



THE ACE / SAN PEDRO WATERFRONT ARTS DISTRICT  
AND THE SAN PEDRO CHAMBER OF COMMERCE  
REQUEST STATEMENTS OF QUALIFICATIONS AND PROPOSALS  
FOR PUBLIC ART PROGRAM ACTIVITIES

Date: August 1, 2014

Contact: Judith Blahnik/310-832-7272

1. BACKGROUND:

In downtown San Pedro, the arts and the waterfront are primary resources of the revitalization of the area and provide physical, social, cultural and economic benefits to strengthen and sustain the community. Over time, many artists and arts and cultural organizations have found a home in San Pedro and have become vital to the Community.

In 2009, the San Pedro Chamber of Commerce, the former CRA/LA and a group of local artists, restrateurs and arts organization leaders teamed to create the San Pedro ACE District. This organization developed an ACE Plan and implemented a five-year, funded economic strategy for historic downtown San Pedro, designed to put the arts first. Since then the ACE District Advisory Committee and the Chamber of Commerce, have developed more than fifty projects/collaborations providing more than \$300,000 in grant funding to assist San Pedro artists, galleries and arts organizations .

In the fall of 2013, while anticipating the final year of the funded plan, the ACE Advisory Committee committed itself to lead a next-phase transition from the CRA grant-dependent model to a new ACE/ San Pedro Waterfront Arts District. The goals of the new District are to re-organize in order to cultivate new sustaining partnerships; evolve the accomplishments of the past; generate new opportunities to support local arts, culture and entertainment; and fulfill the mission to nurture the cultural roots of San Pedro through arts advocacy, education and promotion.

Future Programs and Activities Include:

- Public Art Program: fundraising and advocacy for a sustained schedule of Place Making Projects – murals, signage, sculpture, parklets etc.
- Artist Outreach: gallery shows , exhibits, arts exchanges
- Advocacy: arts policy forums, role of the arts in San Pedro
- Convene a Design Advisory Panel to assist with theme development and artist selection
- Education : 'ticketed' networking events such as; film series, lectures, docent led tours, guest lectures, wine tastings, other events
- Development: establish groundwork for Fundraising, Grant Coordination/Collaboration



*Partnership Program*



## 2. TO THIS END, REGARDING PUBLIC ART ACTIVITY:

The San Pedro Chamber of Commerce and ACE/ San Pedro Waterfront Arts District, in collaboration with City of Los Angeles Council District 15, Central San Pedro Neighborhood Council and Clean San Pedro request Statements of Qualifications and Proposals/Applications from:

- Artists to design and paint murals on selected San Pedro utility boxes.

## 3. PROGRAM DETAILS

Theme: **“Unexpected Pedro”** – the San Pedro Waterfront Arts District is looking for artwork that evokes a sense of intrigue, discovery, engagement and connection, set against the backdrop of our gritty glamour. The 2D painted murals would bring to light ordinary places and animate them in the urban landscape of Downtown San Pedro.

Locations: 10 DOT Utility Boxes in Central San Pedro

Tentative Proposed Schedule:

Prep Day: October 24 (may have assistance of Clean San Pedro)

Paint Days: October 25 - 26

Protective Coat Day (if needed): Oct 26 or 27

Mural Specifications

The Utility Box Mural Program is designed to encourage community pride and beautify the neighborhood. Murals must be suitable for viewing by all ages and will be reviewed by the San Pedro Waterfront Arts District Design Advisory Panel, along with the LA Department of Transportation and the CD15 Council Office.

The following guidelines should be followed. Artwork not adhering to these guidelines will not be considered.

- The artwork included on the application must closely resemble the art to be painted on the box.
- Because the size of the box may vary slightly, be prepared to adjust your artwork to the size of the box.
- The City of Los Angeles Department of Transportation, or its contractors, must have access to the components in the box at all times.
- Some boxes may have locks and control panels that will have to be remain free of any art image.
- Artists may want to block off the box to keep the public from brushing against wet paint, but care should be given to leave at least five (5) feet of the sidewalk open for pedestrians and compliance with ADA requirements.



- When washing or painting the box, it should be done in a manner that no moisture gets inside the box through any vents. There are sensitive electronic components in the box.
- The vents should not be covered so as not to restrict airflow from the cabinet. Ventilation keeps the box from overheating.
- Door hinges should be painted so as to not lock the door in place.
- The levers/handles/keyholes on the boxes should not have any coating over them.
- Artwork using a majority of dark colors cannot be considered due to the potential for overheating of the utility boxes.
- Each box will carry a sticker with a QR code (directing viewers to the Arts District web site) and the Arts District logo, please plan accordingly. Placement will be determined with the artists.
- Images of selected art work may be used in San Pedro Waterfront Arts District publicity campaigns and will be attributed to the artist(s), whenever possible.

#### Ineligible Entries

A Proposal will be ineligible, for any one or more of the following reasons, if the mural:

- Contains a copyrighted or trademarked image or logo; or a brand or business name;
- Is plagiarized, stolen, or copied from another source.

#### 4. ARTIST SUBMISSION & SELECTION PROCESS

Interested artists must submit a Statement of Qualification (see attachment A) and an Application/Proposal (see attachment B).

The program is open to both local and regional artists; however, San Pedro applicants may be given preference.

Submissions will be reviewed by a Design Advisory Panel/selection committee consisting of local artists and community stakeholders. The selection committee will use the following criteria to select artists and their box location:

- Evaluation of artistic excellence including quality of the art and artist originality;
- Creative and innovative concepts in relationship to the theme and
- Appropriate regard for the nature of the space and the audience.

#### Artist Stipend

\$550, paid via invoice to the ACE/ San Pedro Waterfront Arts District upon completion of the work (or 30% paid upon signing contract and remainder upon completion of work.) A \$75 paint stipend will be provided; selected artists are expected to provide their own brushes.

Artists are encouraged to create an outline to help volunteers paint the mural, or propose another concept for involving volunteers in the mural process.

#### Utility Box Locations

	LOCATION	CORNER	# of Boxes
1.	Harbor	and 7 <sup>th</sup> – NE	1
2.	Harbor	and 6 <sup>th</sup> – NW	2
3.	Harbor	and 5 <sup>th</sup> – SE	2
4.	Pacific	and 5 <sup>th</sup> – NW	1



5. Pacific and 6 <sup>th</sup> – NW	1
6. Pacific and 7 <sup>th</sup> – NW	1
7. Pacific and 9 <sup>th</sup> – SW	1
8. 9 <sup>th</sup> and Grand – SE	1
TOTAL:	10

## 5. HOW, WHO, WHERE AND WHEN TO SUBMIT

- Your Submission must contain Document A: Statement of Qualifications and Document B: Proposal Application.
- Submit one original, a CD or flash drive, and four (4) hard copies of your qualifications and the application.
- Submit by or before 5:00 PM on **August 26, 2014**
- Submit to: San Pedro Chamber of Commerce, 390 W. 7<sup>th</sup> Street, San Pedro, CA 90731, Attention: Judith Blahnik
- Hard copies of the RFP are available at the San Pedro Chamber of Commerce as of August 4, 2014.

6. A pre-submittal conference to answer any questions on the RFQ/RFP requirements will be held on **August 12<sup>th</sup>, 2014, 6:00pm** at the San Pedro Chamber of Commerce Board Room, 390 W. 7<sup>th</sup> Street, San Pedro.

We request that those persons, who wish to attend and submit a proposal, please register by calling - Judith Blahnik at 310-832-7272 or 310-408-3083





**Attachment A**

ARTIST STATEMENT OF QUALIFICATIONS  
RFQ/RFP 2014  
ACE/San Pedro Waterfront Arts District  
Public Art Program /Artists/ Murals/Utility Boxes

Thank you for your interest in the Utility Boxes Mural Program for San Pedro. If you have not previously qualified for any past activities of ACE, please submit your contact information.

I. Contact Information

Name\_\_\_\_\_

Address\_\_\_\_\_

Telephone\_\_\_\_\_ Mobile\_\_\_\_\_

Email\_\_\_\_\_

II. Current Resume

III. Business Tax Registration Certificate (BTRC) if applicable

IV. Narrative and Samples:

If you have ever painted a mural or participated in a community mural project, please tell us where, what, who, and how it turned out. If you have images of the artwork and/or reviews, please include them here.

V. References:

Please submit least three (3) letters of reference or testimonials. Include name, title and complete contact information.





## Attachment B

ARTIST APPLICATION/PROPOSAL  
RFQ/RFP 2014  
ACE/San Pedro Waterfront Arts District  
Public Art Program /Artists/ Murals/Utility Boxes

Thank you for your Proposal for the Utility Boxes Mural Program for San Pedro.

Please submit:

1. A color rendering of your proposed mural design in pdf or jpeg format
2. Please submit a narrative, artist statement up to one-page in length. Please include in your statement:
  - the title of your design
  - a description of the design
  - a narrative about how the artwork represents the theme
  - other pertinent information
3. In a separate statement: please indicate your way of working; do you integrate volunteers into implementing your design? If so, how? Please state other concerns or suggestions.