



**LADYSMITH**

*Parks, Recreation & Culture*

**Request for Proposal**

**No. 2022-PRC-01**

**Call for Artists**

**Collaborative Youth Mural Project**

For further information  
please contact:

**Shannon Wilson**

**250.245.6424**

[swilson@ladysmith.ca](mailto:swilson@ladysmith.ca)

RFP Issue Date: **January 25, 2022**

RFP Closing Date: **2:00 pm, February 24, 2022**

RFP Opening: **2:15 pm, February 24, 2022**

Location of Bid Opening: **Ladysmith City Hall**



## **1. Introduction**

Artists are invited to submit proposed interest for a collaborative youth mural project located at Frank Jameson Community Centre in Ladysmith, BC.

The Town is seeking proposals for a qualified professional artist to lead a collaborative mural project with local youth in Ladysmith and Stz'uminus that in addition to creating "connection", will enhance the aesthetics of the existing wall on the street front at Frank Jameson Community Centre, located at 810 – 6<sup>th</sup> Avenue in Ladysmith, BC.

Mural projects attract young people of all ages. This is a youth engagement project - creating community through the arts connecting youth to their peers, local artists and community members and giving them a voice that enriches their quality of life.

Something magical happens when you give young people a chance to create public artwork: they find a positive way to express themselves, they feel more connected to their communities and their peers, and they gain real-world skills.

Murals are colorful, dramatic and attention-grabbing. Collaborative mural projects encourage group bonding, foster community identity and help create a sense of community purpose and pride. Murals have the potential to make powerful statements that express the values of a community, involve a diverse group of participants, and enhance a public space.

Project completion and official unveiling is June 2022.

## **2. Required Project Deliverables**

### **GENERAL INFORMATION**

#### **The Opportunity**

The concrete wall at the front of Frank Jameson Community Centre is a blank canvas for a 'welcome beacon' for the community.

If you are an experienced artist who enjoys building connections and capacity with youth, we are looking to hear from you!

The creation of this mural brings a professional artist and local youth together to transform the place where we live, work, learn and play, into welcoming and environment that invites interaction and appreciation of art and culture.

This is a youth engagement project to bring youth together, build capacity and enhance the aesthetics of the existing wall on the street front at Frank Jameson Community Centre, located at 810 – 6<sup>th</sup> Avenue in Ladysmith, BC.

## The Theme

The theme of the mural is **Connection**.

The proposed artwork should demonstrate imagination, originality, excellence and artistic merit, consider the site's location, context and audience, be safe for long-term exhibition in high traffic outdoor public space, be vandal resistant and resistant to year-round weather conditions, including proximity to exposure to a marine environment.

## Project Goals

Through a collaborative engagement process with youth in Ladysmith and Stz'uminus, the Artist will create an opportunity to connect local youth while animating the space and enhancing the aesthetics of the existing wall.

## The Lands

The 250 ft pitted concrete wall is located at 810 – 6<sup>th</sup> Ave in Ladysmith, BC. This space is Ladysmith's hub of activity at the entrance of Frank Jameson Community Centre. The Town of Ladysmith is looking to animate the space at the entrance through art, welcoming and inviting patrons to the space.

This mural project will focus on the wall as pictured. Approximate dimensions of the wall are 190' x 5' (front) and 60' x 4' (side by lower parking lot). We look forward to seeing your vision for how we can complete the project.





### Scope of Work

The location for the public art will be outside directly on the concrete, 190' x 5' (front) 60' x 4' (side by program room) horizontal wall.

The artwork should:

- Enhance the look of the existing wall with a distinctive aesthetic experience and be compatible with the surrounding park environment.
- Be an original art piece appropriate for outdoor installation able to withstand severe weather, vandalism, graffiti, and maintenance.
- Consider site limitations due to wall configuration.

### Why Public Art

In January 2020, the Town adopted the Public Art Policy.

Public art reflects the identity of our Town, gives voice to community and builds relationships between diverse groups. Public art gives meaning to place by interpreting the natural, social, cultural and built environment.

Public art is a highly visible, accessible, and engaging way of telling stories on a community-wide scale. Through mixed media artistic platforms, public art can make us stop, re-examine, and spark conversation about the ideas that art brings to our lives and communities.

To learn more, visit:

<https://www.ladysmith.ca/parks-recreation-culture/culture/public-art>

### Key Dates and Timeframes

The Town is commencing with an RFP process to select a professional artist for the Project. This is a collaborative project that will require engagement with local youth from Ladysmith and Stz'uminus, and the Town is seeking the lead Artist as soon as possible.

Selection of Artist – February/March 2022  
Youth Engagement commencing March 2022.  
Design of Artwork in consultation with youth by April/May, 2022  
Project completion and official unveiling is June 2022.

### GENERAL REQUIREMENTS

The Selected Artist(s) will be required to:

- Have ongoing communication and collaboration with Town’s representative(s) regarding Artwork development and installation;
- Youth Engagement commencing March 2022
- Design of Artwork in consultation with youth – April/May, 2022;
- Deliver in-person creation of Artwork by June 30, 2022;
- Be responsible for the installation;
- Provide a narrative description of the work;
- Provide written instruction for appropriate maintenance and preservation of the work; and
- The selected artist(s) will be required to sign an Artist Agreement, which states the artist(s) fully understand and accept the terms and conditions of this Call to Artists RFP #2022-PRC-01.

### 3. Response Content

Please submit the following items. Incomplete packages may not be considered.

- a) A letter of interest, no more than one page in length that:
  - Explains the artist’s particular interest in the project;
  - Outlines applicable experience that has prepared the artist for this project;
  - Indicates availability to work within the established time line; and
  - Indicates what relevant experience the artist has with collaborative works and team participation.
- b) A current Curriculum Vitae.
- c) Images of the Artist’s work or other visual materials that show the quality of the Artist’s work. Images must be numbered, the orientation of the image must be indicated and the artist’s name included. Videos will only be accepted digitally. Submission files **must be 5 MB or smaller**. Please note that file share platforms will not be permitted.
- d) A numbered image list including the artist’s Last Name, First Name and Title of Work, dimensions and medium. Maximum 3 images.
- e) A proposed detailed budget for project completion and an estimated annual budget for maintenance costs.

- f) References: list complete addresses, telephone numbers, and e-mail addresses of at least two art professionals and one artist and, if applicable, one design professional such as an architect, landscape architect, engineer, etc. Emerging artists including digital images of student work must include the name of the instructor/professor overseeing the project.

As part of the submission review process, proponents may be required to present their proposal and approach to the Town staff. Proposals will be reviewed and evaluated by a committee comprised of Town staff and Public Art Task Group members. During the evaluation process any or all of the proponents may be asked for clarification by telephone or email.

#### 4. Enquiries

All enquiries related to this “Request for Proposal” are to be directed to:

Shannon Wilson  
Recreation & Culture Coordinator  
[swilson@ladysmith.ca](mailto:swilson@ladysmith.ca)  
Phone: 250.245.6424

#### 5. RFP Addenda

It is the responsibility of the proponents to check periodically for any addenda that may be issued by the Town of Ladysmith. Addenda will be posted on the Town of Ladysmith website ([www.ladysmith.ca/city-hall/bid-opportunities](http://www.ladysmith.ca/city-hall/bid-opportunities)) and on BC Bid.

#### 6. Proposal Submission

Proponents are requested to submit their proposals via email **no later than 2:00pm on February 24, 2022** to the attention of:

**Donna Smith, Manager of Corporate Services**  
Town of Ladysmith  
410 Esplanade - P.O. Box 220  
Ladysmith, BC V9G 1A2  
Email: [bid@ladysmith.ca](mailto:bid@ladysmith.ca)

**Proposals must be submitted by email and files must be 5 MB or smaller.** The Town is not responsible for the timely receipt or adequacy of any electronic transmissions, and late receipt of Proposals via email or facsimile will be cause for rejection of a Proposal.

Please note that electronic file transfer sites will not be permitted to submit files.

All submissions must be clearly marked “Request for Proposals No. 2022-PRC-01”.

The successful bidder will be required to obtain and provide proof of the following:

- A current business licence for operating in the Town of Ladysmith
- A Clearance Letter from WorkSafe BC that confirms they are registered and in good financial standing with WorkSafe BC
- Minimum \$2 million liability insurance with the Town of Ladysmith named as additional insured
- Federal, provincial and municipal permits when and where applicable

Submissions in response to this RFP will be opened at the Town of Ladysmith City Hall on **February 24, 2022 at 2:15pm**. This will not be a public opening.

## **7. Proposal Evaluation**

The Town will evaluate proposals based upon but not limited to, the following:

- Quality of the Proposal
- Fee Quote
- Principles of best value (see below)
- Demonstrated proven experience
- Accessibility and responsiveness
- Reference Checks

In addition, the following process will be undertaken when evaluating proposals:

### **Selection Panel**

The Artist will be selected by a selection panel established by the Public Art Task Group as defined in the Public Art Tool Kit #1 – Guidelines for Acquisition of Public Art.

### **Selection of Artist**

The selection panel may select finalists to be interviewed based on the quality of their artwork as exhibited in images and other relevant application materials.

The following criteria may be used in the selection process:

#### **a) Goals of the Project Selection Process:**

1. To implement the agreed upon goals of the project by selecting art work that is the most appropriate for the project
2. To seek quality and integrity in the artwork
3. To choose the artist(s) who will best respond to the stated purpose, theme and goals of the project
4. The Artist must provide original artwork (not a reproduction)
5. The Art must not demonstrate cultural appropriation

- b) Artist's experience and history, highlighting community practice working with youth:
  - o Curriculum Vitae
  - o Ability and track record to meet deadlines
  - o Experience and track record with budgeting and staying within budget
  
- c) Artist's collaborative abilities:
  - o Ability to work as a member of a team
  - o Ability to communicate
  - o Flexibility
  - o Ability to, where appropriate, solicit community involvement in the project
  - o Demonstrates the ability to represent our community in a positive way.
  
- d) Artist's understanding of the project:
  - o Perception of project and the project theme
  - o Awareness of community attitudes and concerns
  - o Familiarity with project design and parameters
  - o Ability to understand and accept the timeline
  
- e) Artist's consideration of Technical Aspects
  - o Vandal resistance
  - o Ongoing maintenance needs of the piece
  - o Structural engineering of the site and piece for the site
  - o Operational requirements of the piece (i.e.) movement, sound, light etc.
  - o Safety considerations
  - o Accessibility
  
- f) Other criteria specific to the project and site goals and themes

The Town reserves the right to accept or reject any or all proposals either whole or in part at any time, or waive formalities in, or accept a proposal either whole or in part which is deemed most favourable in the interest of the Town. The Town will be under no obligation to proceed further with any submitted proposal and, should it decide to abandon same, it may, at any time, invite further proposals for the supply of the described services or enter into any discussions or negotiations with any party for the provision of the services. No alterations, amendments or additional information will be accepted after the closing date and time unless invited by the Town.

The lowest or any submission in response to this Request for Proposal will not necessarily be accepted. The bids will be considered on their merits and it is not the intention of the Municipality to buy on price alone.



The Town of Ladysmith Purchasing Policy entails the following Principles of “Best Value”:

- Procure the goods and services requirements of all departments in an efficient, timely and cost effective manner while maintaining the necessary controls;
- Engage in an open bidding process wherever practical;
- Ensure maximum value is obtained during the acquisition of goods and services. Where applicable, the total cost of the goods and services purchased should be taken into account. Total cost may include but not be limited to acquisition cost, disposal cost, residual value, training cost, maintenance cost, product performance and environmental impact;
- Take into account wherever practical the commitment to protection of the environment, and energy conservation;
- Ensure the acquisition of goods and services meets the requirements of applicable legislation and trade agreements, including the New West Partnership Trade Agreement, and the Agreement on Internal Trade; and
- Ensure that maximum value is realized when disposing of surplus goods, materials and equipment.
- Up to five (5) percent of the evaluation score will be allocated based on the proposal’s contribution to the following community benefits:
  - *Economy*
    - Demonstrate job creation within the local area, which is defined as the Cowichan Valley Regional District and the Regional District of Nanaimo.
    - Contribute to a stronger local economy (buy local)
    - Increase training and apprenticeship opportunities
    - Provide work experience and employment opportunities for youth aged 15 to 24
    - Ensure that a Living Wage for the local area is paid
  - *Public Spaces*
    - Enhance community recreation, arts and/or culture infrastructure
    - Improve and enhance public spaces
    - Improve access to public spaces for people living with disabilities
  - *Environment*
    - Demonstrate that work undertaken exceeds requirements for environmental standards

## 8. Ownership of Proposals

All Proposals and subsequent information materials shall become the property of the Town of Ladysmith after the closing date and time and will not be returned.

The Proposals will be held in confidence by the Town subject to the provisions of the *Freedom of Information and Protection of Privacy Act*. This Request for Proposals and all associated documentation is the property of the Town of Ladysmith and shall not be copied or distributed without the prior written approval of the Town.