



## City of Tracy – Grand Theatre Center for the Arts Civic Art Program Request For Proposals Window Shades Project

### Project Intent

The City of Tracy is seeking conceptual proposals in consideration of original artwork to be printed on the window shades across the front of the Grand Theatre Center for the Arts at 715 Central Avenue in downtown Tracy, California. With generous underwriting support from the Grand Foundation, this high-profile project is envisioned to feature compelling images on a set of custom fabricated shades across the windows of the GWF Energy, Souza Family Foundation, and South Galleries. This project is managed by the Cultural Arts Division (CAD) in collaboration with the Tracy Arts Commission (TAC), Civic Art Subcommittee (CAS), and Grand Foundation (GF).



Works in a variety of traditional and electronic media, including but not limited to collage, drawing, painting, sculpture, graphic design, and photography, will be considered for this project. Artists may submit up to three concepts in their proposals. It is anticipated that five images from up to five artists will be selected to develop final art for the project. To assist artists the following considerations have been identified as important to the success of the project:

- Visually attractive images that add interest and energy to the Grand and downtown Tracy.
- Large-format works to be viewed from the adjacent sidewalks, surrounding streetscape, and from a block away.
- Reflect and/or conceptualize a vision of the Grand as a unique interdisciplinary (dance, drama, literary arts, music, visual arts) arts center.
- Consider the history, cultural diversity, and future of Tracy.

Artists are encouraged to make a site visit to better understand the details and environment of the project.

## **Budget**

The projected total budget for this project is \$5,000, with each artist receiving \$1,000 for each selected work of art. The budget includes all costs associated with development, production, and delivery of final artwork in the form of print-ready digital files to the City and/or a specified subcontractor.

## **Eligibility**

This project is open to all artists in the Civic Art Program pool and any artist(s) that have requested to be considered for projects, as well as the creative community-at-large. Creative teams are eligible to apply as long as one member of the team is designated as the Lead-Artist. Lead-Artists are responsible for contractual obligations and project development.

## **Project Time Line**

February 18, 2020	Issue RFP
March 23, 2020	Delivery Deadline for Proposals
March 31, 2020	CAS Special Meeting – Proposal Review & Recommendations
April 14, 2020	TAC Meeting – Review & Approve CAS Recommendations
April, 2020	Professional Services Agreements to Artists
April/May, 2020	Development & Production of Final Artwork
May 26, 2020	Delivery Deadline for Final Print-Ready Artwork
June/July, 2020	Window Shade Fabrication & Installation

The City of Tracy reserves the right to change the project timeline as needed.

## **Proposal Content & Review Process**

Artists interested in this project must prepare and submit the following materials:

1. Statement of Intent

No more than two pages in length, explaining interest and concept of the project.

## 2. Current Resume(s)

If submitting as a team, a current resume of all members should be provided. Lead Artist's resumes must include complete contact information.

## 3. Conceptual Artwork

Artists should prepare conceptual illustrations, images, models, photographs, etc. representative of the final artwork they would develop for review. Conceptual artwork must be no smaller than 8" x 10" and no larger than 11" x 17" in size.

## 4. Support Materials.

Artists should submit any support materials representative of similar work/projects that may be applicable to the consideration and review of the proposal.

Proposals should not be bound or stapled, as they will be duplicated for review.

The Civic Art Program Subcommittee and Project Team (Grand Foundation and Tracy City Center Association representatives) are responsible for initial review of all proposals. The Subcommittee will recommend finalists for this project to the Tracy Arts Commission for review and approval.

While the design concepts submitted for this RFP and the original artworks remain the in ownership of the artist, all submitted materials will become the property of the City of Tracy. Images of the concept designs and final artworks may be used in publicity for the City of Tracy. All of the submitted materials are public records subject to the California Public Records Act. Submission of proposal(s) constitutes the acceptance of these terms.

Artists interested in being considered for this project must submit proposals by:

**Monday, March 23, 2020 at 5:00 PM PST**

Proposals may be delivered to the Grand Theatre Center for the Arts, Patron Services at the Leona Darr Willis Box Office, or they may be mailed to:

Civic Art Program Subcommittee c/o  
Cultural Arts Division 715 Central Ave. Tracy, CA 95376

All proposals must be submitted by mail or delivered by the deadline stated above. Electronic submissions will not be accepted for this project.

For additional information/questions, please contact:  
William Wilson, Cultural Arts Manager  
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