

SAND CITY RFP We. Mural Festival



REQUEST FOR PROPOSALS:

Event Management and Production for *we. Mural Festival IV, 2023*,
Sand City, California



Background: The City of Sand City (www.sandcity.org) and the Sand City Arts Committee (Instagram: [@sandcityart](https://www.instagram.com/sandcityart)) sponsor special events throughout the year for our local community. In 2020, during the Covid-19 pandemic, the City hosted its first *we. Mural Festival*, an outdoor live art exhibit located throughout the West End of our little hamlet by the Pacific Ocean. We are seeking proposals for the next festival to be hosted in October of 2023 (October dates to be announced – it is assumed murals will go up over approximately five days).



Intent: Sand City is undergoing this RFP process to assess the quality and experience of event management companies and individuals, with the goal of selecting a preferred consultant to produce *we. Mural Festival IV, 2023*. Each responding entity is asked to submit a proposal for a one-year contract with an option for renewal. Sand City's goals for this mural installation event are to bring together national and/or international artists to collaborate with local artists from within the Monterey Peninsula and Monterey and/or Santa Cruz Counties. The targeted audience is our local community of all ages. There's a desire to incorporate ideas for revenue streams during the festival that could partially defray expenses. The City has approved up to \$80,000 from its general fund towards the 2023 festival

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to cover the entire expense of the festival including artists fees and expenses.

Scope of Work: The attached Mural Festival Art Map shows the layout and scope of previous murals in Sand City. The City is open to new innovative ideas for the execution of the installation event combined with a proven track record of creating and managing an Art Installation Festival.

The City seeks a team/firm/individual to provide the following mural festival curation services:

- Create all promotional materials
- Coordinate and work collaboratively with the Sand City Art Committee, City Staff, City Police Department and the local community as appropriate for planning, media, and festival execution
- Prepare a draft budget and schedule for festival to be approved by the City Manager
- Participate in Sand City Art Committee meetings to obtain guidance and update the Committee
- Locating and assisting the Art Committee select artists based on their skill, execution, capability, style, and diversity, including from local talent
- Locating and selecting sites for murals in Sand City
- Arranging all travel for the artists
- Pairing artists with property owners and facilitating the building owner agreements
- Ensuring the artists' and property owners' contracts are executed prior to the festival commencing
- Coordinating all budget related matters with City Staff
- Organizing the purchasing of and managing all festival supplies and equipment
- Managing the actual event and ensure everything runs smoothly
- Providing all prototype artist renderings for approval cycles
- Providing promotional materials, coordinating marketing and branding, including social media
- Locating, organizing and coordinating volunteers
- Locating and coordinating sponsorship of the mural festival
- Providing updates as requested by City staff, Art committee, and City Manager
- Ensuring that any deadlines are met as determined by the City Manager and/or Art Committee
- Ensuring that all walls are prepared and any "paintovers" (removal) of previous murals are completed prior to the start of the festival
- Develop ideas, including other forms of art (e.g. live music, performance, and mixed media) as approved by the City
- Ensuring the murals are properly sealed and protected for future

As the curator, you will be expected to sign the West End (WE) Mural Festival Artist Procurement and Curation Service Agreement which specifically provides the details of the items listed above: Scope of Services, Consultant Fee Schedule, Insurance Requirements, and Agreement for Public Art.

Selection Process and Criteria:

This RFP is for a one-year contract to produce the *2023 Sand City we. Mural Festival IV*. If the City finds the business arrangement mutually beneficial, contracts may be renewable annually by approval of the City Council.

Proposals will be evaluated based upon (in no particular order):

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- Applicant’s connections with experienced muralists internationally, nationally and locally
- Applicant’s experience producing and curating large art installation events
- Applicant’s understanding of mural art and what is required to create a mural
- Innovative ideas to boost the festival
- Innovative ideas for boosting revenue sources for the festival
- Experience with obtaining permits to produce festivals and the handling of contracts
- An evaluation of references who are familiar with your work in this field – please provide at least three.

In your response, please answer the following:

1. What is your experience attracting, evaluating, and booking artists for art festivals? Any specific experience booking mural artists?
2. What do you think your firm/team can achieve for the *2023 we. Mural Festival IV* that compliments and expands upon previous mural festivals?
3. What is your experience attracting sponsorships for established events?
4. What do you feel is the proper mix for mural artists at the Sand City event? Local, US, International?
5. Do you have any existing relationships to mural artists? If so, with whom?
6. What creative ideas can you lend to the Sand City Mural Festival that will improve the experience for guests and artists?
7. What is your experience producing and executing an art festival?
8. Who are your key staff/on-site managers and how experienced are they at producing public events?

Contact and Proposal Submission Information:

Sand City - Attention Mural Curatorship RFP

cityhall@sandcityca.org

Email preferred

1 Pendergrass Way

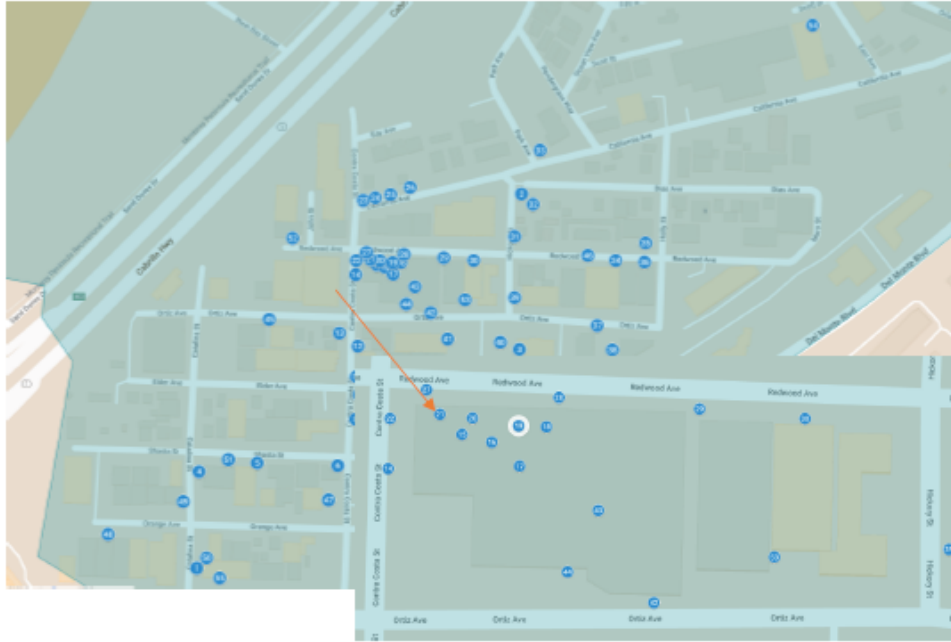
Sand City, CA 93955

(831) 394-3054



Please respond with your proposal no later than **Monday, May 1, 2023 by 5:00pm**

EXHIBIT A: SAND CITY ART MURAL MAP

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- 1 Hanif Wondir 2 Sand City Community Garden 3 Post No Bills Craft Beer House 4 JB Snyder + Josh Wigg
- 5 Jose Ortiz + Armando Silva 6 John Van Horn + Kaitlin Ziesmer 7 Pat Milbery + Frank Sign
- 8 Nychos + The Art of Chase 9 Hannah Eddy + Amanda Valdes 10 11 Unknown 12 Free Library 13 Libby Sofer
- 14 Pat Milbery 15 We.Collab Wall 16 Bryan Gage + Paul Richmond 17 Justin Lupien + Mike Mattox
- 18 Lisa Haas + Maryia Crabbe + Cassidy Vincent 19 Hiero Veiga 20 21 Matt Floriani + Alberto Vazquez + Megan Goodwin
- 22 AugiWK + Jessica Carmen 23 Sandlot Dino 24 25 26 K.D. Brandt Schwartz 27 Pat Milbery
- 28 Bryan Gage + Kenton Hoppas 29 Basic Lee + Philip Coupet 30 Jess Soriano + Rachel Corvese
- 31 32 Krimp Fuente 33 40 45 Greg Hawthorne 34 Jimbo Phillips + Pat Milbery + Maxfield Bala
- 35 Casey Kawaguchi + Nathan Brown 36 Hiero Veiga + Thomas Evans 37 38 Frank Signs + Jake + Mr. Kim
- 39 Margaret Ghodsi + Eleen Auvil 41 Maxfield Bala + Hannah Brimer + Pat Milbery 42 West End Collab
- 43 Adam Gota + Anthony Jimenez + Taylor Paige
- 44 Gerardo Zambrano + Natalla Corazza + Arsenio Baca + Art De Sevilla + Avelino Hernandez 46 Leon Keer + Massina
- 47 Stevie Shao + George Rose 48 Kyle Sanders + Erika Rosendale 49 Adele Renault + PREF 50 Schoph + Loraine Moti
- 51 Imagine + WOES 52 Pat Milbery + Erik Burke 53 Taylor Reinhold 54 Salvation Army Mural 55 Sweet Elena's Bakery & Café



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