

# Curlew Water Tower Mural Project RFQ

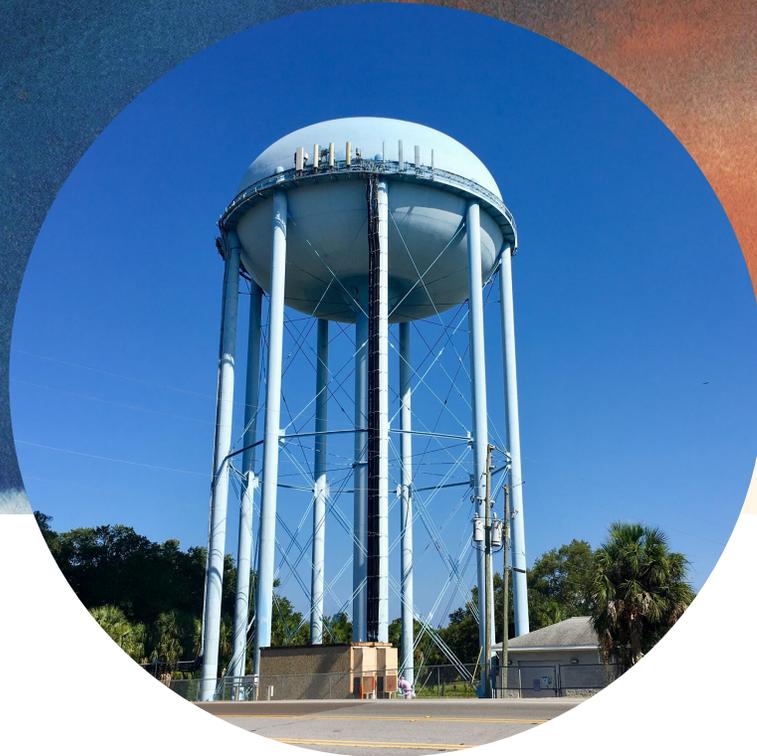


PHOTO BY  
E. BRINCKLOW

## **Project Title:** **Curlew Water Tower Mural Project**

**Call to:**  
National, Regional & Local Artists

**Total Budget:**  
Up to \$100,000.

**Location:**  
Near the southeast corner of Curlew  
Road & Bayshore Blvd.  
Dunedin, FL

**Deadline for Submission:**  
Friday, April 17, 2020  
Received by 2:00 pm

**RFQ 20-1151**  
**City of Dunedin Request for Qualifications**  
**Curlew Water Tower Mural Project**

**Purpose:** The City of Dunedin seeks qualifications submittals from artists, or teams of artists, qualified to complete an artwork project on the City's 1 million gallon Curlew Water Tank or Elevated Water Tank (the "Tank"). The City will select three to five artists or artist teams (the "semi-finalists") that will proceed to the Request for Proposal process (the "RFP"). The semi-finalists will be notified by 05/08/2020 by email.

**Budget:** Up to \$100,000

**Deadline for Submission:** Received by Friday, April 17, 2020, 2pm Eastern Standard Time

**Eligibility:** Open to qualified artists or artist teams who reside nationally, regionally or locally

**Funding Partner: The funding partner is the City of Dunedin and The Department of Public Works and Utilities**

The City of Dunedin's mission is to create a Community Partnership between the City Government and its residents, Dedicated to Quality Service to effectively, efficiently and equitably enhance the Quality of Life in Dunedin. Dunedin will continue to be a livable Coastal community with a unique sense of place within the Tampa Bay metro area. Dunedin will continue to maximize our future by fostering innovative redevelopment, increasing citizen satisfaction, and preserving and enhancing our natural environment while retaining our small-town ambiance.

The Public Works and Utilities Department provides a number of services to the residents of Dunedin, including potable water for drinking and reclaimed water for irrigation. Reclaimed water or recycled water is a product of treated wastewater collected from homes, businesses, and the by-product water from the City's reverse osmosis water treatment plant. The Department is responsible for maintaining 8 million gallons of potable water storage and 7 million gallons of reclaimed water storage, including the Curlew Water Tower's 1 million gallon elevated storage tank. The Tank was erected in the mid-1960s to provide drinking water to the golf course community of Fairway Estates, and to the properties on, or near, the Dunedin Causeway. In the 1990s the Tank was repurposed to hold reclaimed water and to provide additional irrigation capacity for the Donald Ross designed, Dunedin Golf Club. The Tank is visible from as far away as Belcher Road to the east, the golf club, businesses, residences and commuters to the north and south, and as a welcome landmark to boaters in the Gulf of Mexico to the west.

**Art Project Overview:**

The City of Dunedin seeks a professional visual artist, or artist team, to create an important public artwork and to evolve a sense of place-making within the community. It is important that the selected artist engages with the history and culture of Dunedin. The artwork should equally embrace both aesthetics and content. The application of the mural design is as important as the

design itself. No additional structures shall be added to the water tower. The antennae attached to the catwalk may be painted but not otherwise altered.

The semi-finalists will be selected to move on to the RFP stage where each semifinalist will receive a \$1,200 payment for their proposal. The selection committee will then select one artist or one artist team (finalist) to move forward with this project.

**Location:**

**N 28° 02.928 W 082° 46.642**

The Curlew Water Tower or Elevated Water Tank is located near the southeast corner of Curlew Road and Bayshore Boulevard and is on the north side of the Dunedin Golf Club. The tower is 149 feet tall at the center. The one million gallon Tank is supported in the air by 9 columns and is 75.5 feet wide by 42 feet high. A catwalk with railings surrounds the middle of the Tank, and is where a number of cellular companies have antennae mounted. Access to the Tank is provided via a ladder installed inside an eight feet wide cylinder under the center of the Tank that extends through the vessel and exits at the top of the Tank.





**Artwork Installation Timing Process:**

The City intends to perform periodic maintenance on the Tank as part of, or prior to, the installation/application of the artwork. The maintenance includes the painting of the tank. The City anticipates that the selected Artist will provide the design to the awarded painting contractor. The painting contractor will work with the Artist to apply the artwork to the Tank based on the needs and capabilities of the Artist. Artists may discuss this process in Part A of their submittal.

**Additional Information:**

For more information about the City of Dunedin, visit <https://www.dunedin-gov.com>.

For more information on the City of Dunedin's Public Art Master Plan, visit <https://www.dunedingov.com/about/arts>.

For more information about the City of Dunedin branding, visit: <https://www.dunedingov.com/city-departments/economic-development/branding>.

**Artist Eligibility:**

- Must be a professional artist or artist team who resides nationally, regionally or locally. Definition of professional artist- "a practitioner in the visual arts with an original, self-conceptualized body of work, generally recognized by critics and peers as a professional possessing serious intent and ability"
- Must have experience working with substantial budgets (\$100,000+)
- Must have five years of professional experience as a working artist
- Must be legally able to work in the United States
- Must be at least 18 years of age

This is a national search to find the most appropriate artist, with a preference to find a Tampa Bay Area artist or artist team, if possible.

Dunedin City Commission, staff and their relatives and members of the Arts & Culture Advisory Committee are ineligible.

**Art Budget:**

The art project budget is up to \$100,000. This artwork budget will reflect all costs associated with the project, including, but not limited to, such items as: design, engineering, production, transport, installation, site preparation, artistic design application materials, travel expenses and public art insurance.

**Qualifications Criteria:** Qualifications submittals will be evaluated based on the following criteria:

- Original and personal approach
- Artists are to consider the application of materials as important as the design
- Professional credentials (as evidenced in the submitted materials)
- Artistic excellence of past work
- Experience with public art or large scale, mural and/or other art work
- Experience with site-specific artwork
- Ability to spend time in Dunedin for research and conceptualization through to final execution.

**SUBMITTAL REQUIREMENTS:**

**A) Artist/Artist Team Statement/Proposal** (10 black and white copies)

A letter of interest: Outline your approach to public art, your interest in this specific project, what you will bring to the project as an artist or artist team, your experience with other projects of similar scope (please comment on the process of how you will work with the painting contractor to apply the artwork to the Tank), sources of inspiration presented by the project, any other comments that might help differentiate you as a candidate, and your name, address, phone number, and email. Not to exceed two (2) pages.

**B) Resume** (10 black and white copies)

Send a current professional resume (3 pages maximum), emphasizing applicant's professional credentials, public art experience, public collections and public art commissions. Include your email address and other important contact information on your resume.

**C) A Descriptive Narrative** of possible aesthetic directions. NOTE- this is not a proposal (that is for the RFP stage). Instead tell us about the philosophy of how you might approach this project, your thoughts on materials, what you would like the audience to learn or experience from the artwork, points of inspiration, anything you glean from initial research about Dunedin.

**D) ID Sheet** (10 color copies preferred) Images of Past Work

Include an image identification page that includes, for each submitted image:

- 1) Large (max 2" x 2") thumbnail image of the work
- 2) Image number
- 3) Title of work
- 4) Medium
- 5) Dimensions
- 6) Date of work
- 7) Price of work or commission award
- 8) Locations of public art commissions

The ID Sheet should be headed with the artist's name, address, phone number and email address. A brief description of a commissioned artwork's history and/or location may be included.

### **E) Images**

NOTE: ONLY digital images submitted on USB will be accepted.

DO NOT send more than ten digital images on a disposable USB. Write the artist's name on the USB. Images should be in .JPG format with a minimum resolution of approximately 800 x 600 pixels (do not exceed resolutions beyond 1900 x 1500 pixels, not to exceed 1mb per image).

The filename of each image should consist of 1) the artist's last name, 2) the corresponding image number on the ID Sheet and 3) the artwork title (use representative words of a long title). If the image is a "detail," please indicate. Example: Jones\_08\_PinkHeron\_detail.

Review your USB to ensure that the images on the USB are in the same order and correspond to the images listed on the ID Sheet.

USBs should be formatted for the MS Windows environment. Any masking/borders should be black, not white. Artwork with sound or motion may be submitted as short MP3s.

### **General Notes for Preparing Your Submission:**

1. Send 10 sets (hard copy) of written material, including:
  - a) Artist Statement/Proposal
  - b) Resume
  - c) Image ID Sheet. Color copies are preferred.
2. Collate each set in this order:
  - a) Statement
  - b) Resume
  - c) Image ID sheet
3. Do not send any additional application materials (such as artist catalogs) that were not requested.
4. Do not bind your submission material in any type of note book when you submit your application (simply use a paperclip or staple for your ten sets of your collated written application materials).
5. Do not mail your application packet in a manner that requires a signature upon delivery.
6. USBs, as well as written application materials, will not be returned.
7. The City will provide a list to all artists of all artists responding to this Call To Artists request within two days of the submittal date.
8. A copy of the proposed "Contractual Services Agreement" to be executed by the awarded Artist is attached with this RFQ for your reference. Artists should indicate any issue with the Agreement as part of their response to this RFQ. The City will negotiate the final version of the agreement with the awarded Artist.

**The Selection Panel will review requested material and select the semi-finalists.**

## **FINALIST SELECTION PROCESS:**

Semi-finalists are to submit no more than two concept ideas per artist. Each of the semi-finalists will be offered a \$1,200.00 (one thousand two hundred dollars) honorarium for the preparation and presentation to the Selection Panel of one or two site specific artwork proposals. The honorarium is not a part of the budget listed above. The semi-finalists are responsible for transportation, lodging, and food costs when making the in-person presentation to the Selection Panel.

All applicants will be notified about the outcome of their submissions. Please do not call or e-mail for an update on the status of the submission.

## **FINALIST SELECTION CRITERIA:**

**After the semi-finalists are selected, the City will issue an RFP document with requirements for final concept submittal.** Ultimately, the overall design criteria in the RFP process that will help guide the selection of the artist/artist team finalist are:

- Artwork(s) that will complement the project site.
- Artist/Artist Team with expertise in working with water tower murals and design solutions that incorporate and respond to one or more of the following themes, preferred:

Heritage (pioneer, Scottish, etc.)

Industries (oranges, boat building, etc.)

Environmental/climate sustainability (waterfront, green, nature etc.)

- Artists are to consider the application of materials as important as the design.
- Designs requiring minimal maintenance (please describe any maintenance needs of proposed artwork).
- Designs that encompass a 360 degree design and include a part, or all, of the water tower belly.
- Designs that ensure a high level of joy and vibrancy.
- One-of-a-kind original designs (not reproduced).
- Installation plan, including safety

There is no stated stylistic preference other than to enhance and integrate with the exterior architecture of the water tower, a full spectrum of high-quality durable materials (to withstand the Florida climate) and concerns related to a minimum of ten years' warranty on color fading/discoloration. A listing of materials to be used and an attached craftsmanship warranty, together with manufacturers' warranties are expected, if selected.

For more information, contact: Chuck Ankney, Purchasing Agent, [cankney@dunedinfl.net](mailto:cankney@dunedinfl.net) or (727) 298-3077.

The Selection Panel reserves the right to reject any or all applications, proposals or finalists, and terminate or re-advertise this project without prior notice.

## **OWNERSHIP OF MATERIALS**

All submitted documents, including sketches, plans, specifications, reports, and all other materials, including models, submitted as part of the conceptual design proposal will become the property of the City of Dunedin upon payment of the honorarium to the artist. Exceptions include material samples, tapes or other materials presented to illustrate the proposal, but which are not integral parts of the proposal.

## **SUBMIT APPLICATIONS TO:**

Responses to this Request for Qualifications shall be submitted in a sealed envelope, clearly identified as:

**RFQ 20-1151**  
**“CALL TO ARTISTS – CURLEW WATER TOWER MURAL PROJECT”**  
**2:00 PM FRIDAY, APRIL 17, 2020**  
**DO NOT OPEN IN MAILROOM**

Responses shall be mailed or delivered to: **City of Dunedin**  
**Dunedin Community Center – Elliot Room**  
**Attn. Purchasing Section**  
**1920 Pinehurst Road**  
**Dunedin, FL 34698**

## **TIMELINE:**

**Request for Qualifications (RFQ) Issued March 6, 2020**  
**Applications Due April 17, 2020, 2pm Eastern Standard Time**  
**Subcommittee meets to select semi-finalists April 29, 2020**  
**Semi-finalists notified by May 8, 2020**  
**Conceptual design proposals presented TBD week of June 15, 2020**  
**Artist and Project Design Recommended by Subcommittee June 19, 2020**  
**Dunedin Golf Club Board of Directors introduced to selection June 24, 2020**  
**Arts & Culture Advisory Committee reviews Subcommittee recommendation June 26, 2020**  
**Selected Proposal displayed (Charrettes) for public viewing only late June/July, 2020**  
**City Commission Considers Arts & Culture Advisory Committee Recommendation – project finalist selected August, 2020**  
**Contracts and notice to proceed issued and permits obtained August/September 2020**  
**Artwork design development, fabrication and installation Fall/Winter 2020-2021**  
**Dedication event Fall/Winter 2020-2021**

**\*\*This schedule may be subject to change due to but not limited to permitting processes, fabrication/application periods, and installation requirements. Final schedule will be refined with artist or artist team, agencies, and consultants.**

Attachment: Contractual Services Agreement