

CALL TO ARTISTS - REQUEST FOR PROPOSALS  
***Art for Cell Tower Equipment Cabinet***

Artists are invited to submit a proposal to paint and finish coat  
a cell tower equipment cabinet in Davenport, CA

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Date Issued: December 19, 2018  
Submittal Deadline: 5:00 p.m. on Friday, January 25, 2019

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**Project Description**

The County of Santa Cruz is currently seeking proposals from local artists to paint a cell tower cabinet in Davenport, CA. Similar in nature to the County's "Outside the Box" program where drab traffic controller boxes are colorfully transformed by local artists, this project seeks to beautify a recently-installed utility cabinet which houses cell tower equipment. All artists who reside in Santa Cruz County are eligible to apply. Artists are required to paint directly on the cabinet with professional-quality, water-based acrylic paint.

**About the Cabinet**

The cabinet, located in Davenport on the inland side of Hwy. 1, is visible to both pedestrian and vehicular traffic. Cross street is Marine View. Overall cabinet measurements: 73.25" wide, 54.3" tall, and 23" deep. More detailed images of the site and cabinet can be found on the Parks Department website: [www.scparks.com](http://www.scparks.com). Proposals should describe full surface coverage – how all four sides and the top will be treated.

**Project Budget**

\$1,400 will be paid to the artist selected to paint directly onto the cabinet, in two installments of \$700 each. Payment 1 after artist selection is made; payment 2 after completion of work.

**Materials**

Artists must supply their own materials for painting the traffic box; paints used must be high-quality, water-based acrylics, and must be approved by County Parks staff for safety and durability. The cabinet will already be primed a grey color, but the artist will be responsible for any cleaning required (e.g. surface dirt, spider webs) prior to painting the cabinet.

**Artist Selection Criteria**

Open to all artists who live in the County of Santa Cruz. Artists will be selected based on the following criteria:

- Creativity and innovation of design.
- Artist's demonstrated ability to produce the proposed artwork within the defined budget.
- The proposed imagery should reflect a theme or themes intrinsic to the Davenport Community, such as whales, Davenport bluffs and beach, farmlands/farmworkers, intertidal organisms, Coastal marine terrace geology, Coastal scrub, grassland or redwood habitats, steelhead, red-legged frog, birds of prey, hiking or other relevant images.

**All work must be completed, and a final invoice submitted to County Parks, by April 30, 2019.**

**Project Selection Panel and Selection Process**

A selection panel will jury the submitted images. It will be comprised of a County Arts Commissioner; Planning and Parks Department staff, artists and community members

**Project Timeline** *(Please note: the project timeline is subject to change)*

December 19	RFP Released
January 25	Submission Deadline
Early February	Selection Panel review and select artist for project
Late-February	Notify artists; paperwork completed (purchase orders, W-9, vendor registration) Please note: artist is not responsible for priming the cabinet
March- mid-April	Project implementation
Late April	UV/anti-graffiti coating applied to boxes

**Submission Guidelines**

1. **A one page cover sheet** stating the following information, in the order listed:
  - Title: "Cell Tower Equipment Cabinet" - Public Art Proposal
  - Artist's Name
  - Artist's Phone Number and Fax Number (if available)
  - Artist's E-mail Address
  - Artist's Mailing Address
2. **A resume** of not more than two pages that demonstrates experience as an artist.
3. **Images** - Artists may submit up to 10 digital images of previous work. Digital imagery guidelines:
  - i. PC compatible CD.
  - ii. Each image should be no larger than 1500 X 1500 pixels, 300 dpi and 2 MB.
  - iii. JPEG or TIFF ONLY.
  - iv. Each JPEG or TIFF must be titled with the artist's name and a number that corresponds to the annotated image list. For example- ShellySmith01, ShellySmith02.
  - v. CD must be clearly labeled with the artist's name.
4. **Annotated Image List** - Provide a brief description of each image of previous work provided, including dimensions, materials, and date completed.
5. **Concept drawings/images of proposal** on 8 ½" x 11" white paper. Drawings/images should indicate how artist proposes to approach this project. Drawings do not need to be in color or to exact scale but should show the artwork placed within the site to demonstrate the artwork's relationship to the equipment cabinet. Artists may use separate sheets of paper if desired to show what is intended for each side of the cabinet. PLEASE NOTE: If you expect the panel to view color within your materials, you should include ten copies of the color portions.
6. **A written proposal** of not more than one page, which describes the proposed concept and drawing/image, indicates materials to be used, how image will fit onto the cabinet (include information for all surfaces/sides of the box).
7. **References** - Names, phone numbers and addresses of three professional references, with artist's name noted at top of page.
8. **Optional** - The application packet may include up to three selections of support materials such as reviews, news articles, and other related information.

**Use 8½ x 11" sheets of plain paper only.** Do not bind materials, and do not submit materials in plastic sleeves, binders, notebooks, or folders.

**Application Deadline:** Applications must be received no later than 5:00 p.m. Friday, January 25, 2019 at the address listed below. Applications received after the date and time indicated herein shall not be accepted and requests for extensions of closing date or time will not be granted. Application packets may not be modified after submission.

**Send proposals to:** K. DeWild – Cell Tower Cabinet ART  
County of Santa Cruz Parks Dept.  
979 17<sup>th</sup> Ave.  
Santa Cruz, California, 95062

**Questions? Concerns?** Applicants are encouraged to contact Parks staff to learn more about this project. For more information, contact Kathy DeWild, Program Coordinator, (831) 454-7933 or email [prc039@scparcs.com](mailto:prc039@scparcs.com)