

# Park City Municipal Corporation

## REQUEST FOR PROPOSALS (RFP) FOR Park City Public Art Tunnel Murals: McPolin Farm



Park City Municipal Corporation (“PCMC”) is seeking proposals for public art for a Park City pedestrian and bicycle tunnel known as the McPolin/224 connector. Art on tunnel surfaces connects and reflects Park City’s community by creating vibrancy and enhancing walkability. The piece that is selected for the McPolin/224 connector should promote the history and cultural value of the area, specifically the McPolin Farm.

### **Contact:**

Jenny Diersen, Special Event & Economic Development Program Manager  
City Staff Liaison to the Park City Public Art Advisory Board (PAAB)  
Park City Municipal Corporation  
445 Marsac Avenue  
Park City, UT 84060  
[jenny.diersen@parkcity.org](mailto:jenny.diersen@parkcity.org)

**NOTICE  
REQUEST FOR PROPOSALS  
PARK CITY MUNICIPAL CORPORATION  
PARK CITY PUBLIC ART FOR TUNNEL MURALS: MCPOLIN FARM**

**PROJECT NAME:** Park City Public Art for Tunnel Murals: McPolin Farm

**RFP AVAILABLE:** 5:00 p.m. MST, Tuesday, July 31, 2018

**PROPOSALS DUE:** By 5:00 p.m. MST, Friday, August 24, 2018

**PROJECT LOCATION:**

McPolin Farm/224 connector

3000 Hwy 224

Park City, UT 84060

Attachment A: Map and photos of McPolin Farm/224 connector

Attachment B: Park City Municipal Corporation Provider/Professional Services Agreement Commissioned Art

**PROJECT DESCRIPTION:**

Park City Municipal Corporation ("PCMC") seeks proposals from an artist or artist teams to create site specific artwork for Park City pedestrian and bicycle tunnels in the McPolin/224 connector. Art on tunnel surfaces enhances the City Council's goals for alternative transportation, walkability, and community vibrancy. Total project budget shall not exceed Ten Thousand Dollars (\$10,000.00).

**PROJECT DEADLINES:**

**Complete Submissions** Due by 5:00 p.m. MST, Friday, August 24, 2018

**Project completion** By 5:00 p.m. MST, Friday, October 26, 2018.

**Questions? All questions shall be submitted in writing to [jenny.diersen@parkcity.org](mailto:jenny.diersen@parkcity.org) by 11:59 p.m. MST no later than Wednesday, August 22, 2018.** Responses will be returned and posted online by 5:00 p.m. MST on Thursday, August 23, 2018.

**OWNER:** Park City Municipal Corporation  
P.O. Box 1480  
Park City, UT 84060

**CONTACT:** Jenny Diersen, Special Event & Economic Development Program Manager  
City Staff Liaison to the Park City Public Art Advisory Board  
Park City Municipal Corporation  
[jenny.diersen@parkcity.org](mailto:jenny.diersen@parkcity.org)

**Park City reserves the right to reject any or all proposals received. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City.**

## I. INTRODUCTION

PCMC seeks proposals from an artist or artist teams to create a site specific artwork that embodies the themes of community and connectivity for a pedestrian and bicycle tunnel in Park City. PCMC is looking for proposals for art that enhance the user's experience of this space. Experience in creating large scale installations for public space is desired but not required. Total project budget shall not exceed Ten Thousand Dollars (\$10,000.00). Selected art will be installed in the McPolin/224 connector tunnel.

## II. Purpose of Project

Pedestrian and bicycle tunnels in Park City present a unique opportunity for public art that reflects and activates the community, and enhances the City Council's goals for alternative transportation, walkability, and community vibrancy. In Park City, the City Council identified Transportation and Energy as critical priorities in 2015 in response to community input. Existing pedestrian and bicycle tunnels throughout Park City facilitate alternatives to vehicle transportation and present an opportunity for art that enlivens the resident, visitor, and commuter experience.

PCMC has developed a project to complete tunnel art in Park City including the McPolin/224 connector. Adding art to these spaces will ensure connector tunnels in Park City are vibrant reflections of the community and places of community pride and creative expression. The piece that is selected for the McPolin/224 connector should promote the history and cultural value of the area, specifically the McPolin Farm. Artists are welcome to use media that are durable for outdoor conditions.

### Background:

The McPolin Farm was purchased by the citizens of Park City in 1990 to protect and enhance the entry corridor and maintain open space. The original 160-acre farm was homesteaded in 1886 by the Harrison McLane family and acquired by Isabelle McPolin and Dan McPolin around 1900. In 1908, the McPolins erected the barn of recycled timber salvaged from an old tailings mill. The barn was built by fitting timbers together without the use of nails. The reconstructed equipment shed houses restrooms and meeting space.

Patrick McPolin and Grace McPolin inherited the farm in 1923 and operated it as a dairy farm until they sold it to D. A. Osguthorpe, a Salt Lake veterinarian, in 1948. He increased the herd to 100 and built the milking parlor. The old house burned shortly after Osguthorpe purchased the farm. A concrete block house was built across the highway where members of the family lived until Park City purchased the farm in 1990.

The farm has been extensively refurbished, including a structural upgrade on the barn, to maintain it as the most significant visual feature of the valley and an entry corridor landmark. The bucolic setting provides a haven from today's fast-paced life and welcomes residents and visitors to Park City. A hiking/skiing/biking trail is located along the upper edge of the property. The structure is located in a residential and commercial neighborhood, surrounded by single family homes and condominiums, is accessible by the City's free public transportation system, and has easy vehicular access from main thoroughfares and walking/biking routes.

The Public Art Advisory Board (PAAB) is an advisory board to the Park City Council.

## III. Project Scope

### Connector Tunnels Information:

- Artwork can be installed on walls of tunnels.
- Interior dimensions for the tunnel are as follows: 125 feet long, 10 feet wide, 8 feet high.
- Current lighting is not directional and cannot be moved, removed, blocked or covered.

- Existing infrastructure, including lighting and railings, cannot be moved, removed, covered or painted.
- Power is not available for this project.
- Tunnels, including entrances, may not be altered, covered, blocked or removed.
- Max size dimensions. Please consult photos reflected on Attachment “A” attached hereto and made a part hereof.
- Walls are concrete.
- Tunnels are used for connectivity and are therefore transient spaces. Artwork should reflect the nature of the space.
- The artwork installation should occur between August 3, 2018 and September 14, 2018. The selected artist(s) or team will be required to coordinate schedules with the Project Manager and install the work during specified hours.
- The artist or team selected is responsible for the design and creation of the art, including, but not limited to, performance of the services specified, storage of materials, artist labor, insurance, materials costs, lighting, transportation, lodging, delivery, overhead, anticipated fabrication and installation costs, and permits as required by City departments.
- The artist or team selected shall work with a Project Manager on all matters of the project including budgetary considerations, installation timelines and access to the space, as well as other items which pertain to the coordination of the project.

#### **IV. Funding**

Total project budget shall not exceed Ten Thousand Dollars (\$10,000.00). All submissions must include a proposed budget or fee schedule. The budget or proposed fee schedule must include all costs including, but not limited to, performance of the services specified, storage of materials, artist labor, insurance, materials costs, lighting, transportation, lodging, delivery, overhead, anticipated fabrication and installation costs, and permits as required by City departments.

#### **V. Content of Proposal**

Proposals will be evaluated on the Selection Criteria as well as the Project Goals and Artist(s)/Team Requirements listed below.

##### **Project Goals:**

Successful proposals will address the specific goals listed in this RFP.

- Reflect the history and cultural value of Park City, specifically the McPolin Farm.
- Create a strong sense of place and communicate a pathway for community connectivity.
- Reflect a place of community pride and creative expression.
- Reflect Park City’s complete and diverse community.
- Demonstrate artistic excellence while completing this project on time and within budget.

##### **Artist(s)/Team Requirements:**

- The artist(s)/team will be responsible for installation of his/her artwork. Installation will take place during agreed upon hours between September 1, 2018 and October 26, 2018. Any closures of the space must be approved in advance by Park City Municipal and may require approval by other City departments. It is the responsibility of the artist to hire professional installers and additional labor, and pay for equipment required for installation as part of the budget. The artist(s) will coordinate all aspects of the scope of the project with the Project Manager, which scope is included for contextual reference as Exhibit “A” of Attachment “B” attached hereto and made a part hereof.
- Experience creating large-scale installations for public space is desired but not required. The artist will be required to submit design drawings that show the artwork and installation detail.
- The selected artist should be prepared to refine his/her conceptual design and demonstrate a willingness to work with the design team. The artist will communicate directly with the Project Manager, who will coordinate with staff in other City departments.

- The artist(s) will demonstrate organizational skills and be responsible for production of printed materials, logistics, and installation. Experience in creating large scale installations for public space is desired but not required.
- The work performed may require travel to and from meetings, site, and installation visits.
- The artist(s) must act professionally. They are responsible for answering emails and phone calls in a timely manner. Use of phone, computer, and email is the responsibility of the artist(s).
- The artist(s) will coordinate directly with the Project Manager for the project. The selected artist(s) should be prepared to demonstrate a willingness to work collaboratively with a large team comprised of both City staff and community partners. This should include the ability to establish and maintain effective working relationships with employees, other divisions, and the public with effective communications (both orally and written).
- The ability to work independently and handle multiple tasks simultaneously, as well as the ability to organize projects and meet deadlines, and coordinate between various individuals, is required.
- If utilizing third parties for completing the project, list what portion of the project will be completed by third parties and the name, if known, of the third parties. All third party costs or expenses shall be included within the total project budget. If bidder utilizes third parties for completing the RFP requirements, list what portion of the RFP will be completed by the third parties and the name, if known, of the third party.

The following listed criteria are used as guidelines during the review of proposals. The list is not in order of priority; some criteria will receive more weight than others.

#### **Selection Criteria:**

Art Proposals will be judged, in part, on the following criteria:

- Alignment with the Park City Public Art Board's stated [Mission and Vision](#).
- Compliance with stated project creative goals and objectives.
- Originality of design, artistic merit, and creativity, as proven by proposed artwork.
- Additional sustainable or "green" practices and qualities of your business or product.

Art will also be judged on practical terms such as:

- Clarity of proposal and thoroughness of response (completeness of package).
- Adherence to the maximum budget of Ten Thousand Dollars (\$10,000.00).
- Professional References – Applicants should list and provide contact information for at least three (3) references to contact for similar work performed.
- Wise use of resources – including appropriateness of materials, style, scale, and concepts in relation to the design of the tunnel.
- Experience needed to undertake the design, creation, and installation of the artwork. This includes the ability to work with a team of individuals including various City staff, and project-related public relation opportunities that may arise during the project.
- Availability of the artists to work within the aggressive timeline, including a description of installation timeline.
- Functionality and durability of the proposed art work – the art is intended for permanent exterior display.

The finalist(s) will be evaluated in part for their flexibility and creativity in incorporating the site, their potential ability to work with the project stakeholders, and their capacity to evolve a significant and well integrated solution. **Any changes to the nature of or regarding the extent of requested changes to the standard Provider/Professional Services Agreement – Commissioned Art, a copy of which is attached as Attachment "B" and made a part hereof, should be asked prior to submitting a proposal.**

**Price may not be the sole deciding factor.**

Proposals lacking required information will not be considered. All submittals shall be public records in accordance with government records regulations ("GRAMA") unless otherwise designated by the applicant pursuant to UCA §63G-2-309, as amended. The award of contract is subject to approval by City Council.

PCMC reserves the right to reject any and all proposals for any reason. PCMC further reserves the right to cancel or modify the terms of this RFP and/or the project at any time for any reason preceding contract award and reserves the right to accept or reject any or all proposals submitted pursuant to this Request for Proposals. PCMC will provide respondents written notice of any cancellation and/or modification. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City.

## VI. Selection Process

The Selection Committee includes the following representatives:

**Committee Members:** Public Art Advisory Board members.

Nonvoting members of the Committee may provide a recommendation on artist(s)/team(s) selection and will include the Executive Director of the Park City Summit County Art Council, City Council Liaison, City Staff Liaison to the Public Art Advisory Board, a representative from the Friends of the Farm advisory committee, and City staff from various departments such as Transportation, Engineering, Building, Planning, and Sustainability may also be included.

Finalists may be invited to interview with members of the Public Art Advisory Board and Selection Committee. The Board will recommend one (1) final artist/artist team. Proposals will be evaluated on the factors listed in Section V, Content and Goals of Proposal. The Public Art Advisory Board's recommendations and award of contracts pursuant to this Request For Proposal are conditioned upon and subject to approval by the City Council.

### Timeline

The schedule is contingent upon the City's project schedule and may be changed at any time.

The selection process will proceed on the following schedule:

A. A pre-submission meeting will be held at 3:00 p.m. MST on Wednesday, August 22, 2018. **Artist(s) who are interested in attending or participating, must RSVP to [Jenny Diersen](mailto:jenny.diersen@parkcity.org), no later than 5:00 p.m. MST, Tuesday, August 21, 2018.** The pre-submission meeting is optional and not mandatory. The pre-submission meeting is subject to change based on the coordination of the Project Manager and City staff that need to be present. Applicants will be notified at least forty eight (48) hours in advance through the communication listed on their application.

B. Proposals must be received by PCMC **by 5:00 p.m. MST on Friday, August 24, 2018**, at the Special Events Office, Attention: Jenny Diersen, Special Event & Economic Development Program Manager, located at 445 Marsac Avenue, Park City, Utah 84060. An electronic copy **must also** be submitted to [jenny.diersen@parkcity.org](mailto:jenny.diersen@parkcity.org) as a single PDF **by 5:00 p.m. MST on Friday, August 24, 2018**. Electronic submission cannot exceed eight (8) megabytes to the email address. If files are larger than the maximum size allowed, they may be submitted through a private Dropbox™ account directly to [jenny.diersen@parkcity.org](mailto:jenny.diersen@parkcity.org) and cannot be submitted to any other parties. It is the sole responsibility of the applicant to ensure the success of the electronic submission is completed prior to the deadline as stated above. Proposals lacking required information will not be considered.

C. A selection committee comprised of PAAB members and City staff, as described in Section VI, will review all submitted RFPs. The selection committee will meet the week of July 23, 2018.

D. The selection committee may find it necessary to conduct interviews. All interviews for selection process will be conducted no later than July 27, 2018.

E. Award of the contract is subject to approval by City Council. It is anticipated that City Council will vote on the contract award on August 2, 2018.

F. The artist(s) that is awarded the contract will be required to work within a desired timeline. The artist will complete the entirety of the project **by 5:00 p.m. MST on Friday, October 26, 2018.**

## **VII. Submission of Proposals**

**All artist(s) responding to the RFP must submit complete responses to the information requested in this section and must note any exceptions to any information contained in the RFP.** Applicants shall present information in a clear and concise manner following the format listed below. Proposals lacking required information will not be considered. Proposals are good for one (1) year from submission date.

### **A. Proposal**

**1. Cover Page:** List the artist(s)'s name and company if applicable, project name, and contact information, including, but not limited to, email, phone number, and mailing address. Additional Information may also include web address, social media links, or other contact information.

**2. Proposal:** Describe your proposal and concept for the project. Explain the proposed budget, schedule, process, and method. Explain how your background relates to the scope of the project as outlined in this proposal. Explain how your concept relates to the possible themes outlined in this proposal. The proposal should include a project scope to be included as Attachment "A" in the Provider/Professional Services Agreement – Commissioned Art) and include a proposed timeline for project completion by **5:00 p.m. MST on Friday, October 26, 2018.**

**3. Illustrations/photos:** Submit no more than five (5) images per proposed installation in correct proportion. Designs should display media and colors, as well as completed project dimensions.

**4. Budget:** Project costs will be considered during selection. The total project budget shall not exceed Ten Thousand Dollars (\$10,000.00). Include a proposed fee schedule for the project. Budget refers to all costs anticipated to be incurred by the artist(s) for the design and creation of printing services, logistics, and installation including, but not limited to, performance of the services specified, labor, insurance, storage, materials costs, transportation, delivery, overhead, Park City business license, anticipated fabrication installation cost, and permits as required by City departments. Permit fees and maintenance costs shall be included within the project budget.

### **B. Statement of Qualifications**

**1. Bio.** Information and brief resume(s) on the artist and members of team.

**2. References.** Three (3) professional references (particularly if you have completed any projects with any other public art programs). Please provide names and contact information.

Please submit one (1) set of the Proposal and Statement of Qualifications. Provide your projected budget as an attachment to your Proposal and Statement of Qualifications. To be considered, one (1) physical copy and one (1) electronic copy (see below) of the Proposal must be received at the Park City Special Events Office, Attention: Jenny Diersen, Special Event &

Economic Development Program Manager, if via hand delivery to: 445 Marsac Avenue, 3<sup>rd</sup> Floor, Park City, UT 84060, or, if via U.S. Mail, to P.O. Box 1480, Park City, UT 84060, **by 5:00 p.m. MST on Friday, August 24, 2018.**

## **AND**

One (1) electronic copy must be submitted. In this instance, all electronic proposals should be saved as a single PDF and may not include any additional attachments. Electronic submission cannot exceed eight (8) megabytes to the email address. If files are larger than the maximum size allowed, they may be submitted through a private Dropbox™ account directly to [jenny.diersen@parkcity.org](mailto:jenny.diersen@parkcity.org) and cannot be submitted to any other parties. It is the sole responsibility of the applicant to ensure the success of the electronic submission is completed prior to the deadline as stated above. Electronic proposals with additional support documents or materials will not be accepted. The electronic submissions must be received at [jenny.diersen@parkcity.org](mailto:jenny.diersen@parkcity.org) **by 5:00 p.m. MST on Friday, August 24, 2018.**

Limit the response to fifteen (15) pages of written material including any visual material such as sketches, photographs, etc. Please be concise. The page count does not include index, dividers, or separation sheets that contain no information, or short-form resumes of team individuals. Please do not place proposals in binders or binding products - you may staple or paperclip. Submit all proposals in one (1) envelope or package.

The envelope/package must indicate the name of the artist(s) making the submittal and be addressed as stated above. When submitting electronically, please include the project name as stated for this RFP in the subject line.

Faxed proposals will not be accepted.

All costs related to the preparation of the proposals and any related activities are the sole responsibility of the artist(s). PCMC assumes no liability for any costs incurred by offerors throughout the entire selection process.

Requests for Additional Information

**Any questions concerning the submittal or the project shall be sent in written form via email inquiry to the attention of Jenny Diersen, at Park City Municipal Corporation, at [jenny.diersen@parkcity.org](mailto:jenny.diersen@parkcity.org) by 11:59 p.m. (midnight) MST on Wednesday, August 22, 2018. Responses will be returned and posted no later than 5:00 p.m. MST on Thursday, August 23, 2018.**

## **VIII. Preparation of Proposals**

A. Failure to Read. Failure to Read the Request for Proposal and these instructions will be at the offeror's own risk.

B. Cost of Developing Proposals. All costs related to the preparation of the proposals and any related activities are the sole responsibility of the offerors. The City assumes no liability for any costs incurred by offerors throughout the entire selection process.

## **IX. Proposal Information**

A. Equal Opportunity. PCMC will make every effort to ensure that all offerors are treated fairly and equally throughout the entire advertisement, review, and selection process. The procedures established herein are designed to give all parties reasonable access to the same basic information.

B. Proposal Ownership. All proposals, including attachments, supplementary materials, addenda, etc., shall become the property of the City and will not be returned to the offerors.

C. Rejection of Proposals. The City reserves the right to reject any or all proposals received. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City.

D. No proposal shall be accepted from, or contract awarded to, any person, firm, or corporation that is in arrears to the City, upon debt or contract, or that is a defaulter, as surety or otherwise, upon any obligation to the City, or that may be deemed irresponsible or unreliable by the City. Offerors may be required to submit satisfactory evidence that they have the necessary financial resources to perform and complete the work outlined in this RFP.

E. PCMC's policy is, subject to Federal, State, and local procurement laws, to make reasonable attempts to support Park City businesses by purchasing goods and services through local vendors and artist(s).

## **X. Insurance Requirements**

The artist(s) will agree to warranty the material of the service for a period of no less than one (1) year after the date of acceptance by PCMC.

The artist(s) will bear the entire risk of loss or damage to the work during design, fabrication, packing, shipping, and installation. Once the work is completely installed and formally accepted by PCMC, PCMC assumes the risk of loss.

The artist(s) will provide proof and maintain, and will require all subcontractors to provide proof and maintain, general liability insurance to cover claims for damages for personal injury, bodily injury (including wrongful death), and property damage. The coverage will provide protection for all operations by the artist(s) or any subcontractor or by anyone directly or indirectly employed by either of them. A minimum insurance naming the City as additionally insured will be required in the amount of no less than Two Million Dollars (\$2,000,000.00) combined single limit per occurrence/Four Million Dollars (\$4,000,000.00) aggregate for personal injury, bodily injury and property damage, as well as, proof of worker's compensation coverage. A minimum Automobile Liability insurance with limits no less than Two Million Dollars (\$2,000,000) combined single limit per accident for bodily injury and property damage. All insurance shall be reviewed and approved by the City Attorney's Office.

## **XI. Provider/Professional Services Agreement - Commissioned Art**

The selected artist(s) will be required to enter into the City's standard Provider/Professional Services Agreement – Commissioned Art contract in a form to be approved by the City Attorney's Office. Artist(s) are advised to thoroughly read the attached standard Provider/Professional Services Agreement –Commissioned Art attached hereto and made a part hereof as Attachment "B", as the selected artist(s) will be required to comply with its requirements. The selected artist(s) is required to have or be able to obtain a Park City business license and a federal Tax ID number.

**If the artist(s) takes exception to any term or condition set forth in this proposal and/or the sample Provider/Professional Services Agreement - Commissioned Art and any of its attachments, said exceptions must be clearly identified in the response to this RFP. Exceptions or deviations to any of the terms and conditions must be submitted in a separate document accompanying proposal identified as "Exceptions." Such exceptions shall be considered in the evaluation and the award processes. The City shall be the sole determiner of the acceptability of any exception.**

PCMC reserves the right to cancel or modify the terms of this RFP and/or the project at any time and for any reason preceding contract award and reserves the right to accept or reject any or all proposals submitted pursuant to this request

for proposals. PCMC will provide respondents written notice of any cancellation and/or modification. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City. All submittals shall be public records in accordance with government records regulations ("GRAMA") unless otherwise designated by the applicant pursuant to Utah Code Section 63G-2-308, as amended. Award of contract is subject to approval by City Council.

It is PCMC's policy, subject to federal, State, and local procurement laws, to make reasonable attempts to support Park City businesses by purchasing goods and services through local vendors and artist(s).

Subject to Paragraph 9 of the Provider/Professional Services Agreement - Commissioned Art attached hereto as Attachment "B", PCMC retains all rights to the work product and the right to use images of the work.

**The nature and extent of requested changes to our standard contract counts against the bidder. Any contract changes must be requested and approved by the City Attorney's Office no later than the proposal submittal deadline.**

**ANY INQUIRIES RELATED TO INDEMNIFICATION OR INSURANCE PROVISIONS CONTAINED IN PARK CITY MUNICIPAL CORPORATION'S STANDARD AGREEMENT MUST BE SUBMITTED TO PARK CITY MUNICIPAL CORPORATION NO LATER THAN THE PROPOSAL/SUBMITTAL DEADLINE. PARK CITY MAY, IN ITS SOLE DISCRETION, CONSIDER SUCH INQUIRIES. ANY CHANGES TO PARK'S CITY'S STANDARD INSURANCE AND INDEMNIFICATION PROVISIONS SHALL BE APPROVED IN PARK CITY'S SOLE DISCRETION.**