



Public Art Advisory Board Agenda

Date: Monday, November 13, 2017

Meeting Place: Marsac Executive Conference Room – 3rd Floor, City Hall

Time: 5:00 p.m. to 7:00 p.m.

Electronic Participation: (Board Members must inform of 3 days prior to meeting) – none expected

Minutes: Minda Stockdale, Administrator for the Public Art Advisory Board (PAAB)

In attendance:

Absent:

Non-Voting Representatives/ Members of the Public:

Next Meeting Scheduled: Monday, November 13, 2017

Topic #1: Call meeting to Order (5:00 p.m.)

Motion to Call Meeting or order:

Meeting called to order at:

Topic #2: Public Comment: Any Items Not on Agenda (5:05 p.m.)

Notes: Remind members of the public to sign in.

Topic #3: Approval of Minutes from meeting on 10/9/2017 (5:10 p.m.)

Changes:

Motion to Approve:

Topic #4: Walkability, Transit Shelters & Jans to Dans (5:15 p.m.)

Person: Alfred Knotts, Transportation Planning Director

Purpose: Discuss 'Walkability' initiatives at a high level to contextualize prioritized projects: Tunnel murals, Dans to Jans, Transit shelters

Time: 30 minutes

Action Requested: Board should discuss priority projects around Walkability initiatives presented by staff.

- (1) Project overview by City Staff
- (2) Board Discussion
- (3) Item opened for public comment
- (4) Final discussion and direction from board.

Notes:

Topic # 5: Establish next meeting & Board Business: (6:20 p.m.)

Person: Jenny Diersen, Special Events & Economic Development Program Manager

Purpose:

- Establish attendance and agenda for next meeting.
Next Meeting - Monday, November 13, 2017 - 5:00 pm, Executive Conference Room, Marsac Building
Can attend:
Cannot attend:
- City Council Strategic Planning and Project Prioritization Recap from 9/14/2017
- Arts Council Update – 5 minutes –Jocelyn Scudder, Community Programs Coordinator, Arts Council
- Summit County Public Art Advisory Board Update – 5 minutes – Alex Butwinski

Time: 25 minutes

Action Requested:

- (1) Board Discussion
- (2) Open for Public Comment/Input

Possible Agenda Items for next meeting:

- PAAB Window Display and Art Up Project in coordination with HPCA (Historic Park City Alliance)
 - Project Planning: Community Center, Brew Pub, Tunnels, Transit Shelters, Dans to Jans
 - PCMARC Project Completion
-

Topic #8: Budget Review & Project Updates (6:45 p.m.)**Person:** Jenny Diersen**Purpose:** Please review and be ready to address questions/comments as you have them.

- Budget Review
- RFP timelines and goal statements (Tunnel Murals, Utility Box, Window Display & ART UP, China Bridge)
- Piano Donations & Maintenance Contract Approved
- China Bridge Parking Structure RFP

Allocated Time: Board members should review attachments and be ready to discuss/ ask questions.**Product:** Review projects and update project timelines.**Action Requested:** Board will review budget updates & project planning. Board may discuss items.

- (1) Board Questions /Comments
- (2) Open for Public Comment/Input
- (3) Board final discussion and summary.

Notes: Item will be opened for public comment.

Adjourn (estimated 7:00 p.m.)**Important Dates:**

Todd Pierce China Bridge walkthrough with one board member – November 10; time TBD

Next Meeting – Monday, December 11, 2017

Project ABC Summit Tuesday, November 14 – Blair Education Center

DRAFT MINUTES



PARK CITY PUBLIC ART BOARD MEETING MINUTES- DRAFT

PARK CITY, UTAH

OCTOBER 9, 2017

Date: Monday, October 9, 2017

Meeting Place: Marsac Executive Conference Room – 3rd Floor, City Hall

Time: 5:00 p.m. to 7:00 p.m.

Minutes: Minda Stockdale, Administration for the Public Art Advisory Board (PAAB)

In attendance: Kathy Kahn, Alex Butwinski, Zizi Schirf, Beth Armstrong

Absent: Stephanie Bass, David Nicholas

Non-Voting Representatives/ Members of the Public: Emily Elliot, KPCW Underwriting Director, Mayor Thomas, Hadley Dynak, Meghan Newsome, Park City Water Department Seasonal Intern

Next Meeting Scheduled: Monday, November 13, 2017

Topic #1: Call meeting to Order (5:01 p.m.)

Motion to Call Meeting or order: [Kathy Kahn and Beth Armstrong](#)

Topic #2: Public Comment: Any Items Not on Agenda (5:05 p.m.)

Notes: Remind members of the public to sign in.

[Emily Elliot](#), KPCW Underwriting Director, gave public comment and requested additional signage to indicate where KPCW offices were located, and to differentiate between the stairs and the liquor store. She requested the Board consider KPCW-specific artwork to indicate where KPCW was located. She stated KPCW was working on their signage, and possible expansion and artwork.

[Kahn](#) asked what KPCW was willing to contribute. [Elliot](#) responded the interior is owned by KPCW, and the exterior is City property. She said KPCW would be willing to pay for paint and an artist fee. She mentioned KPCW would like a maintenance plan. [Diersen](#) stated the KPCW wall was a possible location for a mural location through the RFP process. [Diersen](#) mentioned that KPCW may serve on the selection committee. She stated the Board's goal to request a broad selection of artist designs and that she could not speak to the design being KPCW themed. [Diersen](#) confirmed the artist would submit a design during the RFP process.

[Schirf](#) suggested KPCW reach out to the community to encourage artists to apply for the RFP. [Kahn](#) clarified that the KPCW wall could be eliminated from the RFP so that KPCW could apply their funds select a design with PAAB approval. [Diersen](#) clarified that the wall was City property, and allowing might open the door for non-profits to request to design murals on City property. [Elliot](#) clarified that KPCW had no frontage, unlike other organizations. [Diersen](#) requested time to vet the process. [Kahn](#) suggested a discussion of the KPCW wall during the RFP discussion. Mayor Thomas reminded the Board that discussion must be agendaized, and public input should not involve discussion. The Board thanked [Elliot](#) for her input.

Topic #3: Approval of Minutes from meeting on 8/21/2017 and 9/11/2017 (5:10 p.m.)

Changes: [Kahn](#), [Schirf](#) and [Butwinski](#) noted amendments to the minutes. [Kahn](#) noted in the September minutes the term 'opportunity' replaces the term 'problem' and a typo. [Schirf](#) noted the August minutes indicated term limits were listed as four years rather than the correct three years. [Schirf](#) noted she was not present in August and September but the minutes indicated a comment in the August meeting. [Butwinski](#) noted that in item six of the August minutes the issues were not resolved on the concrete pads.

Motion to Approve: Butwinski moved to approve the minutes from August 21, 2017 and September 11, 2017 as amended. Armstrong seconded the motion. The item was approved unanimously.

Topic #4: Park City Water Department Project Proposal (5:15 p.m.)

Person: Meghan Newsome, Public Utilities Intern & Clint McAfee, Public Utilities Director

Purpose: PC Water Dept. will present their proposal a public art project using recently replaced water meters.

Time: 20 minutes

Action Requested: PAAB input on funding, project management and PAAB role

(1) Project overview by City Staff

(2) Board Questions

Notes: This item was presented by Meghan Newsome, Water Department Intern, Michelle De Hann, Water Quality Program Manager and Clint McAfee, Public Utilities Director. The Board introduced themselves to staff. Newsome stated the old water meters had been replaced to update the system and were not allowed to be recycled or resold. She stated there were 150 and were visually interesting. Some had been previously donated by the water department. She requested the Board's help to find and select an artist to use these materials and others that were historically relevant and housed in the water department. She stated they presented a history of infrastructure and an installation would reflect repurposing of materials. Diersen stated that the meters would be thrown away or recycled if the project did not happen.

Newsome felt an installation would have educational value, and stated that Recycle Utah was overwhelmed with similar materials. McAfee added that the department also had an excavated wooden pipe. Staff confirmed the meters were brass. Kahn suggested a water feature. Butwinski asked about a budget, and water department staff responded they had \$6,000 - \$10,000 for costs, not including materials, which would be provided. Newsome requested that the Board contribute approximately \$4,000. Diersen recommended that the Board contribute or match the \$6,000 from CIP funds, and that Newsome manage the project and the piece be accessioned into the collection. Dynak recommended pursuing a UDAM grant. Diersen stated her concerns about structure and grounding, which may contribute to a higher cost.

Newsome presented the proposed sculpture locations. Butwinski asked if the Board was interested. Armstrong was in favor of an interactive piece. Mayor Thomas asked about the amount of material that was available to be incorporated. McAfee suggested water quality and conservation as a theme, and educational component. Diersen stated the RFP could be further defined by the water department. Kahn suggested repurposing as an additional theme. Butwinski recommended the cost not go over \$12,000.

Diersen summarized the Board's motion of support of the Park City Water Department public art project matched in an amount not to exceed \$6,000. She stated the Board recommended water department staff look into UDAM grant funding in the amount of \$2,000. She stated the Board requested the sculpture be interactive, tied to water conservation and water quality control goals of the water department, and contain an educational component. She added water department staff would lead project management, and two water department staff members will be voting members on the selection committee.

Diersen clarified the timeline, and that Newsome would post the RFP in the winter, an artist would be selected in the spring, and installation in the late spring and early summer.

Kahn moved to approve the motion. Butwinski seconded. The item was approved unanimously.

Topic #5: Walkability Discussion (5:35 p.m.)

Person: Alfred Knotts, Transportation Planning Director

Purpose: Discuss 'Walkability' initiatives at a high level to contextualize prioritized projects: Tunnel murals, Dans to Jans, Transit shelters

Time: 30 minutes

Action Requested: Board should discuss priority projects around Walkability initiatives presented by staff.

(1) Project overview by City Staff

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- (2) Board Discussion
 - (3) Item opened for public comment
 - (4) Final discussion and direction from board.

Notes: Diersen reported that a personal matter prevented Knotts from attending and that he would attend the November meeting. Diersen stated he would report on Dans to Jans, transit shelters, tunnel murals, and his recommendation would be to focus on tunnel murals due to construction on 224 and Arts & Culture district development. He would recommend locations to assist with connectivity. She stated he would recommend the Board discuss Dans to Jans and transit shelters at a later date once road construction and Arts & Culture development was further along.

Diersen asked for the Board's approval to begin work on archived RFP's for tunnel murals for posting in the fall and winter 2017. She reported the locations were Park City Heights/Quinn's connector, McPolin/224 connector and the Transit Center/Poison Creek connector. She stated staff's goal for all tunnels to contain murals, and stated other than those noted, all other tunnels had artwork and possibly required maintenance. Armstrong requested a deadline from Knotts for transit shelters, and Diersen suggested the Board request a date from Knotts at the November meeting. Armstrong asked if there was art in the Treasure School tunnel. Diersen responded that there was. Diersen stated the Summit County Art Board applied for a RAP tax grant for the tunnel that connects the UOP and Redstone for project completion by March 1. Dynak stated the project was in partnership with Basin Recreation. Diersen said the Board could coordinate on their timeline. Diersen stated staff would present an RFP for the November meeting and a timeline would be determined at the November meeting.

Topic #6: PCMARC Update (6:05 p.m.)

Person: Mike Wong, Artist for PCMARC

Purpose: Discuss current status of PCMARC Project and steps to completion.

Time: 15 minutes

Action Requested: Board should discuss priority projects around Walkability initiatives presented by staff.

- (1) Project overview by Artist Mike Wong
- (2) Board Discussion
- (3) Item opened for public comment
- (4) Final discussion and direction from board.

Notes: Mike Wong was present to give an update on the MARC project. Wong gave a presentation on the project past, present and future, including unanticipated setbacks.

Schirf asked for didactics that explained the original concept. Kahn asked how the installation had evolved from the model. Mayor Thomas clarified that every piece was custom, and offered to help in any way. Butwinski asked if fencing could be installed to allow for working earlier in the evening. Diersen stated Wong would submit his volunteer hours. Wong suggested inspirational quotes be cycled through on the beams because there was extra space.

Topic # 7: Establish next meeting & Board Business: (6:20 p.m.)

Person: Jenny Diersen, Special Events & Economic Development Program Manager

Purpose:

- Establish attendance and agenda for next meeting.
Next Meeting - Monday, November 13, 2017 - 5:00 pm, Executive Conference Room, Marsac Building
Can attend: Schirf, Armstrong
Cannot attend: Butwinski, Stockdale
- City Council Strategic Planning and Project Prioritization Recap from 9/14/2017
<http://parkcityut.igm2.com/Citizens/SplitView.aspx?Mode=Video&MeetingID=2503&Format=Agenda>
Kahn stated that Beerman mentioned for the third time that he would like to see temporarily installed art on art pads seasonally. Butwinski stated that Boise has a program where an artist brings in a piece for a year. He stated Fort Collins has a similar program. Butwinski stated Park City had previously tried and failed, due to insurance requirements. Coalville also tried and they have been successful and much of the temporary art has been converted to permanent pieces.

Kahn stated that since the bus shelters had been postponed, this idea could be added to the list. Diersen confirmed that it was on the list and not yet prioritized. Diersen recommended that the Board reprioritize the project list prior to their annual Council presentation. She reminded the Board that their current prioritized list would be implemented in 2018, and challenges would be worked through, making implementation easier in future years. She stated Nicholas wished to agendize the temporary art pad discussion for a meeting where he would be present. Diersen confirmed the Board's mission and vision had been approved by the City Council and it would be posted on the PAAB's webpage. Armstrong asked if the Board would consider developing an RFP for fine art. Diersen replied that artists typically responded better to RFP over \$100,000 and cautioned the Board that their goals were to have art that was reflective of the community over artistic excellence. Dynak added that the ABC survey responses would also speak to whether the community preferred to have few higher cost public art pieces, or more low-cost pieces.

Kahn mentioned that the Council suggested an artwork app or brochure to indicate inventory, and indicated that it could highlight multicultural aspects of the collection. Armstrong reminded the Board that apps could cost upwards of \$12,000. Butwinski stated that there was a plan for a public art map from a previous Board.

Stockdale would research the McPolin walking tour app and associated costs, how it was built, etc.

- **Arts Council Update – 5 minutes – Jocelyn Scudder, Community Programs Coordinator, Arts Council**
Dynak reported that the ABC survey closed with approximately nine hundred responses. She stated November 14 was the Project ABC Summit. Dynak stated there was a steering committee meeting on Friday October 13. Kahn asked when survey results would be available, and Hadley stated at the November Summit. Diersen stated the Arts Council would be giving an update to the City Council at a December Council meeting. Dynak stated there was a Park City Professional Artists Association (PCPAA) exhibit at Swaner Eco Center November 3-5. She stated Branded PC would occur December 2 – 10. She stated it was climate week and the Arts Council had partnered with galleries. Armstrong asked for a list of events.
- **Summit County Public Art Advisory Board Update – 5 minutes – Alex Butwinski**
Butwinski reported the Summit County art collection would be de-installed in the Richins building in mid-October and travel to the Park City Library in December. He stated the art pianos discussion was continued. Diersen stated there was a discussion about grant funding for pianos. There was some confusion. Butwinski stated the tunnel mural project was discussed. He reported that the Board had discussed private shows in Summit County-owned spaces.

Time: 25 minutes

Action Requested:

(1) Board Discussion

(2) Open for Public Comment/Input

Possible Agenda Items for next meeting:

- PAAB Window Display and Art Up Project in coordination with HPCA (Historic Park City Alliance)
 - Project Planning: Community Center, Brew Pub, Tunnels, Transit Shelters, Dans to Jans
 - PCMARC Project Completion
-

Topic #8: Budget Review & Project Updates (6:45 p.m.)

Person: Jenny Diersen

Purpose: Please review and be ready to address questions/comments as you have them.

- **Budget Review**
Kahn asked when the Board's next budget cycle would be approved, and Diersen responded that Council approval would occur in February and April, and the Board should decide on budget requests in December, January and February. Diersen reminded the Board that CIP funds (excess) were based on Council's critical and top priorities. Kahn asked for clarification of funding for HPCA's Window Displays and Artup. Diersen clarified that Artup would

use \$1000 of the operational funding. Kahn asked that the July 2017 for Utility Boxes be updated to reflect current timing.

- RFP timelines and goal statements (Utility Box, Window Display & ART UP, China Bridge)

Diersen stated she the final round of edits to the Legal department for the Utility Box printer RFP, and it would be released during climate week. She stated staff was discussing Call for Artists with the Legal department in order to make the process more user-friendly. She explained that paying artists through an RFP process required a W-9 and business license, and staff was working through these challenges. The Board discussed whether paying artists was necessary. Dynak was in support of paying artists' stipends.

- Piano Donations & Maintenance Contract Approved

- China Bridge Parking Structure RFP

There was a tentative walkthrough of the parking structure with Todd Pierce, Kathy Kahn and Jenny Diersen scheduled for November 8 at 3:30 p.m. Diersen recommended that KPCW be included in the discussion, and not sit on the selection committee. Dynak suggested putting the KPCW wall location and concept into the RFP as a location for the artist to incorporate into their ideas. Diersen encouraged the Board to limit the number of participants on the selection committee and welcome public comment during the selection process. Diersen stated she would follow up with Elliot to better understand their wishes for the renovated garage. The Board did not agree that they would not accept funds for the KPCW wall.

Kahn offered suggestions for the China Bridge RFP. She stated that the RFP should state designs be limited to interior space, and eliminate the term 'mural.' Dynak mentioned that Boulder has different pieces of art on different parking levels to encourage way finding. She stated the RFP should reference the Board's mission statement, goals and strategies, and require that designs reflect them. She stated that the language in the RFP needs to be clarify that designs should complement the way finding aesthetic. Diersen noted that Coulson should review drafts of the RFP as well as the Board. She stated a final draft would be presented at the November meeting. Kahn stated the budget should be in the \$30-40,000 range. Diersen stated the time limit for artists should be six to eight weeks and there would be a pre-submission meeting. Kahn stated the RFP should state that concept proposals are required. She encouraged the Board to Google Todd Pierce's 'pictoform,' and look at his Instagram account to get a sense of his work.

Allocated Time: Board members should review attachments and be ready to discuss/ ask questions.

Product: Review projects and update project timelines.

Action Requested: Board will review budget updates & project planning. Board may discuss items.

(1) Board Questions /Comments

(2) Open for Public Comment/Input

(3) Board final discussion and summary.

Notes: Item will be opened for public comment.

Adjourn (estimated 7:00 p.m.)

Butwinski moved to adjourn the meeting at 7:16 p.m., Kahn seconded the motion.

Important Dates:

Special Meeting for Utility Box Selections – (TBD)

Moose on the Loose Donation Accession – City Council October 12

Todd Pierce China Bridge walkthrough with one board member – November 8; 3:30 pm

Next Meeting – Monday, November 13, 2017

Project ABC Summit Tuesday, November 14 – Blair Education Center

Utility Box Printer & Artist Selection – City Council November 17, tentative

BUDGET UPDATE

PAAB Budget Update November 2017

PAAB Budget Update 11/13/2017		
Budget Item	Amount	Notes
General Funds (CIP, Unrestricted):	\$210,320.00	3 year allocation (2015, 2016, 2017 Cp0089-031450) Combined with previous 2014 CIP Balance (Cp0089-031450)
Lower Park RDA, Restricted	\$82,748.50	3 year allocation (FY16, 17, 18) Cp0089-03345, includes remaining Library 1% as those funds are restricted to Lower Park RDA
Total PAAB 'General Funds' Budget Balance	\$293,068.50	
1% Funding		
Deer Valley Drive II Beautification 1%	\$7,725.00	remaining in project budget.
Main Street Improvement Estimated Total 1%	\$150,000.00	estimated total amount, includes all Main St Projects.
Community Center 1%	TBD	
Total 1% Funding	\$157,725.00	
Grant Funding		
Restaurant Tax Grant for Window Display and Art Up	\$17,000.00	Project proposed budget was \$30,000. This will be a partnership with HPCA, and will require additional Operational funds from the board. All funding to be spent between July 1, 2017 and June 30, 2018.
Total Grant Funding	\$17,000.00	
Operational Funding		
	\$7,000.00	To be used for Piano Contract, Maintenance & ArtUP/ Window Display Project
Total Operational Funding	\$7,000.00	Must be spent by June 30, 2018
Total Public Art Budget Balance	\$474,793.50	Total Budget
Expenditures		
Library Project (July 2015) 1%	\$60,251.50	July 2015 (total 1% amount was \$68,000.00)
Quinn's Public Art (September 2015) CIP	\$85,622.00	September 2015
Maintenance DV Dr. Tunnel Repair (March 2016)	\$409.71	March 2016
PC MARC Project (December 2017) - planned	\$12,000.00	\$6,468 has been released.
Utility Box Project (Fall/Winter 2017) - planned	\$25,000.00	December 2017
Total Expenditures	\$183,283.21	

Notes:

- PC MARC Project estimated funding comes from 1% of Solar Project at PCMARC (\$4,268), and General unrestricted funds (\$7,738) and not included in the General Fund or 1% budget above.
- Utility Box Project funding comes from Public Art General Funds and not included in the general fund budget above.
- Operational Account for Maintenance, Piano Contract & Restaurant Tax Grant Projects has been created by moving \$7,000 from the PAAB General Fund CIP
- McPolin Barn Renovation 1% was been confirmed at \$11,931, and moved from 1% funding to CIP unrestricted funds.

PROJECT UPDATES

PAAB Project Updates 11/13/2017

Meeting Reminders:

Board Meeting: Monday, November 13th; 5:00 to 7:00 p.m.

Park City Summit County Arts Council Summit: November 14; 1:00 to 6:00 p.m.

2017 PAAB Meeting Dates:

December 11 (holiday activity?),

January 15 (reschedule?)

To do –

- Rocky Mountain Power Project RFP – in progress
- Restaurant Tax Grant - ART UP & Window Display Project – (Spring)
- Piano Donation & Maintenance Contract – approved 9/14/2017
- Main Street (Brew Pub) Plaza Proposal Follow Up - November
- Inventory Update & Maintenance Plans – November/ December
- Fall/Spring 2017/18 Projects
 - Parking Garage (Fall/Winter)
 - Tunnel Murals @ Park City Heights/Quinn's connector, McPolin/224 connector and the Transit Center/Poison Creek connector
 - Moose maintenance & placement
 - Piano maintenance
 - Utility Boxes
 - Window Display

Maintenance and Repairs

- Poison Creek Tunnel Mural - Sign to be installed.
- Graffiti on Poison Creek Tunnel under Bonanza to Rail Trail
- Graffiti on Park City Mine Tunnel – Poison Creek
- Symphony of Movement - Sign to be installed (grass is growing)
- School of Fish - Repair Signage
- Surroundings Water Damage Inquiry – keep an eye on it

Utility Box Project update

Select printer in November/December. Coordinating with Sustainability.

Piano Project Update

Contract approved. Moving forward with Mark Maziarz on next steps.

China Bridge Update

Revised RFP discussion at November meeting.

Main Street Plaza Update

Bring back discussion of public art at Main Street Plaza with staff in December/January.

Community Center Update

Discussion of public art at Community Center in December/January.

Restaurant Tax Update

The Grant Funding is for two projects:

Window Display – Projects will launch in Fall (October to December) & Spring (April to June)

Art UP (**Art** in **Un**expected **Places**) – Projects will launch in Fall & Spring (Super-Secret – shhh...)

- Working with HPCA to begin project discussion at September HPCA meeting.
- Goal to launch project November 1st (maybe Halloween).

PCMARC Update

Welding has taken place and project installation is in progress. Project will be complete by Thanksgiving. Mike is still hoping to have the project completed by end of this month, though we did extend his contract through December.

- Though Mike's project budget was \$9,700, we approved the contract not to exceed \$12,000. The board agreed to add \$1,500 to the original estimated budget to cover the engineer drawing expense. This will bring the new project total to \$11,200.
- Mike has also had to hire a licensed UT state contractor for the project, Licensed Welder and 3rd Party inspector to inspect the welds. We are monitoring these expenses.
- Mike had wood beams donated – estimated cost of \$1,500. This has helped keep budget within project.
- Building Permit Fees will be waived, as this is a City Project. Jenny will report out what Building Fees come to, so that we can track the understanding of those costs as a board.
- Opportunities to help install the artwork are available. Installation occurs between 10 p.m. and 4 a.m. Let me know if you are interested.

Arts & Culture City Video

The Community Engagement Team and PAAB has created an Arts and Culture Video for Park City which was presented at the September 14th Study Session with Council. It highlights the Public Art Collection, as well as other Arts and Culture items throughout the City.

Projects of possible focus:

- Coordination Efforts w Summit Co Public Art Board regarding
 - Transit Hubs
 - Bus Shelters
 - Tunnels & Pathways
 - Piano Project

DRAFT CHINA BRIDGE CALL FOR ARTISTS

Park City Municipal Corporation

REQUEST FOR PROPOSALS (RFP) FOR Park City Public Art For the Park City Municipal China Bridge Parking Structure



The China Bridge Parking Structure re-opened in December 2017 after an extensive renovation to align with Park City's Parking Management Program. The renovated garage will incorporate demand-based paid parking with alternative transportation initiatives and interior art walls. The space greets guests as they arrive and depart from the historic downtown area. The space demands interior art walls that are visually stunning and create a sense of place, and that are integrated with the structure's wayfinding aesthetic and function: to provide demand-based parking and encourage mode shifts between alternative transportation options.

Contact:

Jenny Diersen, Special Events Coordinator
City Staff Liaison to the Park City Public Art Advisory Board (PAAB)
jenny.diersen@parkcity.org

NOTICE
REQUEST FOR PROPOSALS
Park City Municipal Corporation
Park City Public Art for the China Bridge Parking Structure

PROJECT NAME: Public Art for the China Bridge Parking Structure Project
RFP AVAILABLE: XXX
PROPOSALS DUE: XXX

PROJECT LOCATION:
China Bridge Parking Structure
300-500 Swede Alley
Park City, Utah 84060

Exhibit A (forthcoming): Map, photo, location of proposed art walls.
Exhibit B: China Bridge Brand Identity Guide

PROJECT DESCRIPTION:

Park City Public Art Advisory Board (PAAB) seeks proposals from Artist(s)/Teams for interior public art for the China Bridge Parking Structure. The PAAB is looking for proposals for art walls that enhance the environment as a whole. All mediums of art will be considered. Experience in creating large scale installations for public space is desired but not required. Total project maximum is XXX (\$XXX).

PROJECT DEADLINES:

Complete Submissions due by XXX.

Project completion Required by XXX.

Questions? All questions shall be submitted in writing to Jenny Diersen, Special Event & Economic Development Program Manager, via email to: jenny.diersen@parkcity.org by 12:00 p.m. (noon) MST on Wednesday, November 29, 2017. Responses will be returned and posted no later than Thursday, November 30, 2017 by 12:00 a.m. (midnight) MST.

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

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

Park City Public Art Advisory Board (PAAB) seeks proposals from Artist(s)/Teams for interior art walls for the China Bridge Parking Structure. The PAAB is looking for proposals for art walls that enhance the environment as a whole. All mediums of art will be considered. Experience in creating large scale installations for public space is desired but not required. Total project maximum is XXX (\$XXX).

II. Purpose of Project

Currently the Park City Public Art Advisory Board is seeking visual art for designated interior walls within the China Bridge Parking Structure. The China Bridge Parking Structure is the largest parking structure in Park City's downtown area, and is used by visitors, residents, business owners and employees. The space greets guests and as they arrive to the Main Street core and is the last space they experience following their time downtown.

The space demands art walls that add visual interest and complements the function and aesthetic of the structure. The piece that is selected shall potentially be viewed from multiple levels and angles. The piece selected should promote a sense of connectivity: to the community, orientation to the town of Park City and the natural landscape, and Park City's and China Bridge's history, as well as reflect the Mission and Vision of the Board. Artists are welcome to use any artistic media and artwork can be multi-dimensional. It should be engaging and consider the space holistically, create a sense of place, and consider the viewer in a vehicle and as a pedestrian in the garage. The piece will be displayed for all guests of the downtown area and which include the Park City community and many visitors.

III. Project Scope

China Bridge Parking Structure Information:

- Vehicles will enter the structure through the South entrance and exit through the North exit on Swede Alley.
- Artwork can be installed on designated interior walls within space.
- Current lighting is not directional and cannot be moved, removed, blocked or covered. Additional lighting may be installed within the proposed budget.
- Power may be available for this project.
- Ventilation may not be altered, covered, blocked or removed.
- Max size dimensions. Please consult floor plans and photos. (Attachment)
- To be ADA compliant, protrusions from the wall are not permitted to extend more than 4" from the wall, from above 16" above the floor, to 6'8" above the floor. Certain parameters may exist where this rule can be modified. The artist(s) or artist team should consult with the City Staff Liaison by the date and time listed for questions as listed in this RFP.

- Each wall section is approximately XXX feet long.
- Artwork installation will be reviewed by the Building Department.
- The artwork installation should occur between XXX and XXX. The selected artist(s) or team will be required to coordinate schedules with the Project Manager and install the work while the building is open during its regular business hours.
- The artist or team selected is responsible for the design and creation of the art including performance of the services specified, but not limited to storage of materials, artist labor, insurance, materials costs, lighting, transportation, lodging, delivery, overhead, anticipated fabrication and installation cost and permits as required by City departments. The Artist(s) are responsible for maintenance of the work for 1 year after final acceptance of the project.
- 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 as pertains to the coordination of the project.

Artwork Location, Context and Constraints

The proposed location for the art walls are located on four levels on the North and South areas of the structure, are indicated in Exhibit A. The space shall be utilized by the public while the structure is open. This area is envisioned as a transitional space supporting day-to-day parking and transportation needs.

Artwork may be mounted to existing walls as approved by City Staff and a Utah State Licensed engineer. To be ADA compliant, protrusions from the wall are not permitted to extend more than 4 inches from the wall, from above 16 inches above the floor, to 6 feet 8 inches above the floor. Certain parameters may exist where this rule can be modified, and if needed, the artist(s) or artist team should consult with the Project Manager.

An image with measurements has been attached to this RFP as Exhibit A. Exhibit B: China Bridge Brand Identity Guide is included for contextual reference.

Background:

The Park City China Bridge Parking Structure re-opened in December 2017 after an extensive renovation to align with Park City's Parking Management Program. This state-of-the-art City-owned facility offers parking amenities for the downtown area. Open seven days a week, 24-hours per day, this facility is a community resource.

China Bridge Parking Structure stands in what was Park City's Chinatown in the 1880s and 1890s, and its name refers directly to the disturbing history of labor and race in Park City's formative years. The construction of the first railroads into Park City was largely by Chinese immigrants, who settled in Park City to work in the mines or in other community services. Racial discrimination was rampant, and Park City's 'Chinatown' sat in a gulley on Swede Alley where the garage now sits. "China Bridge" was an actual wooden bridge built by residents on Rossi Hill so they didn't have to walk through Chinatown.

The structure is located in a residential and commercial neighborhood, surrounded by single family homes and condominiums, and is accessible by the City's free public transportation system, as well as easy vehicular access from main thoroughfares, and walking/biking routes.

Background: PAAB Mission, Vision, Goals & Strategies:

Mission

Enrich and connect the Park City community through visual art in public spaces.

Vision

Inspire a complete community, celebrating Park City's vibrant history, culture and environment.

Goals & Strategies

1. Maintain & Preserve the Public Art Collection.
 - a. Perform an annual collection review.
 - b. Maintain a current inventory of the collection.
 - c. Respond in a timely manner to damage or maintenance needs.
2. Acquire Public Art that Aligns with the Mission of the PAAB.
 - a. Adhere to the selection process criteria and standards.
 - b. Select artist whose work aligns with projects vision and goals.
 - c. Align projects with City's values and priorities.
 - d. Advocate for private and public collaborations.
 - e. Be responsible stewards of public art funds.
 - f. Establish collaborations with City Departments.
 - g. Maintain a current Project Planning document.
3. Select Public Art that Reflects a Sense of Place
 - a. Create a cohesive and relevant collection that tells the story of our community and place.
 - b. Connect to Park City's history and landscape.
 - c. Reflect Park City's diverse culture and unite our neighborhoods.
4. Engage the Community through Public Art
 - a. Increase public involvement through educational opportunities, outreach and awareness.
 - b. Respond to the community's concerns and suggestions.
 - c. Promote the current Public Art Collection.

IV. Funding

The total maximum allocated for this project is XXX (\$XXX). Funding for this project comes from excess CIP funding for Public Art. All submissions must include a proposed budget or fee schedule. The budgets or proposed fee schedule must include all costs, including performance of the services specified, but not limited to storage of materials, labor, insurance, materials costs, transportation, delivery, overhead, anticipated fabrication and installation cost, and permits as required by City departments. The selected Service Provider is responsible for maintenance for two (2) years upon final completion of the project.

V. Content of Proposal

Proposals will be evaluated on the Selection Criteria as well as the Project Goals and Service Provider Requirements listed below.

Project Goals:

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

- Integrate with the scale, sign, and display requirements and physical space of the parking structure
- Evoke a sense of connectivity: to the garage as a whole and the community, orientation to the town of Park City and the surrounding natural landscape, and Park City's and China Bridge's history
- Symbolically communicate connectivity between functionality and art
- Reflect a place of community pride and creative expression
- Reflect Park City's complete and diverse community
- Create a strong sense of place, recognizing the tunnels well utilized
- Demonstrate artistic excellence while completing this project on time and within budget.
- Service Provider should submit designs that are suitable for high traffic areas and all weather conditions. The designs being requested will be viewed by both locals and visitors alike, and will need to withstand year-round weather conditions of Park City.
- The artwork materials must be made of durable, permanent media that is safe and requires minimal maintenance.

Artist(s)/Team Requirements:

- The Service Provider 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 installation of the project will take place in October with final project completion by XXX. It is the responsibility of the Service Provider to coordinate and manage production of materials, logistics, and installation for project. The Service Provider will coordinate all aspects of the scope of the project with the Project Manager.
- The work performed will require amounts of travel to and from meetings, site, and installation visits.
- The Service Provider must act professionally. They are responsible for answering emails and phone calls in a timely manner. The Service Provider will use their own personal cell phone, computer, and email for tasks as outlined in the scope.
- The Service Provider will coordinate directly with the Project Manager for the project. The selected Service Provider 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.

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:

- Clarity of proposal and thoroughness of response (completeness of package).
- Adherence to the maximum budget of XXX (\$XXX).
- Alignment with the Park City Public Art Board’s stated Mission and Vision
- Experience needed to undertake the coordination and execution of the project within the aggressive timeline. This includes the ability to work with a team of individuals including various City staff and community-related public relation opportunities that may arise during the project.
- Professional References – Applicants should list and provide contact information for at least three (3) references to contact for similar work performed.
- Functionality and durability of the proposed services – the art is intended for permanent display.
- Additional sustainable or “green” practices and qualities of your business or product.

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 Contract should be asked prior to submitting a proposal.

Price may not be the sole deciding factor.

Park City Municipal Corporation reserves the right to reject any and all proposals for any reason. 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.

Park City Municipal Corporation 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. Park City 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 and representatives from Transportation City staff.

- **Ex-officio Members and Staff:** Nonvoting members of the Committee include the Executive Director of the Park City Summit County Art Council, City Council Liaison, City Staff Liaison to the Public Art Advisory Board, 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 Park City Public Art Advisory Board will recommend one final Service Provider. 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 RFP 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 XXX. Service Providers who are interested in attending or participating, must RSVP to [Jenny Diersen](#), no later than XXX. 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.
- B. Proposals will be received by Park City by 5:00 p.m. MST on XXX 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 as a single PDF by 5:00 p.m. MST on XXX. 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 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 City staff, as described in Section V, will review all submitted RFPs. The selection committee will meet on the week of XXX.
- D. The selection committee may find it necessary to conduct interviews. All interviews for selection process will be conducted no later than XXX.
- E. Award of the contract is subject to approval by City Council. It is anticipated that City Council will vote on the contract award by XXX. It is also anticipated that the City Council will vote on the on the approval of the artwork for the project at the XXX City Council meeting.

- F. The Service Provider that is awarded the contract will be required to work within an aggressive timeline. The artist will complete the entirety of the project no later than XXX.

VII. Submission of Proposals

All Service Providers 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.

A. Proposal

1. Cover Page: List the Service Provider's name and company if applicable, project name, 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 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. Describe your concept. Explain how your piece relates to the possible themes outlined in this proposal. The description must state the length of time the proposal is valid. The proposal should include a project scope for to be included as Exhibit A in the Service Provider Agreement if awarded the project. **The description must state the length of time the proposal is valid.**

3. Illustrations/photos: Submit no more than five (5) images per proposed wall 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 maximum amount allocated is XXX (\$XXX). Include a proposed fee schedule for the project. Budget refers to all costs anticipated to be incurred by the Service Provider for the design and creation of printing services, logistics and installation including performance of the services specified, but not limited to labor, insurance, storage, materials costs, transportation, delivery, overhead, Park City business license, anticipated fabrication, installation cost, and permits as required by City departments. The Service Provider(s) are responsible for warranty of the quality of the print for two (2) years upon final acceptance of the project.

B. Statement of Qualifications

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

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

Interested individuals and/or firms must submit their Proposal and Statement of Qualifications by 5:00 p.m. MST, XXX.

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) Proposal must be received at the Park City Special Events Office, Attention: Jenny Diersen, Special Event & Economic Development Program Manager, 445 Marsac Avenue, 3rd Floor, P.O. Box 1480, Park City, UT 84060 by 5:00 p.m. MST, XXX.

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 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 by 5:00 p.m. MST, XXX.

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 envelope or package.

The envelope/package must indicate the Service Provider(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 Service Provider. The City 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 by 12:00 p.m. (noon) MST on XXX. Responses will be returned and posted by 12:00 a.m. (midnight) MST on XXX.

VII. Preparation of Proposals

A. Failure to Read. Failure to Read the Request for Proposal and these instructions will be at the offerors 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.

VIII. Proposal Information

A. Equal Opportunity. The City 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. Park City Municipal Corporation'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 service providers.

IX. Insurance Requirements

The Service Provider 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 Park City Municipal Corporation, and after the two (2) year warranty period, Park City Municipal Corporation assumes the risk of loss.

The Service Provider will also agree to warranty the material of the service for a period of no less than two (2) years after the date of acceptance by Park City.

The Service Provider will provide and maintain and will require all subcontractors to provide and maintain, 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 Service Provider or any subcontractor or by anyone directly or indirectly employed by either of them. A minimum insurance naming the City and Rocky Mountain Power as additionally insured will be required in the amount of Two Million Dollars (\$2,000,000.00) per occurrence/Three Million Dollars (\$3,000,000.00) aggregate, as well as, proof of worker's compensation coverage. Auto liability insurance may also be required. All insurance shall be reviewed and approved by the Park City Attorney's Office.

X. Professional Service Provider Agreement

The selected Service Provider will be required to enter into the City's standard Professional Service Provider Contract in a form to be approved by the City Attorney's Office. Service Providers are advised to thoroughly read the attached sample agreement attached hereto as Exhibit "B", as the selected Service Provider will be required to comply with its requirements. The selected Service Provider is required to have or be able to obtain a Park City business license and Tax ID number.

If the Service Provider takes exception to any term or condition set forth in this proposal and/or the sample Professional Service Provider Agreement and any of its exhibits and 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.

Park City Municipal Corporation 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. Park City 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 Park City 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 service providers.

Subject to Paragraph 9 of the Provider/Professional Services Agreement, Park City Municipal Corporation retains all rights to the work product and the right to use images of the work. (Refer to attached sample agreement.)

The nature and extent of requested changes to our standard contract (i.e. unwillingness to comply with our insurance/indemnity provision) counts against the bidder. Any contract changes must be requested and approved by the City Attorney's Office before awarding the contract.



Go Park City

Contents

Introduction

Logo & Wordmark

Color

Typography

Facility Signage



The *Go Park City* TDM ICON represents “parking” as an integral component of the overall Transportation Demand Management plan for the region



Go Park City

Introduction

The *Go Park City* Brand Identity Guide provides a foundation for clear and consistent communication of the organization's visual identity. Adhering to common standards ensures that the organization's name appears on all official communications.

The layout, color, and typography of all mediums and publications, from website to facility signage, are orchestrated to impart a unified "signature."

The official policies and standards for the design of the *Go Park City* graphic identity, signage, and other applications are now or will be made available within this Brand Identity Guide. This guide notes specific uses to be followed by all members of the *Go Park City* community.

Logo & Wordmark

Go Park City has two primary identifiers - the *Go Park City* logo and the *Go Park City* wordmark. Either can be used to represent the organization, however whenever possible, the combination of the logo and wordmark is preferable.

Logo

Inspired by the international symbol for “parking,” the logo is representative of a stylized version. The placement and proportions of the typography and field have been predetermined. The logo should only be reproduced from the approved art file.

The logo is the primary identifier of all *Go Park City* parking facilities. The wordmark is the secondary identifier.

Wordmark

The wordmark consists of the words “*Go*” and “*Park City*” as a single mark as the spacing between the two words has been predetermined. The wordmark may be displayed in several ways as shown on this page. The wordmark should only be reproduced from one of these approved art files.

The wordmark is the secondary identifier of all *Go Park City* facilities and as primary identifier on the organization’s digital and print communications.

Configurations

When combining the logo and wordmark there are two acceptable configurations; the “side-by-side” and “stacked.”

The configurations of the logo and wordmark, as shown throughout the guide, should only be reproduced from one of these approved art files.

Logo



Wordmark



Stacked Logo and Wordmark

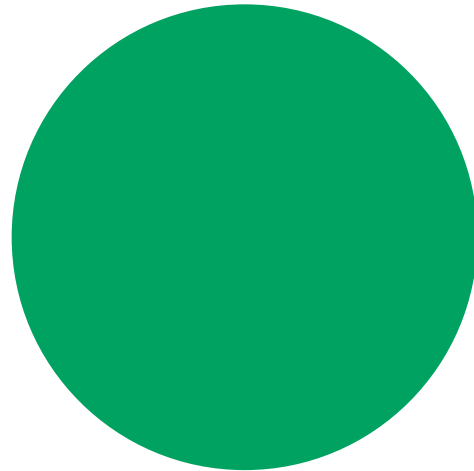


Color

Color is a key component of the *Go Park City* Brand Identity Program.

To create and maintain a consistent look throughout, it is critical to use the specifications on this page for Print, Digital and Signage production.

Go Green



The primary color of the program is **Green:**

Applications:

Logo, wordmark, TDM icon, facility signage and for corporate communications

Print Production:

Pantone 354

Digital Production:

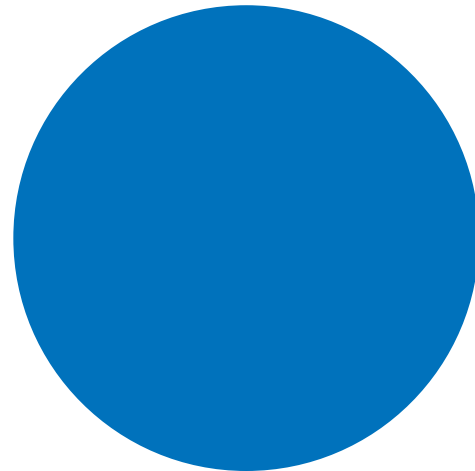
RGB = 0, 177, 64

Signage Production:

*Opaque = Avery Pantone 354 Green
SC 900-726-0 / SC96260*

*Translucent = 3M Scotchcal Process Blue
Pantone 299C2X*

Go Blue



A secondary color of the program is **Blue:**

Applications:

Garage level identification (North) and as an accent color for corporate communications

Print Production:

Pantone 285

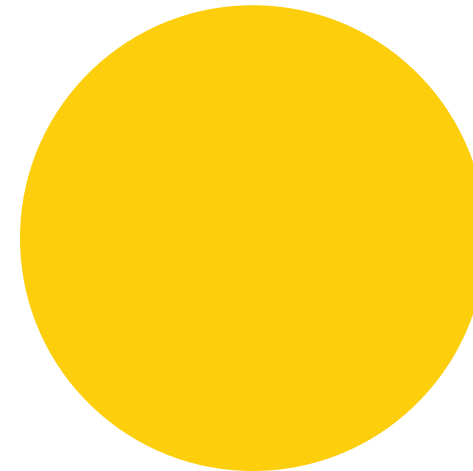
Digital Production:

RGB = 0, 114, 206

Signage Production:

*Opaque = Avery Pantone 285 Blue
SC 900-626-0 / SC95260*

Go Yellow



A secondary color of the program is **Yellow:**

Applications:

Garage level identification (South) and as an accent color for corporate communications

Print Production:

Pantone 116

Digital Production:

RGB = 255, 205, 0

Signage Production:

*Opaque = Avery Yellow
SC 700-235-0 / SC61350*

Typography

The primary typeface for the **Go Park City** logo & wordmark is Myriad Pro, a contemporary sans serif font that is easy to read and has friendly characteristics in style.

While this Guide offers information on all aspects of the Brand Identity, every attempt shall be made to use pre-approved digital art files whenever available.

Myriad Pro (Bold. *Bold italic* can be used as required by application)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Myriad Pro (Semibold. *Semibold italic* can be used as required by application)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Myriad Pro (Regular. *Regular italic* can be used as required by application)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DRAFT TUNNEL MURAL RFP

Park City Municipal Corporation

REQUEST FOR PROPOSALS (RFP) FOR Park City Public Art For Park City Street Art Tunnel Murals



The Park City Public Art Advisory Board is seeking proposals for mural art for Park City pedestrian and bicycle tunnels in three locations: Park City Heights/Quinn's connector, McPolin/224 connector and the Transit Center/Poison Creek connector. The identified tunnels are the final three that do not currently contain murals within Park City limits. Murals connect and reflect Park City's community by creating vibrancy and enhancing walkability.

Contact:

Jenny Diersen, Special Events Coordinator
City Staff Liaison to the Park City Public Art Advisory Board (PAAB)
jenny.diersen@parkcity.org

NOTICE
REQUEST FOR PROPOSALS
Park City Municipal Corporation
Park City Public Art for the PCMARC Interior Entry Hall

PROPOSALS DUE: XXX

PROJECT NAME: Park City Public Art for Street Art Tunnel Murals

RFP AVAILABLE: XXX

PROJECT LOCATION:

Park City Heights/Quinn's connector

McPolin/224 connector

Old Town Transit Center/Poison Creek connector

Exhibit A for locations map, photos and dimensions (forthcoming)

PROJECT DESCRIPTION:

Park City Public Art Advisory Board (PAAB) seeks proposals from an artist or artist teams to create site specific artwork for mural art for Park City pedestrian and bicycle tunnels in three locations: Park City Heights/Quinn's connector, McPolin/224 connector and the Transit Center/Poison Creek connector. The identified tunnels are the three that do not currently contain murals within Park City limits. Murals enhance the City Council's goals for walkability and vibrancy. Total project maximum is \$XXX.

PROJECT DEADLINES:

Complete Submissions due by XXX.

Project completion Required by XXX.

Questions? All questions shall be submitted in writing to jenny.diersen@parkcity.org no later than XXX. Responses will be returned and posted no later than XXX.

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

CONTACT: Jenny Diersen, Special Events Coordinator
City Staff Liaison to the Park City Public Art Advisory Board
Park City Municipal Corporation
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

The Park City Public Art Advisory Board (PAAB) seeks proposals from an artist or artist teams to create a site specific artwork that embodies the themes of community and connectivity for three pedestrian and bicycle tunnels in Park City. The PAAB is looking for two dimensional mural proposals that enhance the user's experience of these spaces. Experience in creating large scale installations for public space is desired but not required. Total project maximum is \$XXX. Selected art will be installed in Park City Heights/Quinn's connector, McPolin/224 connector and the Transit Center/Poison Creek connector tunnels, respectively.

II. Purpose of Project

Street art is a contemporary form of expression that both activates and reflects communities. 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 two dimensional arts that enlivens the commuter experience. Currently, there are x tunnels in City limits, and x of them contain murals.

Park City Public Art Advisory Board has developed a project to complete tunnel art in Park City: every tunnel connector will contain visual art. The remaining locations are: Park City Heights/Quinn's connector, McPolin/224 connector and the Transit Center/Poison Creek connector. Adding murals to these spaces will ensure all connector tunnels in Park City are vibrant reflections of the community and places of community pride and creative expression.

The pieces that are selected should promote a sense of community, connectivity, and movement. Designs should be two dimensional. Artists are welcome to use media that are durable for outdoor conditions.

III. Project Scope

Connector Tunnels Information:

- Artwork can be installed on walls of tunnels.
- Interior dimensions for the tunnels are as follows:
 - Each 'panel' is approximately 7'3' tall and 6' wide
 - There are 24 "panels" on each side of the tunnel; 48 total in the tunnel
 - There are 4 smaller "panels" on each end/side of the tunnel
- Current lighting is not directional and cannot be moved, removed, blocked or covered. Additional lighting may not be installed due to power constraints.
- Power is not available for this project.
- Tunnels, including entrances, may not be altered, covered, blocked or removed.
- Max size dimensions. Please consult photos. (Exhibit A)
- Walls are concrete.

- Each wall section is approximately xxx feet long.
- Tunnels are used for connectivity and are therefore transient spaces. Artwork should reflect the nature of the space.
- The artwork installation should occur between xxx and xxx. 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 performance of the services specified, but not limited to storage of materials, artist labor, insurance, materials costs, lighting, transportation, lodging, delivery, overhead, anticipated fabrication and installation cost and permits as required by City departments. The Artist(s) are responsible for maintenance of the work for 1 year after final acceptance of the project.
- 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 as pertains to the coordination of the project.

Background: PAAB Mission, Vision, Goals & Strategies:

Mission

Enrich and connect the Park City community through visual art in public spaces.

Vision

Inspire a complete community, celebrating Park City's vibrant history, culture and environment.

Goals & Strategies

1. Maintain & Preserve the Public Art Collection.
 - a. Perform an annual collection review.
 - b. Maintain a current inventory of the collection.
 - c. Respond in a timely manner to damage or maintenance needs.
2. Acquire Public Art that Aligns with the Mission of the PAAB.
 - a. Adhere to the selection process criteria and standards.
 - b. Select artist whose work aligns with projects vision and goals.
 - c. Align projects with City's values and priorities.
 - d. Advocate for private and public collaborations.
 - e. Be responsible stewards of public art funds.
 - f. Establish collaborations with City Departments.
 - g. Maintain a current Project Planning document.
3. Select Public Art that Reflects a Sense of Place
 - a. Create a cohesive and relevant collection that tells the story of our community and place.
 - b. Connect to Park City's history and landscape.
 - c. Reflect Park City's diverse culture and unite our neighborhoods.
4. Engage the Community through Public Art
 - a. Increase public involvement through educational opportunities, outreach and awareness.
 - b. Respond to the community's concerns and suggestions.
 - c. Promote the current Public Art Collection.

IV. Funding

The total maximum allocated for this project is XXX (\$XXX). All submissions must include a proposed budget or fee schedule. The budgets or proposed fee schedule must include all costs including performance of the services specified, but not limited to storage of materials, artist labor, insurance, materials costs, lighting, transportation, lodging, delivery, overhead, anticipated fabrication and installation cost and permits as required by City departments. The Artist(s)/Team(s) are responsible for maintenance for one (1) year upon final completion of the project.

V. Content of Proposal

Proposals will be evaluated on the criteria as listed in the Public Art Advisory Board's mission and values, and policy (Quality, Authenticity, Engagement, Creativity, Other Considerations) as well as the project goals listed below.

Project Goals:

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

- Reflect community priorities of transportation and energy
- Complete artwork in all Park City connectivity tunnels
- Symbolically communicate the tunnel as a pathway for community connectivity
- Reflect a place of community pride and creative expression
- Reflect Park City's complete and diverse community
- Create a strong sense of place, recognizing the tunnels well utilized
- 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 XXX and XXX, 2017. 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, additional labor or equipment required for installation as part of the stipend. Installation will be coordinated through the PAAB City Staff Liaison and/or Project Manager.
- 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 PAAB City Staff Liaison, who will coordinate with staff in other City departments.

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:

- Creativity and Uniqueness as addressed to the proposal
- Contribution to community vitality
- Stimulation of excellence in public art

- Relation to themes of the project as outlined in the proposal
- Description of installation timeline
- Alignment with the Park City Public Art Board's stated Mission and Vision

Art will also be judged on practical terms such as:

- Originality of Design, artistic merit, and creativity as proven by proposed artwork.
- Clarity of proposal and thoroughness of response (completeness of package)
- Adherence to the maximum budget of \$XXX
- Wise use of resources – including appropriateness of materials, style, scale and concepts in relation to the design of the PCMARC.
- Experience needed to undertake the design, creation and installation of the artwork within the aggressive timeline. 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.
- Professional References – Applicants should list and provide contact information for at least three references
- 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 Contract should be asked prior to submitting a proposal. Price may not be the sole deciding factor.

Park City Municipal Corporation reserves the right to reject any and all proposals for any reason. 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.

Park City Municipal Corporation 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. Park City 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.

- **Ex-officio Members and Staff:** Nonvoting members of the Committee include the Executive Director of the Park City Summit County Art Council, City Council Liaison, City

Staff Liaison to the Public Art Board. City Staff from various departments may also be included.

Finalists may be invited to interview with members of the Public Art Advisory Board. The Board will recommend one 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 RFP 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 XXX on XXX at XXX. Artist(s)/Team(s) who are interested in attending or participating, must RSVP to [Jenny Diersen](#), no later than XXX. 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.

B. Proposals will be received by Park City prior to XXX on XXX at the Special Events Office located at 445 Marsac Avenue, Park City, Utah 84060. An electronic copy **must also** be submitted to jenny.diersen@parkcity.org as a single PDF by XXX at 3 p.m. 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 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 City Staff, as described in Section V, will review all submitted RFPs. The selection committee will meet on the week of XXX.

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

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

F. The artist or team that is awarded the contract will be required to work within an aggressive timeline. The artist will complete the entirety of the project no later than XXX.

VII. Submission of Proposals

All artists and/or teams 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.

A. Proposal

1. Cover Page: List the Artist(s)/ Team name(s), project name, 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. Theme: Describe your concept. Explain the proposed budget, schedule, process, and method. Explain how your piece relates to the possible themes outlined in this proposal. The description must state the length of time the proposal is valid.

3. Illustrations/photos: Submit no more than ten images in correct proportion. Designs should be at least 80% complete (not conceptual) and must display media and colors, as well as completed project dimensions.

4. Budget: Project costs will be considered during selection. The maximum amount allocated is Ten Thousand Dollars (\$10,000.00). Include a proposed fee schedule for the art project. Budget refers to all costs anticipated to be incurred by the artist for the design and creation of the art including performance of the services specified, but not limited to artist labor, insurance, storage, lighting and materials costs, transportation, delivery, overhead, park city business license, anticipated fabrication, installation cost, and permits as required by City departments. The Artist(s) are responsible for maintenance for one (1) year upon final acceptance of the project. Artist should estimate maintenance or repair costs as applicable.

B. Application Materials

1. Profile – Applicant contact information: Name, Organizational Affiliation, Address, Website, Social Media Sites, Phone/Email.
2. Resume – Two-page maximum current professional resume. Artist teams should submit one document that incorporates two-page resumes for each team member. Only .doc and .pdf documents will be accepted.
3. Statement of Interest – 700 words or less. Explain why the artist or artist team is interested in the project; how the artist or artist team's work is appropriate for this project; and relevant past experience. If submitting as a team, the statement should include a description of any past collaborative work experience and how the team anticipates working together on this type of project.
4. Initial Concept – 1500 words or less. Explain the artist's or artist team's initial concept for artwork at the sites included in this Call to Artists. This should include design concept and goals; how the design meets the project goals; art medium(s) to be used; and approximate installation timeframe.
5. Budget – The proposal must include a preliminary budget, outlining project costs including materials, labor, insurance and direct costs. A more detailed budget will be requested from semi-finalists.
6. Work Samples – Applicants may submit up to three audio and/or video files, if relevant to their proposed concept(s). Applicants are encouraged to submit samples of past work that best illustrate their qualifications for this project. Up to ten digital images (no composites) as visual reflections of the artwork application, with an Annotated Work Sample Description including a brief description of the artwork, the title of the artwork, completion date, medium, and dimensions. Upload JPG files only; 1920 pixels on the longest side and at least 72 dpi.

7. References – Applicants must provide three (3) professional and/or client references with your application

Interested individuals and/or firms must submit their Application Materials no later than XXX.

Please submit one (1) set of the Application Materials. Provide your projected budget as an attachment it to your Application Materials. To be considered, one (1) proposal must be received at the Park City Special Events Office, 445 Marsac Avenue, 3rd Floor, P.O. Box 1480, Park City, UT 84060 no later than XXX,

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 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 no later than XXX.

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 envelope or package.

Proposals must be mailed (m) or hand-delivered (d) and submitted electronically (e) to Park City Municipal Corporation,
Attn: Jenny Diersen, PAAB
Request for Proposal
Public Art for the Library Center Entry Hall
(d) 445 Marsac Avenue, Special Events Office- 3rd Floor, Park City, UT 84060
(m) P.O. Box 1480, Park City, UT 84060

AND

(e) jenny.diersen@parkcity.org

The envelope/package must indicate the artist(s)/team(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) and/or team. The City assumes no liability for any costs incurred by offerers 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 no later than XXX. Responses will be returned and posted no later than XXX.

VII. Preparation of Proposals

A. Failure to Read. Failure to Read the Request for Proposal and these instructions will be at the offerors 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.

VIII. Proposal Information

A. Equal Opportunity. The City 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. Park City Municipal Corporation'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 service providers.

IX. Insurance Requirements

The selected artists and/or teams 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 Park City Municipal Corporation, and after the one (1) year warranty period Park City Municipal Corporation assumes the risk of loss.

The artist and/or teams will also agree to warranty the material and workmanship of the commissioned work for a period of one (1) year after the date of acceptance by Park City.

The selected artists and/or teams will provide and maintain and will require all subcontractors to provide and maintain, 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 and/or teams 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 1 million dollars per occurrence/ 2 million dollars aggregate. All insurance shall be reviewed and approved by the Park City Legal Department.

X. Contract

The selected proposals will be required to enter into the City's standard Professional Service Provider Contract in a form to be approved by the Legal Department. Artists and/or teams are advised to thoroughly read the attached (Exhibit B) Sample Agreement, as the selected artists and/or teams will be required to comply with its requirements.

If artist and/or team takes exception to any term or condition set forth in this proposal and/or the Sample Agreement and any of its Exhibits and 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.

Park City Municipal Corporation 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. Park City 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 Park City 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 service providers.

Subject to Paragraph 9 of the Provider/Professional Services Agreement, Park City Municipal Corporation retains all rights to the work product and the right to use images of the work. (Refer to attached agreement.)

The nature and extent of requested changes to our standard contract (i.e. unwillingness to comply without insurance/indemnity provision) counts against the bidder. Any contract changes must be requested and approved by the Legal Department before awarding the contract.



To: Honorable Mayor/Members of City Council

From: Denise Carey

MANAGER'S REPORT – January 7, 2016

Manager's Report

Grant Received for McPolin Farm Walking Tour Mobile App

Park City Municipal Corporation received \$1,250 (one thousand two hundred fifty dollars) a preservation grant to complete a McPolin Farm Historic Walking Tour Mobile App.

The walking tour app will highlight the McPolin Farm's history, early twentieth-century farming practices and the story of the McPolin family.

Staff and the Friends of the Farm Committee (FOF) will partner with Utah Heritage Foundation (UHF) to launch the app with the hope to encourage a greater diversity of visitors to the historic site and to share the history with visitors. By connecting our Historic Walking Tour App to others statewide through the Utah Heritage Foundation, staff and the FOF hope to attract visitors from outside of Park City.

Few visitors to Park City's iconic McPolin Farm are aware of its historical significance. The FOF hope to improve interpretation of the site through this interactive mobile app. The FOF and staff will be responsible for researching and writing narratives for each of the 10 walking tour stops while UHF will manage and maintain the platform for the app once it is launched. We hope to launch the app by May 2016, in honor of National Historic Preservation month.

The McPolin Farm is a very important symbol in the public consciousness and a focal point for Park City. The citizens of Park City wish to retain and preserve the historic quality of the buildings, focus on the local use of the building; maintain public access and foster community use of the Farm.