



PROSPECTUS

City of Norfolk, Virginia Public Art Program
Commission of Artwork for Ocean View Beach Park
SUBMISSIONS DUE: 2:00 PM EST, January 6, 2020

**The Norfolk Public Art Commission
and the Ocean View Partnership Planning Committee seek to
commission an artist to design and create artwork.**

LOCATION/CONTEXT: Ocean View is the home of Norfolk's beaches, with more than 7 miles of free, accessible and beautiful shoreline along the Chesapeake Bay. Ocean View is economically, socially, culturally, and racially diverse with lots of character and an unpredictable feel. It is a family-oriented, affordable beach area that has authentically and organically grown since its first streets were laid out in 1854. The population is mostly year-round residents and service members from two nearby Navy bases. There are few vacation homes or cookie-cutter houses. Residents have unequaled pride, passion and a sense of community. OV is known for its gritty attitude, swimming beaches, cottages, old trolleys, and an amusement park that was famous until it closed in the late 1970s.

Ocean View Beach Park is on Ocean View Avenue, the main roadway, which runs parallel to the bay, all the way from Willoughby Spit to Virginia Beach. The park, considered the people's beach and the jewel of Ocean View, sits across the street from the major shopping center, public library, post office, and a variety of local and national restaurants and businesses. It has a large pavilion for presentations and dancing, a busy beach with lifeguards in the summer, a boardwalk, ramps that provide handicapped access to the beach, and lots of open green space.

PROJECT DESCRIPTION: The Planning Committee wants artwork placed in Ocean View Beach Park to represent the authentic, salty integrity of OV. The artwork should directly engage visitors, instilling passion and excitement. It should highlight Ocean View's uniqueness, natural beauty and great beaches. The artwork should be contemporary and forward-thinking yet, embody the meaning and history of the area.

PROJECT SITE: The artwork can be placed in variety of planting beds that surround the open green spaces of the park. Artists should be aware that Ocean View Beach Park is used year-round for a variety of public festivals. Green spaces and pathways need to remain open for people to gather and to ensure set-up for events, ingress/egress and emergency access. A planting bed is centrally located in the park, on the boardwalk side away from the street. Another good location for artwork is along a path between Ocean View Avenue and the bay at the west end of the park. Both areas are marked on the attached site plan.

SIZE/MEDIUM: The artwork should be seen from passing vehicles and be engaging to pedestrians and those using the park. Artists may want to create a kinetic piece that would harness the wind. Artwork must be durable and of permanent materials that can withstand the bay's wind and water and are safe and easily maintained.

PROJECT FUNDS: Up to three finalists may be selected to be interviewed by the Public Art Planning Committee via Skype. The finalists are not expected to complete a design at this stage but will be interviewed about past work and their 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 \$50,000. This will cover the artist's honorarium, fabrication, materials, shipping, engineering, 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 ensuring the subcontractors, if there are any, meet the same insurance requirements.

Anticipated Schedule of Events: This schedule is subject to change.

RFP issued	November 2019
Submissions due	2:00 PM EST, January 6, 2020
Intent to Award	March 2020
Contract executed	Summer 2020
Completion of Artwork	April 2020

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:

1. Artistic merit (excellence, originality, creativity and innovative approaches) as evidenced by submitted materials.
2. 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.
3. 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> or delivered to 810 Union Street, Suite 303, (City Hall Building) Norfolk, VA 23510 by 2:00 PM EST on January 6, 2020. Artists are highly encouraged to apply through Submittable. 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**, not to exceed one (1) page, outlining your interest in this project and how you will approach the artwork design and creation.
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 Karen Rudd, Norfolk Arts at karen.rudd@norfolk.gov. For assistance with the Submittable online application process, contact Submittable tech support at <https://www.submittable.com/help/submitter/>.

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.

TO ALL OFFERORS: Statement of Understanding

Fill out, sign and submit with your proposal.

All information submitted in this proposal is true and artwork represented is accurately attributed.

In the preparation and submission of this proposal, I did not directly or indirectly enter into any combination or arrangement with any person, firm or corporation, or enter into any agreement or act any way to conspire to rig bids.

In compliance with the Code of the City of Norfolk, Virginia Section 33.1-9, trade secrets or proprietary information submitted by Offerors in connection with a procurement shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the contractors must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is necessary. An all-inclusive statement that the entire bid is proprietary is unacceptable and will not be honored. A statement that costs are to be protected is unacceptable and will be disregarded.

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. I have read and am familiar with the City Code, its Procurement Chapter and regulations, and the ethics and non-discrimination sections of the Procurement.

Signature _____

Date _____