



Request for Proposals (RFP) for Public Art Program Implementation

Downtown San Rafael Arts District
January 2025

INTRODUCTION

The Downtown San Rafael Arts District (DSRAD), the San Rafael Business Improvement District (BID), and the City of San Rafael are seeking qualified consultants to support program implementation for the Downtown San Rafael Arts District. The successful arts consultant team will develop a Call for Artists and implement a Public Art Installation Program in Downtown San Rafael. The scope of services also includes strategic guidance to uplift and coordinate the cultural landscape of downtown San Rafael, engaging the community and promoting local artists. To learn more about DSRAD, visit www.DSRAD.org.

PROJECT OVERVIEW

Downtown San Rafael has been designated one of 14 California Cultural Arts Districts by the California Arts Council (CAC), and has received a critical grant of financial support. California Cultural Districts “celebrate the diversity of California while unifying under an umbrella of shared values—helping to grow and sustain authentic grassroots arts and cultural opportunities, increasing the visibility of local artists and community participation in local arts and culture, and promoting socioeconomic and ethnic diversity.” [California Cultural Districts](#)

The City of San Rafael intends to enhance Downtown vitality by implementing new permanent art installations on public property. The City has selected at least 5 key locations (see page 5) for art installations and intends to collaborate with the Downtown San Rafael Arts District (DSRAD) and the San Rafael Business Improvement District (BID) in project selection, promotion, and funding. Art works should reflect the diverse local community and landscape. **DSRAD has budgeted \$150,000-\$200,000 for the development and complete installation of 5 public art pieces.**

GOALS

- Attract culturally responsive & artistically significant visual art projects for permanent installations Downtown
- Enhance public awareness of San Rafael as the arts hub of Marin County
- Increase economic vitality of Downtown through arts implementation and creative economy attraction
- Engage multiple stakeholders and community segments

PROJECT MANAGEMENT BUDGET

Public Art Program Implementation Manager: \$40,000-\$50,000

Commensurate with experience and final scope of work

SCOPE OF SERVICES

1. Project Planning & Approvals:

- a. Meet with DSRAD project stakeholders.
- b. Refine project objectives and parameters, including locations approaches, and qualifications for artists.
- c. Establish project budgets and schedule to implement 5 works of public art.
- d. Plan coordination interface of art projects with City departments and its contractors.
- e. Facilitate interface with Public Art Review Board (PARB) at important project junctures.

2. Community Engagement:

- a. Develop and implement community outreach and involvement for project; work with City to develop public relations efforts and orchestrate events related to project promotion.
- b. Represent and present the project to community organizations and the general public.

3. Develop an artist selection process:

- a. Establish clear evaluation criteria aligned with project goals.
- b. Publish a compelling and inclusive Call for Artists that outlines the program's vision, eligibility, and submission guidelines.
- c. Lead selection of artists and make Call to Finalists for final art proposals.
- d. Facilitate final selection process with DSRAD stakeholders.
- e. Project manage art works review by the Public Art Review Board and final approval by the City Council.

4. Contracting:

- a. Write, negotiate and administer all project contracts, ensuring that all artist/contractor responsibilities, deliverables, and milestones are met.

5. Project Management, Artist Coordination & Management

- a. **Oversee and manage the work of artists, fabricators, installers, conservators, and other contractors in the implementation of each public art project.** Ensuring that the artist's design intent is met. Ensure long-term durability and maintainability of projects through careful review of fabrication materials and techniques.
- b. Coordinate the design and execution of the artist's work with other city contractors, design team members as necessary.
- c. Assist the artist in finding qualified subcontractors as necessary.
- d. Anticipate and address possible problems or issues that may arise in the course of the project to prevent future complications.

6. Construction Documents And Code Compliance:

- a. Ensure the artist's project is correctly represented in all project design and construction documents. Review all bid documents and specifications for accuracy.

- b. When necessary, consult with experts to ensure that artwork as designed, fabricated and installed complies with building and fire codes and ADA requirements; is properly engineered, fabricated and installed by qualified licensed contractors.

7. Budgets And Financial:

- a. Manage project budgets; approve all payments, track expenditures.
- b. Monitor discrepancies between the budget and actual expenditures and be responsible for the financial management to ensure the project is completed within the budget.

8. Promotion:

- a. Collaborate with local media, DSRAD, and the BID to publicize the final installations.
- b. Enhance public awareness through strategic marketing and events.
- c. Document the process through photography and videography. Additional budget may be provided.

QUALIFICATIONS

Consultants should demonstrate the following qualifications:

- Experience managing public art programs or large-scale public art installations
- Demonstrated experience executing a call for artist and art curation process
- Expertise in community engagement and collaborative project management
- Proven ability to manage budgets, adhere to deadline, and work on multiple tasks simultaneously
- Knowledge of San Rafael's cultural and artistic landscape (preferred)
- Spanish language team member is an asset

SUBMISSION REQUIREMENTS

- **Cover Letter** expressing interest and summarizing qualifications
- **Qualifications** highlighting relevant experience and team bios
- **Portfolio** including samples of previous work
- **Approach**
 - Proposed methods for achieving project goals according to the scope of services
 - Budget to implement 5 public art projects
 - Draft process and timeline
- **References** including contact information for three professional references

PROJECT TIMELINE:

Implementor Selection & Contracting:

- Implementation RFP Released: January 15, 2025
- Implementor Submission Deadline: February 14, 2025
- Interview Implementor Finalists: March 6 and 7, 2025
- Implementor Selection: March 11, 2025
- Contract finalized: March 30, 2025

Implementor will be responsible for overseeing a Call for Artists, including:

- Call for Artist Release Target Date: May 1, 2025
- Community Engagement

- Public Art Review Board (PARB) recommendation to City Council
- San Rafael City Council approval
- **Project Installations must be completed by May 15, 2026**

SUBMISSION INSTRUCTIONS

Please submit all qualifications and materials electronically to Director@DowntownSanRafael.org by February 14, 2025.

CONTACT INFORMATION

For questions regarding this RFQ, please contact:

Sarah Tipple

Director, Business Improvement District

Director@DowntownSanRafael.org

415-849-1874

CONCLUSION

The stakeholders of the Downtown San Rafael Arts District look forward to receiving your qualifications and collaborating on this exciting opportunity to enhance our arts district. Thank you for your interest!

RFP ~ DSRAD PUBLIC ART IMPLEMENTER

Potential locations:

- A. Retaining Wall on 2nd Street @ Ida Street
- B. Hwy 101 underpass @ 3rd (or 4th) Street. Will require coordination with CalTrans.
- C. Court Plaza at 1000 4th Street; sculpture, waterfall treatment, or other creative installation
- D. Hwy 101 Central San Rafael (Northbound) Offramp flagpole area
- E. 3rd and C (or 3rd and B) Parking structure exterior

A



B



C



D



E

