





REQUISITION/RFP # 190147

Issued by the City of Chattanooga

REQUEST FOR PROPOSALS

## CALL TO ARTISTS

### CREATIVE STRATEGIST SERVICES FOR PUBLIC ART CAPITAL PROJECTS

#### INTRODUCTION

In early 2019, Public Art Chattanooga (PAC), the City's public art division, began to enlist local artists in a variety of disciplines to co-lead the engagement process for public art projects in neighborhoods and culturally robust communities. As Creative Strategists, artists and/or artist-led organizations, work closely with City of Chattanooga departments and residents to develop a community vision for public art including project location, direction and scope. Using their own creative process, artists develop engagement and art making activities to build relationships with residents and draw out interests, needs and aspirations; which can be difficult to extract through a standard public input process. Throughout the project, the Creative Strategist will serve as a cultural consultant to project design and implementation teams. PAC's work with Creative Strategists helps ensure the identities and cultures of our communities are accurately represented and reflected in shared public spaces throughout Chattanooga.

Creative Strategists will work directly with PAC and may coordinate with; and support, the work of the following departments and projects:

- Economic & Community Development:
  - **MLK Corridor Public Art Projects (planning phase):** Three public art projects already identified by the community are intended to highlight and preserve the culture and character of MLK Blvd. They include: an interpretive project that gives an in-depth telling of the African American history at Blue Goose Hollow; a prominent and permanent tribute to Bessie Smith, American Blues Singer; and the transformation of the MLK railroad underpass into a safe destination and vibrant gateway to the historic district and connection to Downtown Chattanooga. Artist/s engagement efforts with the community will ensure a relevant cultural tie between all three projects and their association to the history of MLK Blvd.
  - **Lynbrook Park - Art in Capital Project (design phase):** The Trust for Public Land has been working with the City of Chattanooga to turn a 1.4-acre site in the Oak Grove neighborhood into a vibrant community park, currently referred to as Lynbrook Park. TPL received a grant from the National

Endowment for the Arts (NEA) to fund an artist-led engagement process for the park. An artist led team worked with the community to inspire and inform the park's conceptual layout and function. The project is now a City capital project and is moving into the design phase. Artist/s will continue to engage the community throughout the design process and inform how public art can be incorporated with the project and meet the needs of the community.

- **Chattown Skate Park - Art in Capital Project (planning phase):**  
This project is wrapping up the feasibility phase and exploring potential new skate park sites. The current skate park location is not ideal and will be relocated. There is a large local skating community requesting much needed improvements and better access. Artist/s will continue to engage the community throughout the planning and design process and inform how public art can be incorporated in the future Skate Park.
- Youth & Family Development:
  - **Washington Hills YFD Center - Art in Capital Project (design phase):**  
Essential site improvements and renovations to the Washington Hills YFD Center are in the design phase. An interior artwork will be integrated with the building's re-design and renovation. Artist/s will lead creative engagement activities with youth to inform artistic concepts for an artwork at the Center.
  - **New East Chatt City Services Facility - Art in Capital Project (planning phase):**  
In the early stages of planning, the City is exploring potential sites for a satellite City services building that would provide bill pay, child care and other services to residents outside of the Downtown area. Artist/s will engage the community throughout the planning and design process and inform how public art can be incorporated into the design of the future building and create a welcoming environment for the community.

Artist start dates will vary based on different project schedules. Start times will range from immediate to late 2020.

## **BACKGROUND**

Since 2006, PAC has worked with community members to provide access to public art beyond downtown. Formally launched in 2015, the Art in Neighborhoods program empowers residents to drive the vision for public art projects in their neighborhood. Partnering with City divisions, neighborhood associations and grass roots leaders, PAC works with community members to determine a location, project scope and artist who can fulfill their project goals.

In 2019, Mayor Berke adopted a budget policy allocating 2% of the City's overall capital budget towards the integration of public art in above ground construction projects. The Art in Capital program ensures that public art is integral to how the City builds itself, and provides more opportunities for the identities and cultures within our communities to be reflected in shared public spaces.

In response to the community's input in the 2019 Public Art Strategic Plan, and the City's increased investment in public art projects in neighborhoods, PAC is developing opportunities for local artists to co-lead engagement efforts as Creative Strategists for our projects. This will take our engagement efforts even deeper with communities to further ensure public art preserves the culture, character and integrity of neighborhoods and is a great source of pride for the communities we serve.

## **OBJECTIVE**

Selected artists will work closely with PAC and partner City departments throughout the planning and engagement phase of the project to build relationships with the community and gather input through their own creative, art making process. Each session /workshop should provide the opportunity for the community to celebrate their history or cultural identity, tell stories and create a collective vision. Upon completion of engagement sessions, the artist will provide PAC with a summary of community input in a visual presentation, documenting process, qualitative and quantitative data and learnings. Artist will coordinate with PAC and partners to develop a public art project scope and call to artists reflecting the community's vision for public art. In the next project phase, artist will serve as a consultant to the commissioned artist/s and design team during the design phase to inform final project design. Artists are not eligible to compete for public art projects that have been informed by their work as a Creative Strategist.

## **SCOPE & STIPEND**

Creative Strategists will be paid a stipend of \$12,000 for each project and the following scope:

- Attend Creative Strategist orientation with Public Art Chattanooga.
- Attend project kick off meeting and follow up meetings with individual departments to clarify roles, project timeline and communication standards.
- Conceive of; and create, at least (1) original engagement / art making activity.
- Collaborate with Public Art staff to plan engagement sessions and/or workshops.
- Produce (2 - 3) sessions or workshops where the engagement / art making activity is facilitated with residents. The first session of which is to be co-led with Public Art staff.
- Provide up to 30 hours of design team consultation to ensure the community's objectives are incorporated with the final project.

## **DELIVERABLES:**

1. Original engagement / art making activity description: outline process, budget, materials, number of participants accommodated, any special constraints or needs.
2. Engagement sessions or workshop outline: date and location of engagement / art making activity, start and end times, speakers, volunteer support needed, partners engaged.
3. Documentation of each session or workshop.
4. Qualitative and quantitative data obtained and collected from each engagement session.
5. Public art project vision narrative.
6. Report back and present the next steps to the community in coordination with PAC and partner City department.

## **BASIC REQUIREMENTS**

Individual artists and/or artist-led 501c3 organizations may apply. Artists must be driven by collaborative work and a commitment to community engagement. And they must have a portfolio which demonstrates their ability to align creative practice with social and public needs.

### *ART PRACTICE*

- Artistic merit and professional qualifications demonstrated in a dynamic portfolio of past work.
- A broad range of creative skills applicable to the development and execution of the project, including but not limited to: social practice, happenings, permanent and temporary artworks, convenings, pop-ups, etc.

### *KNOWLEDGE & EXPERIENCE*

- Experience working collaboratively with diverse stakeholders including marginalized and spanish speaking communities.
- Ability to communicate effectively and synthesize complex concepts related to community development and public art projects.
- Basic knowledge of the diverse programs offered by Public Art Chattanooga and the designated City of Chattanooga Department, eagerness to learn more, and a sincere desire to work on a project with the City of Chattanooga and the community.

## **CONTRACT TERM**

Artists and organizations applying to provide Creative Strategist services to the City will be evaluated by an artist selection panel. Up to five artists and/or artist led organizations will be selected and approved by the Chattanooga Public Art Commission to provide services for public art projects for a one year contract with option to renew for an additional year in the amount of \$12,000 per project and a total amount not to exceed \$84,000.

Artist-led organizations responding to the Creative Strategist RFP may outsource a portion of their scope to artist/s as approved by PAC if needed to provide the required services for each project. Individual artists applying will not be selected for more than one project.

Artists and organizations will be required to meet the City's standard terms and coverage requirements for applicable insurance limits including, general liability, worker's compensation and automobile.

## **COMPLIANCE**

The Creative Strategist will work with Public Art Chattanooga and partner departments to develop a schedule for key deliverables and an evaluation plan. The Creative Strategist will document the process, approach, and lessons learned to help inform future City projects.

## SUBMISSION REQUIREMENTS

### SUBMISSION DEADLINE:

Submissions must be received (electronically, hand delivered, or mailed) for time-stamping in the Purchasing Department no later than OCTOBER 18<sup>th</sup> 2019, 4:00 pm EST. No exceptions. Refer to pages 7 through 9 for submission procedures. The application form can be found on page 10 of this document.

### QUESTIONS:

Questions must be submitted in writing and by e-mail to [rfp@chattanooga.gov](mailto:rfp@chattanooga.gov) no later than 4:00 p.m. Eastern time on September 27, 2019. All questions will be answered by an Addendum which will be posted to the website (<http://www.chattanooga.gov/purchasing/bidssolicitations>) as soon as possible after the deadline for questions.

### SUBMISSION REQUIREMENTS:

Application packages must be submitted electronically, by mail, or by hand delivery, and must include two copies if any hard-copy printed materials are submitted. Materials should be single-sided and must include the following:

1. Completed and signed cover page (first page of this document), completed and signed application form (included at the end of this RFP on page 9), AND completed and signed any and all addenda pages (addenda pages are additional instructions that can be added to a solicitation until 48 hours before the due date). **SIGNED ADDENDA PAGES ARE MANDATORY AND THE PROPOSAL MAY BE REJECTED AS NON-RESPONSIVE IF ANY ARE MISSING FROM THE SUBMITTAL PACKAGE.**
1. Current Résumé for the lead artist and/or leader of the arts organization (two-page limit).
2. Proposal narrative (2 page limit) addressing the following:
  - a. Why you are interested in providing Creative Strategist services to the City;
  - b. Which project/s is of most interest to you and why (MLK Corridor Projects, Lynbrook Park, Chattown Skatepark, Washington Hills YFD Center or New East Chatt City Services Facility);
  - c. Any artists or partners you propose working with to accomplish the scope of work;
  - d. Describe your relevant past experience with community engagement, art and community development, creative placemaking and/or with engaging others in art making or the creative process.
3. List of professional references (at least three): Please include name, address, phone number, and email address for each individual.
4. Relevant past work samples (to include artwork, events, performances, creative process, etc): submit **a maximum of 5** files in .jpeg, .pdf or .mov format.

5. Files must be PC Compatible and loaded onto a flash drive. All flash drives must be labeled with the applicant's name.
6. Every image file must be titled first with the artist's last name followed by the number of the image in the order to be viewed [for example: Smith\_01; Smith\_02]. The numbers must correspond to the annotated image list.
7. Annotated Image List: Please include the artist/team name as a heading, and a brief description of each image, including project title and medium.
8. Please do not submit paper materials in plastic covers, binders, or folders. Use only paper clips to bind your materials.
9. Please write "REQUISITION# 190147" on the outside lower left-hand corner of the envelope before mailing application materials.
10. Please write your name on the outside of the envelope.

#### ELECTRONIC SUBMISSION REQUIREMENTS:

If you plan to submit your submission electronically, you must follow these instructions exactly:

1. Email Deidre Keylon at [dmkeylon@chattanooga.gov](mailto:dmkeylon@chattanooga.gov) stating that you would like to submit your submission electronically. Include your return Google email (gmail) address and the lead artist's last name. DO NOT INCLUDE ANY PART OF YOUR PROPOSAL IN THIS EMAIL.
2. You will receive a responding email from Deidre Keylon (via Google Drive). This email will contain a link to a unique folder in the City of Chattanooga Google Drive.
3. Click on the Folder Link in the email to be taken to the Drive (you may be required to open a Google account to use the folder. A Google account is free of charge. If you are not willing to open a Google account, you must mail or hand deliver your application).
4. When prompted, "drop" your file into your Google folder.
5. Your Google folder will remain available to you but, for purposes of the RFP, sealed and secure until the stated deadline. After the deadline, it will be opened and your access will be removed. **Until the deadline, you can add, remove, edit, and check contents.** No City employee will be allowed to check your folder until the due date/time has passed and the proposals can be "opened."
6. If you have any questions about submitting electronically, please email [dmkeylon@chattanooga.gov](mailto:dmkeylon@chattanooga.gov).

#### EVALUATION CRITERIA

- *Artistic Merit* - The strength of the lead artist's conceptual, creative process and art making capabilities as displayed in the provided work samples. The weight applied to scoring for this category will be 25%.

- *Relevant Experience* - The artist or artist-led organization's past experience with community engagement, art and community development, creative placemaking and/or guiding others in art making and the creative process. The weight applied to scoring for this category will be 20%.
- *Past projects completed and References* - The weight applied to scoring for this category will be 25%.
- *Diversity* - PAC seeks to include artists of diverse ethnic and cultural identities on the list of qualified artists to better serve the diverse neighborhoods in which public art will be located. The weight applied to scoring for this category will be 20%.
- *Pricing* - The weight applied to scoring for this category will be 10%.

**TERMS:**

- The City of Chattanooga and the Public Art Committee accept no responsibility for the loss or damage of artist submission materials.
- The City of Chattanooga and the Public Art Committee accept no responsibility for costs incurred by the artist in responding to this Call to Artists.
  - Selected artists/teams will be required to meet contract terms and scopes.
- It is further understood that all budgets include travel costs. No additional and/or contingency funds will be available.
- Respondents to this Call to Artists agree to abide by the terms and conditions of this Call and of the City of Chattanooga.
- Eventual design proposals and their copyrights will belong to artists. The City of Chattanooga reserves the right to use images of the designs and information from the written proposals for review and project promotional purposes.
  - No submitted materials will be returned.
- The City of Chattanooga (COC) Terms and Conditions posted on the website (see cover page)

**CHECKLIST OF REQUIRED SUBMISSION MATERIALS( details above):**

1. Completed and signed RFP cover page
2. Completed and signed application form
3. Completed and signed addenda pages ( if any addenda are added to the website)
4. Current Résumé
5. Proposal Narrative
6. List of professional references
7. Images of past work
8. Annotated Image List
9. Affirmative Action Form
10. Iran Divestment Act Form
11. NOTARIZED (MUST BE NOTARIZED) No Contact/No Advocacy Attestation form



APPLICATION FORM | CREATIVE STRATEGIST SERVICES

Please complete this form and include it with all of the required submission materials.

Applicant's Name: \_\_\_\_\_

Mailing Address:  
\_\_\_\_\_

City: \_\_\_\_\_ State/Country: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell/Mobile (optional): \_\_\_\_\_

Email address: \_\_\_\_\_

Website (optional): \_\_\_\_\_

Submitted Materials Status (if applicable):

\_\_\_\_\_ I would like for my submission to be retained for future commission opportunities.

Please do not submit original artwork. Submission materials will not be returned.

I understand and agree to all of the terms of this RFP / Call to Artists.

Signature and Date: \_\_\_\_\_

## **Affirmative Action Plan**

The City of Chattanooga is an equal opportunity employer and during the performance of this Contract, the Contractor agrees to abide by the equal opportunity goals of the City of Chattanooga as follows:

1. The Contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, or handicap. The Contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment without regard to their race, color, religion, sex, national origin, or handicap. Such action shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay, or other forms of compensation, and selection for training, including apprenticeship. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
2. The Contractor will, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, or national origin, or handicap.
3. The Contractor will send to each labor union or representative of workers with which he/she has a collective bargaining agreement or other contract or understanding, a notice advising the said labor union or workers' representative of the Contractor's commitments under this section, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.
4. In all construction contracts or subcontracts in excess of \$10,000 to be performed for the City of Chattanooga, any contractor and/or subcontractor is further required to file in duplicate within ten (10) days of being notified that it is the lowest responsible bidder, an affirmative action plan with the EEO Director of the City of Chattanooga. This plan shall state the Contractor's goals for minority and women utilization as a percentage of the work force on this project.
5. This Plan or any attachments thereto shall further provide a list of all employees annotated by job function, race, and sex who are expected to be utilized on this project. This plan or attachment thereto shall further describe the methods which the Contractor or Subcontractor will utilize to make good faith efforts at providing employment opportunities for minorities and women.

During the term of this contract, the Contractor upon request of the City, will make available for inspection by the City of Chattanooga copies of payroll records, personnel documents and similar records or documents that may be used to verify the Contractor's compliance with these Equal Opportunity provisions.

6. The Contractor will include the portion of the sentence immediately preceding paragraph 1 and the provisions of paragraphs 1 through 6 in every subcontract so that such provisions will be requested of each subcontractor. The Contractor agrees to notify the City of Chattanooga of any subcontractor who refuses or fails to comply with these equal opportunity provisions. Any failure or refusal to comply with these provisions by the contractor and/or subcontractor shall be a breach of this contract.

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(Signature of Contractor)

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(Title and Name of Company)

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(Date)

**Chapter No. 817 (HB0261/SB0377). "Iran Divestment Act" enacted.**  
**Vendor Disclosure and Acknowledgement**

**By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to § 12-12-106.**

**(SIGNED)** \_\_\_\_\_

**(PRINTED NAME)** \_\_\_\_\_

**(BUSINESS NAME)** \_\_\_\_\_

**(DATE)** \_\_\_\_\_

For more information, please contact the State of Tennessee, Central Procurement Office <https://www.tn.gov/generalservices/procurement/central-procurement-office--cpo-/library/public-information-library.html>

**No Contact/No Advocacy Affidavit**

City of Chattanooga  
Purchasing Division

**For Submission with Sealed RFP, RFQ, Sealed Bid Responses:**

State of \_\_\_\_\_

County of \_\_\_\_\_

\_\_\_\_\_ (agent name), being first duly sworn, deposes and says that:

1. He/She is the owner, partner, officer, representative, or agent of

\_\_\_\_\_ (business name), the Submitter of the attached sealed solicitation response to Solicitation # \_\_\_\_\_;

2. \_\_\_\_\_ (agent name) swears or affirms that the Submitter has taken notice, and will abide by the following No Contact and No Advocacy clauses:

**NO CONTACT POLICY:** After the posting of this solicitation, a potential submitter is prohibited from directly or indirectly contacting any City of Chattanooga representative concerning the subject matter of this solicitation, unless such contact is made with the Purchasing Division.

**NO ADVOCATING POLICY:** To ensure the integrity of the review and evaluation process, companies and/or individuals submitting sealed solicitation responses, as well as those persons and/or companies formally/informally representing such submitters, may not directly or indirectly lobby or advocate to any City of Chattanooga representative.

**Any business entity and/or individual that does not comply with the No Contact and No Advocating policies may be subject to the rejection or disqualification of its solicitation response from consideration.**

Submitter Signature:

Printed Name:

\_\_\_\_\_  
\_\_\_\_\_

Title: \_\_\_\_\_

Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 2\_\_\_\_\_.

Notary Public: \_\_\_\_\_

My commission expires: \_\_\_\_\_