.

PUBLIC ART PROGRAM POLICIES

Acceptance of Proposals

The Public Art Program reserves the right to reject all applications and/or subsequent proposals.

Maquette Policy

In the event that an artist or artist team is paid to develop a maquette or other conceptual design materials for a proposal, the following policy shall apply. The Public Art Program shall:

- Require that all concepts, proposals and/or maquettes submitted are original and unique.
- At its sole discretion, have unconditional rights to own maquettes or other design materials produced as a part of this selection and/or commission process.
- Have the right to display and/or reproduce any maquettes or proposal commissioned, whether selected for implementation or not.

Americans with Disabilities Act

The commissioned artist(s) will be required to comply with the Americans with Disabilities Act in addition to related federal, state and local codes and will be encouraged to develop artwork(s) sensitive to programmatic as well as accessibility issues.

Other Requirements

Each selected artist or project team, once approved, will be asked to enter into a contract with the City of Oakland prior to commencing work and for the duration of the project. All proposed locations and concepts for artworks are subject to approval by the City and/or other representatives. Depending on the specific scope of the project, prior to the issuance and throughout the duration of the contract, the artist or team may be required to maintain various types of insurance, including Automobile Liability, General Liability, Fine Arts and other insurance as required by the City.

Prior to preparation of the contract, each selected artist or project team must indicate who will be the contract holder/primary responsible party with authority/ability to:

- Sign the contract.
- Manage the funds.
- Provide required insurance.
- Provide other required documents, such as a City of Oakland business tax license.

All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change.

Open Proposals 2009-2010 Call for Entries

For more information about *Open Proposals* or other public art opportunities, contact Steven Huss, Public Art Coordinator for the City of Oakland, at 510-238-4949 or shuss@oaklandnet.com.

This Call for Entries is available online on the Cultural Arts & Marketing Division's website at <http://www.oaklandculturalarts.org/main/callforartists.htm>.