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CITY OF LOS ANGELES
DEPARTMENT OF CULTURAL AFFAIRS (DCA) AND
OFFICE OF THE 10TH COUNCIL DISTRICT

REQUEST FOR PROPOSALS (RFP) WESTERN AVENUE MURAL PROJECT

DEADLINE: January 17, 2022 at 11:59 p.m.

PROJECT BACKGROUND

The Office of the 10th Council District and the Department of Cultural Affairs (DCA) are seeking to enhance the Western Avenue commercial corridor by installing a large-scale mural on the southern and eastern façade of the building located at 1819 S. Western Avenue.

It is with this intention that Council District 10 and DCA will commission an artist to design, fabricate, and install a mural on the building located at 1819 S. Western Ave., which will uplift the work of those serving people experiencing homelessness, as well as bolster community pride and create a sense of place along the Western Ave commercial corridor. The building will serve as the Los Angeles Homeless Services Authority (LAHSA) South Los Angeles Street Engagement and Coordination Hub and provide auxiliary offices for Council District 10's Constituent Services Team.

Homelessness is the moral crisis of our time, and the City of Los Angeles is in the thrall of this urgent and growing crisis. In response to this challenge Council District 10 has directed that this office serves as the South Los Angeles Street Engagement and Coordination Hub for homelessness in the area.

As a central organizing point in South Los Angeles for multi-disciplinary street engagement teams assisting unhoused persons to transition from homelessness, amid the recovery from a pandemic, staff activities will include but not limited to, conducting meetings and trainings for new street engagement workers and community-based partners, centralization of equipment and supplies and other activities to support the regular engagement with unhoused persons. The daily work of street engagement team members includes providing wellness checks, triaging those affected by COVID-19, connecting seniors and other medically vulnerable person experiencing homelessness to both interim and permanent housing.

Additionally, this site is co-located with A Bridge Home (ABH) project *She Does Haven*. Bridge housing is temporary housing with service-enriched programming that is aimed at quickly bringing homeless Angelenos off the streets and helping them to rebuild their lives. *She Does Haven* housing is specifically dedicated housing for women and children who have experienced homelessness.

[CLICK HERE](#) for images of the project site location and existing wall.



CRITERIA

The Department of Cultural Affairs (DCA) and the Office of the 10th Council District are seeking a mural artist who can capture the spirit of efforts to end homelessness while providing a visual cue to the community's longstanding commitment to fighting homelessness.

The selected artist must demonstrate the professional capacity to oversee the design, fabrication, and installation of a mural on City property. The mural will measure approximately 125 feet wide by 35 feet high along the southern facade, and 55 feet wide by 35 feet high along the eastern façade of the building. Located at the eastern edge of the Arlington Heights neighborhood, the building has high visibility in the Western Ave commercial corridor making it a potential landmark and focal point of the neighborhood.

The proposed mural should focus on one or more of the following themes:

- Long-standing efforts to end homelessness.
- Current local successes in housing individuals.
- Provide a humanizing portrait to break down stigmas and barriers against unhoused persons.
- Visual cues on the way the community members can engage in efforts to end homelessness.
- Use narrative to address concerns as they relate to access, class, and housing insecurity.
- Creating a sense of community and empowerment that can affirm efforts to end homelessness.

All artist applicants are encouraged to visit the site to view the exterior of the building and conduct independent research relevant to this proposal.

Artists must also demonstrate the ability to work in consultation with project teams, including General Services Department, Department of Cultural Affairs, etc. The selected artist/artist team must be able to attend planning and coordination meetings with City agencies, City advisory committees, and the public.

Artists may apply individually or as a team. Artists teams may not change over the life of the project. Up to five artists/artist teams will be selected to develop proposals for further refinement of the project and will receive a proposal honorarium of \$500.

ELIGIBILITY

This Request for Proposals (RFP) is open to mural artists/artist teams residing in Southern California, defined as the region extending from Ventura County to San Diego County. Artists that have live/work in Council District 10 are encouraged to apply. Employees of the City of Los Angeles are ineligible to apply.

Applicants are encouraged to register on the City of Los Angeles *Business Assistance Virtual Network* (BAVN). If your organization has previously received commissions, grants, or contracts from the City of Los Angeles, then you have already registered on BAVN. If you are a new applicant, go to <<https://www.labavn.org>> to register to bid for a City of Los Angeles business commission, grant, or contract. Technical support for BAVN may be requested by emailing <ita.bavn@lacity.org>. Sometime thereafter you may receive requests from BAVN to verify your location, the percentage of your workforce that lives in the City of Los Angeles, your status as a minority owned/operated business, and your status as a women owned/operated business. We encourage you to respond accurately so that individual artists are understood as a significant contributor to equity.

PROJECT BUDGETS

The budget for the project is \$157,500.00. The budget is all-inclusive and must cover all expenses associated with the artist's design fees, wall preparation, mural fabrication, installation, and application of a permanent (non-sacrificial) anti-graffiti coating. Funding for the project is provided by the City of Los Angeles and from the Arts Development Fee Trust Fund.

SELECTION PROCESS

An artist selection panel may be composed of, but not limited to, visual artists, arts professionals, and a local community representative. The panel will review all applications from Phase 1 and select up to five artists/artist teams based on their general proposal concepts. The finalists will be invited to participate in Phase 2 and will each receive an honorarium to develop their proposal further and virtually present refined proposals to the selection panel. One artist/artist team will receive the commission based on proposal reviews and artist interviews.

HOW TO APPLY

All applications must be submitted electronically via **SlideRoom** by visiting <https://culturela.slideroom.com>. Incomplete and late applications will be deemed ineligible and not be considered. **Deadline to apply is January 17, 2022 at 11:59 p.m.**

A complete application must include:

1. **CONTACT INFORMATION** Including full name, business name (if applicable), mailing address, telephone and email. Teams must identify one artist to be DCA's primary contact for the team, as well as contact information for each artist on the team.
2. **CURRICULUM VITAE** (PDF or DOC format only, 4 pages max); Please submit a CV for each staff person on the primary team.
3. **STATEMENT OF INTEREST** (PDF or DOC format only, 2 pages max) for creating the mural. Include title of the mural, relevant experience, and describe your approach to understanding the local community and how you plan to engage with the public in your creation process.
4. **PROPOSED ARTWORK / MEDIA FILES** [max five (5) files; JPG format only, 72 DPI min + 5 MB max per file]; Submitted image files must include the title of the image, size, materials and brief description.
5. **PAST PROJECTS / MEDIA FILES** [max ten (10) files; JPG format only, 72 DPI min + 5 MB max per file]; Submit images of completed artwork that provides the panel with a sense of the proposed artwork you would produce if chosen for this commission; teams are encouraged to include projects created by the team. Each of the image files must include the title of the image, year, size, materials and brief description. For any commissioned project(s), also include the client, budget and location.
6. **ITEMIZED BUDGET** (PDF or DOC format only). Include estimated costs for each line item.
7. **TIMELINE FOR FABRICATION AND INSTALLATION** (PDF or DOC format only); Include estimated days, weeks, months for each phase.

*Additional material included that is not requested by DCA will not be reviewed.

RIGHTS + RESPONSIBILITIES

The Department of Cultural Affairs reserves the right to decline all applications to this RFP, and/or cancel this RFP, or any roster of pre-qualified artists, at any time. This RFP is subject to the City's Campaign Finance, Contractor Responsibility, Equal Benefits, Equal Opportunity, Living Wage, Minority/Women Business Enterprise and Slavery Disclosure Ordinances, Border Wall Disclosure Ordinances, as well as any other ordinances in effect in the City of Los Angeles.

ABOUT DCA

The Department of Cultural Affairs manages the City of Los Angeles Public Art Division's Arts Development Fee Program. DCA supports the creativity of local artists by funding and partnering with the City's arts and cultural communities. The city demonstrates an ongoing commitment to arts and culture through DCA's ongoing activities, including community arts programming, cultural grants, marketing, public art, performing arts and venues, and youth arts and education programs, to stimulate and foster the creation of arts and cultural experiences throughout the diverse neighborhoods of LA.

QUESTIONS

Please direct any questions to <dca.publicart@lacity.org> with the subject header "CD10 Western Avenue Mural." RFP available online at: <https://culturela.org/calls/>