

City of Stockton

Public Art Mural Program

Public Art Mural Program Call for Artist/RFP

APPLICATION DEADLINE: Friday, January 3, 2025, at 5:00pm

For any questions about the Public Art Mural Program, contact Recreation Manager Ben Keisic at benjamin.keisic@stocktonca.gov or 209-937-8285.

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ATTACHMENT

- Opportunity Sites
- Sample Agreement

Overview

The Stockton Arts Commission is seeking artist(s) and/or artist teams to design and paint original artwork on City-owned property.

The Public Art Mural Program incentivizes mural installations by providing City funding and the means of curating the City's collection of murals. This program has \$50,000 in available funds for artist(s) and is also available for those who have already identified funds and would like to complete a mural project on City-owned property.

The following Guidelines provide guidance for artist(s) and artists teams on the process, criteria, and responsibilities associated with a mural project.

Eligible Applicants/Artists

Artists submitting proposals in response to this Call for Artist/RFP must be current residents of California who meet the minimum eligibility qualifications indicated below:

1. Successful completion of at least two permanent outdoor art installations, preferably those that are similar in scope and nature to the project identified in the Call for Artist/RFP or demonstrate the ability to complete your proposed project.
2. Aesthetic excellence in the design and execution of completed projects.
3. Ability to install or directly oversee the installation of the commissioned work.
4. Ability to comply with the project deadlines as indicated in the RFP.
5. Compliance with stated Proposed Project Requirements as listed in the RFP.
6. The City of Stockton takes steps to encourage the use of local artists. Local artists with a physical business location within the boundaries of the City of Stockton or County of San Joaquin and with an active business license will receive preference points in scoring.

Eligible Sites

City staff, in consultation with the Stockton Arts Commission, have identified five (5) potential sites for the installation of murals at McKinley Park located at 424 E. 9th Street. The five (5) locations at McKinley Park include:

- (1) the new pool house, expected to be completed by May 2025
- (2) the existing handball walls
- (3) the existing irrigation pump room
- (4) existing restroom
- (5) existing maintenance room

See Attachment A for images of the suggested mural locations with dimensions for reference. Artist may select any of the locations listed above and may propose to paint a mural on one location and/or up to all five locations.

Location Background: McKinley Park is 25 acres and is on the South Side of Stockton, CA. Several organizations and public schools including the original Little Manila Center (have since relocated), Stockton Judo Club, McKinley Elementary, and a local Handball Tournament Group are significant to this community. In the late 1800s and early 1900s, McKinley Park was the site of the historic Stockton Municipal Baths which included mineral baths and heated pools. At the time, street cars took passengers to the end of the line at McKinley Park. At its peak, the baths had three major pools -- the largest 400 feet long -- elaborate slides, an arched pedestrian bridge over the largest pool, trapezes, a bar and hotel, a zoo, and immaculately manicured lawns and grounds. As of late-April 2024, there is active construction for a CIP Public Works Project, the McKinley Park Renovation Project. This project is expected to finish sometime in Spring/Summer of 2025. Artists can start work as early as Spring of 2025. Once completed the park will include a renovated swimming pool and pool house; new picnic shelters, ball fields, play area, restroom, basketball courts, futsal courts, and soccer fields; new trees, landscaping and updated irrigation; as well as path lighting, and updated parking.

Program Goals

The Public Art Mural Program aims to enhance public spaces, roadways, and gateways by creating inspirational and universally enjoyable art. It seeks to raise awareness of the City's diverse environment and users while maintaining aesthetic quality. Additionally, the program encourages contextual and expressive murals that contribute to a cohesive urban landscape.

Curatorial Standards

Murals in the Public Art Mural Program must meet high aesthetic, thematic, and artist experience standards. They should be durable, contextually appropriate, and technically feasible. Compliance with program goals, collaboration with City staff, and surface preparation are also crucial considerations. The Commission would like these mural(s) to be representative of South Stockton.

General Requirements

1. Murals must be an original work of art.
2. Artists will be required to waive their rights of integrity to commissioned artwork as pertains to its removal or repair as set forth in the California Art Preservation Act and the Visual Artists Rights Act.
3. City staff, in consideration of input from the Stockton Arts Commission, will determine the eligible locations. See Eligible Sites for more information on this year's location.
4. An agreement with the artist with a specified term (from 5 to 20 years) and maintenance requirements is required. After the term of the agreement expires, the artwork may be removed, covered over, updated to extend its lifespan, or modified to meet future community objectives.

5. All artwork materials must have a minimum lifespan as specified in their proposal, and artists must provide a graffiti coat on the mural.
6. The SAC has defined a specific theme for each site(s). The curatorial standards must also be met as defined in this Call for Artist/RFP. Please see below for more information. This year murals must be representative of South Stockton.
7. City approval for public art murals shall be given only pursuant to these Guidelines and standards, in response to this Call for Artist/RFP.
8. Mural Identification Information: The City allows an 11x17 inch space along the bottom of the mural for mural identification information. The information must include the following: Artist Name, Artwork Title, Year, @stocktonarts, #stocktonmurals. Additional language that the Stockton Arts Commission will consider includes:
 - a. @ArtistAccount: Artists can include their professional social media account handle in place of their artist's name. The social media handle should be the artist's business account with the primary intent to showcase the artist's portfolio of work. The social media account should not primarily function as a shop to sell commercial products.
 - b. #CustomHashtag: A custom hashtag, #, may be considered if the mural project is part of a larger citywide campaign. The hashtag cannot include commercial signage as defined in the City's Municipal Code.
 - c. The following are not permitted in a Mural Signature Request:
 - i. Commercial Signage, as defined in the City's Municipal Code
 - ii. Advertising of commercial products (website, hashtag/#, or social media handle/@, other than the language approved by the Stockton Arts Commission)

No Guarantee

This Call for Artist/RFP is a competitive funding opportunity. Applying for this Call for Artist/RFP does not guarantee funding. The City reserves the right not to fund applications. The City reserves the right, at its sole discretion, to suspend, amend, or modify the provisions of this application process. If such an action occurs, the City will notify all interested parties. The cost of preparing proposals for the City shall be borne by the applicant and shall not be reimbursed by the City. Applications received by the City will not be returned.

Artist Stipend/Budget

The SAC will award a total amount of \$50,000 in funds to an unspecified number of projects. Funding for projects may vary per project. Projects will be awarded on a competitive basis with the SAC deciding which proposals best meet its guidelines and are most deserving of the funding available. Applicants may request any amount of funds, taking into consideration that the SAC reserves the right to recommend funding towards only a portion of the total project request and to determine which portion of the project request it will recommend for funding. Payment for final artwork may be included as a line item in the project proposal budget submitted by the artist.

Artists and Artist Organizations that are not requesting funding will be required to agree to the same proprietary rights terms outlined in this Call for Artist/RFP.

Selection Process

Round 1: All submissions will be reviewed to determine eligibility.

Round 2: All eligible submissions will be reviewed by the selection committee which will include City staff and members of the Arts Commission. The selection committee will review and score eligible applications according to Evaluation Criteria listed below.

Round 3: After review, the selection committee will present their findings to the Arts Commission who will make a recommendation and final approval. If approved by Stockton Arts Commission, a contract and scope of services will be written. A sample of this agreement is attached and incorporated for reference.

TIMELINE

Call for Artist/RFP Release Date	November 1, 2024
Call for Artist/RFP Deadline	January 3, 2025
Selection Committee Review	January - February
Community Engagement Surveys	January - February
Funding Recommendations	February 3, 2025
Notification of Funding	February 2025

To be considered for funding, all sections of the application, including attachments and exhibits, must be complete, accurate and submitted by the deadline. The process and timeline can be adjusted at any time at the discretion of the Director of Community Services.

Evaluation

Evaluation Criteria

Evaluation Criteria	Points Possible
Review of Eligibility (Pass/Fail)	
Applicant/Artist Information Provide a detailed description of the applicant's background, including their expertise and experience. Be clear and concise in providing details including the applicant's history/career, mission, significant accomplishments, and current work or projects.	10
Program Goals	20
Curatorial Standards	25
Mural Information Title, description, full color rendering/sketch of proposed dimensions and materials	20
Program Budget	10
Project Schedule/Installation Plan Proposed installation date(s)	10
Local Preference	5
Supplemental Materials (Pass/Fail)	

Additional Information

Insurance

Insurance is at Applicant's sole cost and expense and for the full term of the contract or any extension thereof, shall obtain and maintain at least all the insurance requirements listed on the City's website at: [City of Stockton Insurance](#). The nature of the grant requests programming that requires interaction with minors and begs special coverage not listed on the website but will be provided if awarded during the contracting phase.

It is the Applicant's responsibility to review the insurance requirements. Submission of an application serves as an agreement to obtain and maintain all necessary insurance.

All coverage shall be provided by a carrier authorized to transact business in California and shall be primary. All policies, endorsements, and certificates shall be subject to approval by the Risk Manager of the City to Stockton as to form and content. These requirements are subject to amendment or waiver.

Maintenance of proper insurance coverage is a material element of City contracts, and failure to maintain or renew coverage or to provide evidence of renewal may be treated as a material breach of contract.

The Applicant shall assert that these insurance requirements will be met as part of their proposal response. Failure to comply with these insurance requirements may result in a proposal being deemed unresponsive. The Applicant shall satisfy these insurance requirements concurrently with the signing of the contract prior to commencement of work. It is strongly suggested that insurance requirements be reviewed with the Applicant's broker to ensure any additional costs are included in the proposal pricing component.

6.2 Reporting Requirements

All grant recipients are required to execute a grant agreement. Artist(s) who receive funding are required to submit quarterly reports as determined by the City. At the completion of the program, a final report is required for submittal, as determined by the City.

Grant awards will be distributed on a reimbursement basis. Artist must submit an invoice with supporting documentation to document how funds were spent to receive payment.

**CITY OF STOCKTON MURAL PUBLIC ART PROJECT
PUBLIC ART PROPOSAL FORM - MURAL PROPOSAL**

Part 1. Artist/Applicant Information:

Artist's Name (or Team Leader): _____

Address: _____

City/State: _____ Zip Code: _____

Email Address: _____

Telephone(s): _____

Names and E-mail or telephone numbers of additional team members*, if applicable:

Name _____ Email or Phone _____

Name _____ Email or Phone _____

*Please provide additional team member names on a separate, attached, sheet if necessary.

Part 2. Mural Information:

Title: _____

Proposed Location: _____

Description: _____

Fund amount requested: _____

Please check the requirements below and attach the following:

Artist information

- | | |
|--|---|
| <input type="checkbox"/> Resume/CV | <input type="checkbox"/> Artist statement |
| <input type="checkbox"/> Examples of prior work (color images) | <input type="checkbox"/> References |

Proposal

- Visual proposal (can be line drawing) and narrative proposal.
- Project Schedule
- Project Budget (If funds are requested)
- Maintenance plan/materials description
- Site plan/dimensions/location) and hand drawn or computer-generated simulations of proposed mural on location(s)

Project Schedule:

	Delivery Date
Final Design	
Site Preparation	
Installation	
Completion	
Community Celebration/Ribbon Cutting	

Project Budget:

	Cost
1. Site Preparation	
2. Paint/Primer/Sealer*	
3. Supplies/Materials, other	
4. Artist Fee	
5. Equipment Rentals	
6. Insurance	
7. Permits (required if access closures/ traffic control is needed in public right of way for installation)	
8. Anti-Graffiti Treatment	
9. Contingency (15% minimum)	
Total:	

**Note: Artist to confirm existing surface condition and note/include in proposal surface treatment, if necessary, to provide optimal background surface for proposed mural.*

- Confirm Contract requirements acceptable? Yes No
 Confirm possible permitting requirements? Yes No
 Are you requesting City funds for your project? Yes No

I / We have read the Stockton Mural Project RFP and the City of Stockton Public Art Contract and agree to abide by the terms therein:

Artist or Team Representative