

NORFOLK ARTS

PROSPECTUS

City of Norfolk, Virginia Public Art Program
Commission of Artwork for Digg Town Park

8945-0-2021/DH. SUBMISSIONS DUE: 11:59 PM EDT, APRIL 15, 2021

**The Norfolk Public Art Commission
and the Digg Town Park Planning Committee seek to
commission an artist to design and create artwork.**

LOCATION/CONTEXT: Digg Town was incorporated as part of Norfolk in 1890 and is located directly across the Eastern Branch of the Elizabeth River. It is a stable, tight-knit, compact community of residents united and bound together by strong relationships and common interests. Those who grew up in Digg Town never lose their ties and return to visit family and friends.

The Diggs Town Park is a focal point of the neighborhood and is surrounded by houses, an affordable housing community named after J. Eugene Diggs, a prominent Norfolk attorney, an elementary school, an open field, and a community center. The park has just been renovated with new landscaping, a new basketball court, state-of-the-art playground equipment, a fully equipped fitness workout area, and paved game boards. Huge 100+-year-old live oak trees border two sides of the park.

PROJECT DESCRIPTION: The committee would like to commission unique, imaginative, energetic artwork that is hopeful and looks to the possibilities of the future. The artwork should be a destination piece that connects the people who live nearby and use the park with nature and a sense of this place and its history. We hope to inspire the children, teenagers, and adults and ignite pride in the community.

PROJECT SITE: There is a large open area on the east side of the park between the live oak trees. Although people enter the park from all directions, the artwork will serve as an entrance piece helping to tell the story of the neighborhood. Photos attached.

SIZE/MEDIUM: The artwork should relate to the scale of the park, buildings, and live oak trees. Use of color and internal LED lighting could make the artwork sparkle and give a sense of play and wonder. It should be large enough to be seen by vehicular traffic but also enjoyed by park visitors. Artist should assume artwork will be touched, climbed and played on and must be durable and of permanent materials that will stand the test of time. Materials must be safe and easily maintained.

ELIGIBILITY: This project is open to all artists. Local artists are encouraged to apply. Norfolk Arts staff can assist new public artists and advise about materials, engineering, fabrication, insurance, construction, and installation.

PROJECT FUNDS: Up to three finalists may be selected to be interviewed in a virtual meeting by the Public Art Planning Committee. The finalists are not expected to

complete a design at this stage but will be interviewed about past work and creative process. There will also be a preliminary discussion of the site. The committee reserves the right to select the final artist without a finalist process.

The total budget for the completed, delivered, and installed artwork is \$80,000. This will cover artist's honorarium, fabrication, materials, shipping, insurance, and travel expenses necessary to complete the project, project plaque, final documentation and any incidental expenses. The artist must hire a Virginia licensed contractor to install the artwork(s). The selected artist will be asked to present an educational workshop or presentation to the community.

Please note that a city contract will be issued with a design phase requiring review and approval by the Public Art Commission prior to fabrication.

The selected artist must carry a Commercial General Liability Insurance Policy naming the City of Norfolk as an additional insured, and must provide certificates of insurance to that effect guaranteeing thirty (30) days written notice before any changes to the policies become effective. Insurance can be purchased and certificate presented after the first payment is made. If the artist employs anyone in connection with this work, the artist must carry a worker's compensation insurance policy and an automobile liability insurance policy if appropriate. The artist shall also be responsible for assuring subcontractors, if there are any, meet the same insurance requirements.

CALENDAR: This calendar is subject to change.

April 15, 2021, 11:59 p.m. EDT time, submittal due date and time

Summer 2021, selection announced

Summer 2022, completion of art

SELECTION CRITERIA AND AWARD CONSIDERATIONS: The commission will be awarded based on many factors such as the aesthetic value, creativity and contemporary relevance of the proposed piece. The city will consider the diversity of beliefs and values and general standards of decency of the citizens who fund the commission and purchase public art for the City of Norfolk. The award will be made to the responsible offeror whose submission is determined in writing to be the most advantageous to the City taking into consideration the evaluation factors set forth in this Request for Proposal.

The following criteria will be used in the proposal evaluation process:

- Artistic merit (excellence, originality, creativity and innovative approaches) as evidenced by submitted materials
- Professional artistic experience to fulfill the requirements of this project either in studio, educational, community, employment and/or art projects and the ability to undertake the design, creation and installation of the artwork
- Appropriateness of materials, style and concepts in relation to this prospectus

PROPOSAL REQUIREMENTS: Submission must be submitted via Submittable website at <https://norfolkarts.submittable.com/submit> by 11:59 PM EST on April 15, 2021. There is no application fee to apply or use the Submittable online application system.

The following materials are required:

1. **Statement of Understanding**, online agreement of compliance to all State of Virginia codes. See last page of this document for Statement of Understanding.
2. **Letter of Interest** outline your interest in this project and how you will approach the artwork design and creation. (500-word max)
3. **Resume**, maximum of two (2) pages, outlining your professional accomplishments. If submitting as a team, please include resumes for each team member, with each resume not exceeding two (2) pages.
4. **Artwork Images**, selection of up to ten (10) images representing artworks most relevant to the scope of this opportunity. You may submit up to two (2) video files if relevant to showing the artwork.
5. **References**, three (3) professional references, including name, affiliated organization (if appropriate), email address, phone number, and relationship to each reference.

QUESTIONS/FOLLOW UP: Questions about this project may be directed to Danny Hawk, Office of the Purchasing Agent, at danny.hawk@norfolk.gov. For assistance with the Submittable online application process, contact Submittable tech support at support@submittable.com.

This Request for Proposals is governed in all respects, including but not limited to the award decision, by the Code of the City of Norfolk, 1979, as amended, especially Chapter 33.1, the Procurement Chapter, and its associated regulations. For more information on doing business with the City of Norfolk or to become familiar with the City Code generally, its Procurement Chapter and regulations, or the ethics and non-discrimination sections of the Procurement please go to the city web site at <http://www.norfolk.gov/purchasing>. The City encourages women and minorities to submit proposals and for non-minority artist to participate with small businesses and women and minorities through partnerships, joint ventures, subcontracts and other contractual opportunities. Please describe any planned use of such businesses in fulfilling this contract.

Before submitting proposals, please review the website <http://www.norfolk.gov/bids.aspx> for possible updates and addendums.

