



REQUEST FOR PROPOSALS – ART CONSULTANT TO PROCURE AND MANAGE THE COMMISSION OF UP TO TEN LONG-TERM TO PERMANENT PIECES OF ARTWORK

1. OVERVIEW

Under this Request for Proposals ("RFP"), the Library, Arts & Culture Department ("Library") of the City of Glendale ("City")— on behalf of the City's Arts & Culture Commission (ACC)— is seeking proposals from an appropriately qualified, highly motivated and innovative Art Consultant ("Consultant") to strategically procure and manage the commission of up to ten (10) long-term to permanent pieces of artwork ("Consultant's Services") with the goal of visually unifying the City of Glendale.

Qualified art consultants are individuals who have completed commissions in the last 5 years with government (or public agency) percent for art programs. Experience in working with municipalities that have an arts program is highly desirable, but not required. Candidates based in California, who have completed projects relating to the built environment within Los Angeles County, will be given priority consideration. The Target date for completing the installations is Fall 2022.

2. PROJECT BACKGROUND & DESCRIPTION

The City of Glendale— reflecting its unique cultural composition, history, and the influence of technology on public spaces— aspires to be an arts destination in the Los Angeles metropolitan region. The City of Glendale is home to a burgeoning public art scene, as well as a walkable arts and entertainment district with thriving restaurants and bars.

The ACC wants to consciously integrate arts and culture into the ecosystem of Glendale. As community stewards of the arts, the ACC is responsible for advising the City Council on the use of the City's Urban Art Fund and recommending how the City should invest in the arts. The ACC's mission is to enrich the human experience, to reinforce Glendale's identity and civic pride through arts and culture, and to recognize the importance of arts to our quality of life and to the local economy. The ACC accomplishes its mission and realizes its vision by consciously integrating arts and culture into the daily life of the people of Glendale.

The ACC's focus is on commissioning up to ten long-term to permanent artwork installations strategically located in all parts of the Glendale where public space may be available and/or feasible, such as medians on major thoroughfares, public parks, walkways, alleys, etc. Artworks would focus on art that is open to different interpretations, and has the ability to engage interactive participation with constituents. A primary aim is to include cutting-edge, immersive technology that re-imagines the possibility of Glendale's streetscapes. Artworks potentially include:

- **Iconic Art**

A large multi-dimensional piece that may be sculptural or otherwise, and may be interactive, immersive, and/or experiential that has the potential to become a 'must see' attraction for the region.



- Gateway Signage

Artwork(s) positioned at one or more of the City's main gateways, and may be an archway or other unique installation to signal the experience of entryway or portal to the place that is uniquely Glendale.

- Overhead Artwork

An overhead artwork that floats above the street located on the south block of Artsakh Avenue which also serves as an engaging and dynamic piece of artwork.

- Monument Signage

- An artwork or series of artworks that thematically serve to brand the Glendale Arts & Entertainment District in a unique manner. Digital Projections

An interactive audio or music installation which gives a different identity at night, and visually brings the area to life. A visual installation that plays out on the environment which can be a projection on parking structures, buildings, streetscape and landscape. The installation should bring the area to life by utilizing visual and audio stimulation that is both immersive and interactive. Digital artists could employ light-based art pieces and projection mapping on surrounding architecture and parking structures.

- Streetscape Art

Wall or streetscape art re-interpreting the local environment from a new perspective.

3. SCOPE OF WORK

The Consultant's scope of work includes:

- Work with City and Project Partners to develop a timeline, scope, and process for artist selection and fabrication/installation of artwork;
- Develop and distribute Request for Qualification (RFP)/Request for Proposal (RFP) for artist(s);
- Coordinate review and ranking of RFP and RFP submissions with the City, Project Partners, ACC, and the City Council;
- Presentation of selected art concept at ACC and City Council meetings;
- Oversee and coordinate fabrication and installation of artwork to ensure successful completion according to budget and established timeline; and
- Attend meetings with City Staff, Project Partners, and artists to assess project development and management.

4. TIMELINE

Consultant must adhere to the following timeline and deliverables:

Fall 2020: Submit signed Professional Services Agreement and City-related paperwork; work with the City and Project Partners to develop a timeline, scope, and process for artist selection and fabrication/installation of artwork.



Winter 2020:	Develop and distribute Request for Qualification (RFP)/Request for Proposal (RFP) for artist(s).
Spring 2021:	Coordinate review and ranking of RFP/RFP submissions with City, Project Partners and ACC.
Summer 2021:	Present selected artists/art concepts at ACC and City Council meetings.
Fall 2021:	Oversee and coordinate fabrication of artwork to ensure successful completion according to budget and established timeline.
Spring 2022:	Attend meetings with City Staff, Project Partners, and artists to assess project development and management.
Fall 2022:	Oversee installation and completion of the artwork projects; work with City staff and Project Partners to develop a debrief presentation of the project process to ACC and City Council.

5. COMPENSATION

Compensation for Consultant's Services will be:

- Based on any one or more of the following considerations, including, but not limited to: Consultant's cost proposal (as further described in Section 6 below), direct negotiations, or Project budget; and
- Subject to the ACC's review and recommendations, and the City Council's approval.

6. SUBMISSION DETAILS; PROPOSAL DEADLINE

The City must receive the Proposal— consisting of the documents and images described in (a) through (e) below— **on or before 5:00 p.m., Friday, July 31, 2020.**

The Proposal must be:

- Clearly identified as "Art Consultant Proposal"; and
- Submitted via email to:
Jennifer Fukutomi-Jones, Arts & Culture Administrator, at:
jfjones@glendaleca.gov

A Proposal received after this date and time will be considered non-responsive and the City will return the Proposal, unopened.

Required documents and images:

a. Letter of Interest

- 1) Include the Proposer's name, address, phone number, and email.
- 2) Compose a letter of interest (maximum 2 pages) outlining relevant experience completed within the past five years that outlines your:



- Approach to ensuring selection of an artist (or artists) who meets the project goals as outlined above; and
- Best represents your ability to complete the anticipated services listed in this RFP.

b. Detailed Curriculum Vitae and a Professional Statement

- 1) Include all relevant information as it pertains to this RFP, specifically in regards to professional work within the prior 5 years

c. References

- 1) Submit two references that include:
 - Client name and contact person together with title, organization, address, and telephone number(s), email and website; and
 - Specific project information associated with the listed reference.

References will only be contacted if the candidate meets qualifications to continue on to the next round.

d. Portfolio Images

- 1) Include up to 10 images and descriptions/statements of up to 5 projects that best represent projects that are similar in scope that you procured, or managed, or did both.

e. Proposed Compensation

- 1) A Proposer must submit a detailed cost proposal for Consultant's Services. The proposal must include a breakdown of the Consultant's Services based on a timeline from Fall 2020 – Fall 2022.

7. PROPOSER'S REPRESENTATIONS

By submitting a Proposal, the Proposer represents that:

- The Proposer has thoroughly examined the RFP, made all necessary investigations and inquiries, and understand the services that the City requires;
- The RFP is sufficient in scope and detail to indicate and convey reasonable understanding of all requirements, terms, and conditions for performance of the work required for the services;
- The Proposer is fully familiar with — and has fully considered — all facts, conditions, circumstances;
- The Proposal is an irrevocable offer for a period of at least ninety (90) calendar days following the City's opening of all Proposals; and
- The Proposer is, and will be, in compliance with the RFP's requirements, terms, and conditions.



8. INDEMNIFICATION

At its expense, the Proposer agrees to indemnify, defend, and hold harmless the City and its officers, agents, employees, and representatives from and against any and all liability, suits, actions, proceedings, judgments, claims, demands, liens, losses, damages, costs, and expenses (including attorneys' fees, litigation, arbitration, mediation, appeal expenses) if a dispute, lawsuit, or other proceeding arises out of any one or more of the following:

- An Proposer's submission of the Proposal;
- The City's accepting an Proposer's Proposal; or
- The City's awarding a Contract to a Proposer in compliance with this RFP, or state, federal, or local laws.

9. IDENTIFYING PROPRIETARY INFORMATION; PUBLIC RECORDS ACT

A Proposer must identify and list all copyrighted material, trade secrets, or other proprietary information ("protectable documents") that the Proposer included in its Proposal which the Proposer believes should be exempt from disclosure under California's Public Records Act, Government Code Section 6250, et seq.

By listing the documents, the Proposer agrees to indemnify, defend, and hold harmless the City and its officers, agents, employees, and representatives from and against any action, claim, lawsuit, or proceeding, including costs and expenses, arising out of or connected with the City's refusal to disclose the protectable documents to any party making a request for those items.

The City will treat any Proposer who fails to identify documents that the Proposer believes should be exempt from disclosure as having waived its right to an exemption from disclosure, as the Public Records Act provides.

10. SIGNATURES

The person or persons legally authorized to bind the Proposer to the RFP must sign the Proposal in ink. The individual(s) signing the Proposal must represent that they are authorized to bind the Proposer's legal entity.

- A corporation must execute the Proposal by its duly authorized officer(s) in accordance with its corporate bylaws.
- A partnership must execute the Proposal by all of its partners. After each signature, each partner must list a residential address or the firm's address, either of which must include the state, zip code, and telephone number.
- If the Proposer is a joint venture consisting of a combination of any of the above entities, each entity in the joint venture must sign the Proposal.
- An individual signing a Proposal as an agent of another, or others, must attach to the Proposal evidence of that person's legal authority to sign on behalf of another, or others.



11. PROPOSAL PREPARATION EXPENSES

Expenses for developing the RFP response are entirely the responsibility of the Proposer and are not chargeable to the City in any manner. The City is not liable for any pre-contractual expenses, which are defined as expenses incurred by the Proposer in:

- Preparing its Proposal in response to this RFP.
- Negotiating with the City any matter related to the Proposal.
- Any other expense incurred by the Proposer before the date of award of the Contract for this RFP.

12. PROPOSAL RETENTION

All Proposals and other material submitted become the property of the City and may be returned only at the City's option. The City reserves the right to use any ideas presented in any response to the RFP. Selection or rejection of the Proposal does not affect this right.

13. QUESTIONS; INTERPRETATION OR CORRECTION OF RFP

If an Proposer has any question about this RFP or the Scope of Services— or if an Proposer finds any error, inconsistency, or ambiguity in the RFP, or the Scope of Services, or both— the Proposer must make a "Request for Clarification" before submitting its Proposal.

The Proposer must submit a Request for Clarification in writing— by letter or email— to:

Jennifer Fukutomi-Jones, Arts & Culture Administrator
Library, Arts & Culture Department
222 East Harvard Street
Glendale, CA 91205
jfjones@glendaleca.gov.

The City must receive the Request for Clarification **on or before 5:00 p.m., July 24, 2020.**

If necessary, the City will make clarifications, interpretations, corrections, or changes to the RFP, or the Scope of Work or both, in writing by issuing Addenda, as described in Section 13 (below). An Proposer must not rely upon, and the City is not bound by, purported clarifications, interpretations, corrections, or changes to the RFP and the proposed Scope of Work, that are made verbally or in a manner other than a written advisory from the City.

14. ADDENDA

The City will issue Addenda in writing only. An Proposer must not rely upon, and the City is not bound by, purported clarification, interpretations, corrections, or changes to the RFP that are made verbally or in a manner other than written Addenda from the City. The City will make reasonable efforts to deliver Addenda to all Proposers whom the City knows have received the RFP and have provided a street address for receipt of Addenda. The City cannot guarantee that all Proposers will receive all Addenda.



Proposers may also inspect the Addenda at:

Glendale Central Library
222 East Harvard Street
Glendale, CA 91205
(Business hours, Monday – Friday, 9 a.m. – 5 p.m.)

This RFP is also on file there.

15. WITHDRAWAL, CANCELLATION, OR MODIFICATION OF A PROPOSAL

Before the Proposal Deadline, a Proposer may withdraw and then modify a Proposal, by giving written notice, signed by the Proposer. A withdrawal request must be addressed as follows and delivered to:

Jennifer Fukutomi-Jones, Arts & Culture Administrator
Library, Arts & Culture Department
222 East Harvard Street
Glendale, CA 91205

For a withdrawal to become effective, the City must receive the Proposer's request for withdrawal before the Proposal Deadline. The City will not accept or consider a Proposer's verbal request for modification or withdrawal of a Proposal.

If a Proposer withdraws its Proposal, the withdrawal will not prejudice the Proposer's right to submit a new Proposal, if the new Proposal is submitted: a) in accordance with the RFP's requirements, and b) before the Proposal Deadline.

After the Proposal Deadline, a Proposer must not withdraw, cancel, or modify its Proposal for a period of at least ninety (90) calendar days following the Proposal's opening. The City may extend the 90 day period upon the City's written request and upon the affected Proposer's written approval.

16. SELECTION PROCESS: EVALUATION CRITERIA

An evaluation committee—selected by the Director of Library, Arts & Culture ("Director")—will review timely submitted Proposals to determine whether they are responsive to the requisites of this RFP. Proposals that are determined by the committee to be non-responsive or submitted after the deadline may be rejected.

A Proposer's submission will be evaluated and scored on the criteria listed below.

EVALUATION CRITERIA	PERCENTAGE SCORE
<ul style="list-style-type: none">• Qualifications Experience in:<ul style="list-style-type: none">▪ Working with artists on large scale public art projects and initiatives.	35%



<ul style="list-style-type: none"> ▪ Overseeing and coordinating fabrication and installation of artwork. ▪ Successfully completing projects according to the budget and established timeline. 	
<ul style="list-style-type: none"> • Cost and Budget Control <i>A Proposer must provide documentation demonstrating the ability to complete projects within cost and budget.</i> 	25%
<ul style="list-style-type: none"> • Proposal Content and Schedule <i>A Proposer must demonstrate ability and commitment to complete work on schedule and according to guidelines.</i> 	25%
<ul style="list-style-type: none"> • Overall Proposal Responsiveness <i>A Proposal will be evaluated on the Proposer's overall responsiveness to the requests of this RFP.</i> 	15%
TOTAL	100%

The City may investigate the qualifications of a Proposer under consideration, require confirmation of information furnished by the Proposer, and call upon the Proposer to provide additional information or evidence of the Proposer's qualifications for the Services described in this RFP.

17. POST-PROPOSAL INTERVIEWS

After the committee has evaluated the Proposals, Proposers may be asked to attend one or more interviews to review their Proposal and their qualifications to perform the work.

18. AWARD OF CONTRACT

The committee will submit recommendations to the Director. The Director may select a successful Proposer, and then may make a recommendation to the ACC. Alternatively, the Director may present the finalists to the ACC for consideration and selection of the successful Proposer. After the ACC makes a recommendation [for the City Council's consideration], the Director may submit a recommendation to the City Manager that the Director be authorized to issue and sign the Contract.

Within ninety (90) calendar days after the City opens all Proposals, if the Director selects a Proposal, the City will give the selected Proposer a "Notice of Intent to Award Contract" that will specify the "start date" for performing the Consultant's Services.

Once selected, the successful Proposer must enter into a written Professional Services Agreement ("Contract") with the City within thirty (30) calendar days following the Proposer's receiving the City's "Notice of Intent to Award Contract" or within any extension that the City may allow. The RFP, or any part of it, and the Proposer's



responses, will be incorporated into and made a part of the Contract. **A copy of the proposed Contract is provided as EXHIBIT A.**

Before Consultant's Services can commence, the selected Proposer must execute the Contract, which is **a standard form of agreement**. To facilitate smooth and timely implementation, a Proposer responding to this RFP must review all terms and conditions of the Contract, including, but not limited to, provisions relating to insurance, indemnity, and termination.

The City's policy is that the Contract be accepted as is. By submitting a Proposal to the City in response to this RFP, a Proposer is deemed to have provided its approval to the Contract, accepting it without qualification. If a Proposer seeks limited modification of the Contract, then in the Proposal a Proposer must identify the proposed changes.

However, changes or qualifications to the Contract may be weighed in the evaluation of the Proposal and may cause rejection of the Proposal as non-responsive, in the City's determination.

The City reserves the right to further negotiate the terms and conditions of the Contract. The Proposer whom the City Council selects must cooperate with the City in good faith to negotiate, sign, and deliver the final Contract. The City will draft the Contract and may require the selected Proposer to attend one or more Contract negotiation conferences to discuss possible:

- Revisions to the Contract's service-related terms, conditions, requirements (other than the insurance and the indemnity provisions), specifications, or minimum performance standards; and
- Additions to the Contract, by the parties' mutual agreement, or as a City Ordinance or Resolution, the City's Charter or Municipal Code, or any other law may require.

At any time and for any reason, if Contract negotiations with the selected Proposer fail to progress, to the City's reasonable satisfaction, the City reserves the right to not only end negotiations with the selected Proposer, but also cancel the award and reject the Proposal. At its discretion, the City may then: reopen the proposal process; choose from among the remaining, if any, qualified Proposers; reissue the RFP; negotiate directly with any Proposer for the Services; or choose not to contract for the Services.

The selected Proposer must submit to the City all of the following items:

- Three (3) originals of the Contract, properly signed by the Proposer.
- Insurance certificates and additional insured endorsements that fully conform to the Contract's requirements.

After the City receives the signed Contracts and insurance documents, the City Attorney's office will review the Contract. Additionally, the City Attorney's office or the City's Risk & Insurance Services Manager will review the required insurance. If the selected Proposer has not changed any terms of the Contract, and if the insurance conforms to the Contract's requirements, the City will sign the Contract and return an



original of the Contract to the Proposer.

19. INSURANCE

At its expense, the successful Proposer must obtain and maintain insurance, while the Contract is in effect, that fully meets the requirements of— and contains provisions entirely consistent with— ***all of the City's "Insurance Requirements," which are noted in EXHIBIT D.*** Evidence of the insurance coverages will need to be in place before a Consultant starts performing the Services. A Proposer must be prepared to meet all City insurance requirements (with at no additional cost to the City), if the Proposer is awarded a Contract. The City will require certificates of insurance and additional insured endorsements when the successful Proposer submits a signed Contract to the City.

20. CITY'S RESERVATION OF RIGHTS

This RFP and the Proposal evaluation process do not:

- Obligate the City to accept or select any Proposal.
- Constitute an agreement by the City that it will actually enter into any contract with any Proposer.

When it best serves the City's interests, the City may do any one or more of the following:

- Reject any Proposal or all Proposals at its sole discretion.
- Extend the deadline for accepting Proposals.
- Accelerate the pace of the RFP process if only one or a handful of Proposals are received.
- Waive any or all information, defects, irregularities, or informalities in a Proposal.
- Accept amendments to Proposals after the Submission Deadline.
- Amend, revise, or change the RFP's evaluation or selection criteria before the Submission Deadline.
- Cancel, withdraw, amend, revise, change, or negotiate the terms of this RFP, the proposed contract, or both.
- Reissue a Request for Proposals.
- Conduct oral interviews.
- Visit Consultant's facilities or business.
- Examine financial records of Consultant to the extent necessary to ensure financial stability.
- Make a partial award.
- Negotiate with one or more Consultants.
- Award contracts to one or more Consultants.
- Require a best and final offer from one or more Consultants.



- Provide its own services, or contract directly — without an RFP or bids — for those services.

21. LETTER OF OBJECTION; PROCEDURES

An Proposer, who believes that any part of this RFP is discriminatory against the Proposer or precludes the Proposer from being given reasonable consideration in the procurement process, must submit an objection in writing— by letter only— to the City. The City will not consider any verbal objection. The Letter of Objection must clearly state:

- The specific objections;
- The areas of concern;
- The facts supporting the objections; and
- A proposed method for resolving the objections.

The Proposer, or the person who is duly authorized to represent the Proposer, must sign the correspondence.

The Proposer must deliver or mail the Letter of Objection to:

Jennifer Fukutomi-Jones, Arts & Culture Administrator
Library, Arts & Culture Department
222 East Harvard Street
Glendale, CA 91205

The City must receive the Letter of Objection **on or before 5:00 p.m., Friday, July 24, 2020.**

Upon the City's timely receipt of the objection letter, the City will review the Proposer's contention(s). If the City decides that the RFP— whether in whole or in part— needs revision, the City will prepare Addenda, as described in Section 14 of this RFP.