



Public Art Program

Cultural Arts and Marketing Department

Guidelines for a Request for Qualifications

Complete RFQ to be issued March 10, 2009 (tentative)

2009-2010

Open Proposals Program

General Guidelines

- The City of Oakland Public Art Program invites artists, community organizations, and neighborhood groups to apply for the opportunity to create public art projects throughout Oakland.
- This program is open to Oakland artists only (practicing professional artists who live and/or work within the Oakland city limits).
- This program seeks to fund permanent and temporary art projects celebrating the neighborhoods and the natural environment.
- Funded projects will be equitably distributed among the seven districts of Oakland, to the extent possible.
- Applications from artists working in partnership with a community organization or neighborhood group for a site already identified at the time of application will be considered. Applications are also encouraged from artists willing to consider multiple site possibilities and/or interested in working in underserved districts of Oakland.
- Temporary and permanent projects may be located on City-owned property or private property, but all must be accessible and/or visible to the public.
- All awards will be capped at \$14,000 per project.
- Applicants that have secured outside matching funds shall receive priority for funding. Evidence that such funds are assured shall be a key criterion in the evaluation of proposals.
- All projects must be completed by the end of 2010, unless otherwise specified.

Proposal Guidelines

- Proposals may be submitted by community members, artists, neighborhood groups or non-profit organizations.
- Proposals must include a practicing professional visual or media artist as primary participant.
- Proposals must result in a tangible product.
- Proposals must include an educational and/or community outreach component.
- By the second phase of the selection process, all projects should be prepared to show evidence of support from the local community or neighborhood in which the artwork or project will occur. Projects proposed for private property should be prepared to demonstrate a need within that community.
- By the second phase of the selection process, all proposals for private property must be accompanied by a written, signed agreement of participation by the property owner.



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- For proposed projects on public property, upon approval of the proposal by all necessary parties within the City, the City will agree to sponsor the project for the length of time specified.

Review and Selection Process

A professionally-qualified selection panel comprised of arts professionals, community representatives, and City staff will review applications and recommended awardees. The selection process will take place in two phases:

1. A selection panel composed of arts professionals will review all eligible applications, from which finalists will be selected to develop more extensive proposals. Finalists will receive comprehensive guidelines and proposal requirements upon selection notification, and will receive a small stipend to prepare full proposals.
2. A selection panel composed of district/community representatives with guidance from Public Art Program staff will review and discuss full proposals, after which the finalists will be interviewed to address questions and concerns raised by the panelists.

The second selection panel's recommendation of projects to receive funding will be forwarded to the Public Art Advisory Committee, the Cultural Affairs Commission, and City Council for approval.

Awards

The 2009 Open Proposals award allocation is \$100,000. The number and amount of the awards will be at the discretion of the selection panel, and may or may not match the amount requested in proposals. Applicants that have secured outside matching funds shall receive priority for funding.