



River District

Request for Qualifications (RFQ)

**River District
Budget: \$25,000**

Public Mural RFQ Response
651 Bannon St. Ste. 1200
Sacramento, CA 95811
**Statement of Qualifications Deadline:
October 18, 2024**



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CALL FOR ARTISTS
Request for Qualifications (RFQ)
Budget: \$25,000
Deadline: October 18, 2024**

River District PBID invites artists and artist teams residing in the greater Sacramento Region to submit their qualifications for a new mural in the district. The mural site is an approximately 100-foot-long, painted -- wall that is highly visible from the Sacramento Two Rivers Bike Trail. The wall surrounds a building owned by the Sacramento Sheriff's Office which serves as a hub re-entry site and provides homeless services in the River District.

The project is a collaboration between the River District, the County Sheriff's office and Sacramento County.

The RFQ includes the following:

1. Description of the River District
2. Budget
3. Description of the site
4. Eligibility and evaluation criteria
5. Project goals
6. Artist selection process
7. Timeline
8. Application

1. ABOUT THE RIVER DISTRICT: The River District has been collaborating with local businesses and nonprofits to address the most pressing challenges facing our district. As we celebrate our connection to the Sacramento and American Rivers driven by a vision of a prosperous, resilient community, we seek to honor the community that calls the River District *home*. River District seeks to commission a mural that embodies the essence of the district—our rivers, the vibrant culture, and the resiliency, industriousness, and civic spirit of the people who define our community.

The area known as the River District was once an isolated area, cut off from the surrounding area by railroad tracks, levees and rivers. An industrial powerhouse, the warehouse and distribution centers located here used the railroads and rivers to ship the agricultural goods from the fertile Sacramento region to different parts of the country. Many residents moved into the region after WWII when the government build the Dos Rios Housing Project, later known as Twin Rivers. As shipping by rail and waterways declined, business leaders, property owners, and city leaders formed the Richards Boulevard Redevelopment Area.

Adopted in 2011, the River District Specific Plan envisions a vibrant, mixed-use community connected to the surrounding neighborhoods by a network of local streets, light rail transit, and bicycle and pedestrian pathways.

With the American and Sacramento rivers serving as defining features, the redevelopment of this former industrial district will embrace its rivers and connect with the natural landscape of the region.

Our vision is: A vibrant, mixed-use urban community with an eclectic mix of residential and commercial land uses topped off with riverfront views and a variety of parks, plazas and open space. We proudly focus on:

- Creating a sense of place
- Stimulating economic growth
- Maximizing connectivity
- Supporting all transportation modes
- Providing a variety of urban living options
- Engage the rivers and foster open space opportunities
- Encourage sustainable development

For more information about the River District, please see our Strategic Plan and Vision at: www.riverdistrict.net

2. PROJECT BUDGET

The project budget is \$25,000 and must include all design, fabrication, and installation costs.

3. DESCRIPTION OF THE SITE

The artwork will be sited on the north side of a 7' x 100' on the north wall facing the Two Rivers Bike Trail. The site is visible to cyclists on the bike trail as well as park users.



4. PROJECT GOALS

- **Visual Gateway:** Create a visual landmark on the Two Rivers Trail, encapsulating the essence of our mission.
- **Universal Accessibility:** Design a mural that resonates with and is accessible to all age groups, visible from the bike trail (100 feet away).
- **Community Representation:** Illustrate the vitality and diversity the River District.
- **Seamless :** Create a work of art that does not disrupt the serene views of the river.

5. ELIGIBILITY AND EVALUATION CRITERIA

Eligibility: The selected artist/artist team must live in the Sacramento region, be 18 years of age or older, and be available to begin work immediately and complete the project by Dec. 8, 2024.

Evaluation Criteria: Criteria for selection of artist/artist teams include but are not limited to the following:

- **Artistic Merit:** Competitive submissions will demonstrate the applicant's past success in comparable projects and their proven mastery or skill in at least one artistic medium.
- **Experience:** Competitive submissions will reflect the applicant's ability to bring a unique and powerful creative lens to the commission, keep the project within budget, and complete and install the work on schedule.
- **Artwork is appropriate to the site:** Competitive submissions will demonstrate the applicant's past success in creating works that are appropriate in scale, media, and design for the places where such works are located.

6. ARTIST SELECTION PROCESS

Qualifications will be evaluated by a Review Committee comprised of five to seven stakeholders with experience in collecting, commissioning or managing works of art or art-based projects of this kind. Based on artist/artist team qualifications, the Review Committee will select finalists for the project to prepare proposals.

Selected finalists will be invited to meet with the Review Committee so that they can better understand the scope of the projects before selecting an artist.

Step one: Request for Qualifications (RFQ) noticed.

Step two: The Review Committee will select finalists based on the quality of the artist/artist teams past work and statement of qualifications.

Step three: Up to three selected finalists will be invited to meet with the Review Committee to understand the scope of the project and establish fit.

Step four: The Review Committee will recommend one finalist to move on to the contract and design phase.

Step five: The artist submits a design proposal and works with the Review Committee to finalize the mural design.

Step six: River District will finalize permitting for mural.

Step seven: Artist will install/paint mural in selected location and deliver digital print to River District.

7. APPLICATION

The application is on the last page of this document. Please complete the application and email it to the address listed on the application by the deadline of October 18, 2024 by 4 p.m.

LATE SUBMISSIONS

Submissions arriving after the specified date and time shall not be considered. Applicants assume responsibility for timely submission of their statement of qualifications.

EVALUATION AND AWARD

This RFQ is to assess qualifications **ONLY**. Applicants are **not** required to submit a specific proposal for the artwork initially. Evaluation shall be made based on the evaluation criteria listed above.

(Application next page)

Two Rivers Mural Project

APPLICATION

Artist's Name: _____

Address: _____

E-mail Address: _____ **Phone:** _____

I HAVE ENCLOSED OR ATTACHED THE FOLLOWING:

_____ Resume detailing relevant experience (four (4) pages maximum)

_____ A cover letter (no more than one page) explaining why you are interested in this project and your approach to community-engaged art

_____ A portfolio showcasing examples of your past work, especially public art projects. Images can be JPEG or in a PowerPoint program presentation format. Artist's submitting as a team, may submit up to 20 images.

_____ Annotated Image List:
A numbered list of corresponding submitted images that includes the artwork title, date, medium, and dimensions.

_____ Names and contact information for three references of past clients or collaborators.

APPLICATION DEADLINE: October 18, 2024 4:00 p.m.

SEND APPLICATION TO: Qualifications must be submitted by mail or email to: info@riverdistrict.net

Questions? Questions regarding this RFQ are to be directed by e-mail to: info@riverdistrict.net