Call to Artists – Request for Proposals (RFP)

Project: Banner Project – Temporary Public Art
Artist Fee: $10,500 + HST
Project Deadline: June 11, 2019 by 9:00 AM

1. Project Brief

The Town of Halton Hills (The “Town”) Public Art Program invites Canadian professional artists or artist teams to submit proposals to create original banner artwork. The banners will be installed along Main Street South, Princess Anne Drive, Mountainview Road South, Guelph Street (Hwy 7), Mill Street East (Hwy 7), Acton Sports Park and Dominion Gardens Park creating a unified and captivating visual presence from January to June 2020.

The commissioned artist(s) will be responsible for developing artistic content and creating seven designs to illustrate the theme. The Town will be responsible for the fabrication and installation of the banners.

2. Eligibility

This is a temporary public art competition open to professional artists* and artist/artist-led teams residing in Canada.

*As per the Town of Halton Hills Public Art Policy (2016) an artist is: A person, who is objectively recognized as an artist, possesses training, skill, and/or experience in his or her artistic discipline; is active in and committed to his or her art practice, and has a history of public presentation.

3. Considerations for the Artwork

Artwork Goals and Themes: Through a cohesive body of vibrant, thought-provoking work, the Banner Project will enliven the streetscape and engage the community. Artists should consider how their proposed banner artwork will spark discussions on the theme of sustainability. Banner artwork should be understandable and discernable to pedestrians, cyclists and motorists.

Fabrication: The commissioned artist(s) will be responsible for creating and submitting high resolution digital files of seven art designs. The artwork will then be fabricated and installed by a Town contractor with the assistance of the commissioned artist/artist team. If the artist(s) are unavailable for the installation they will provide detailed installation instructions to the Town project team. Note that fabrication and installation costs are covered by the Town and are not included in this proposal.

Location details: Banner artwork will be installed on:

- Main Street South, Georgetown – Between James Street and Church Street (Double armed, decorative poles)
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- Mill Street East, Acton (Hwy 7) – Between Main Street North and Bower Street (Single armed, decorative poles)
- Princess Anne Drive – Between Halton Hills Drive and Hyde Park Drive (Single armed, standard poles)
- Mountainview Road South – Between Eden Place and 10th Side Road (Double armed, standard poles)
- Guelph Street, Georgetown (Hwy 7) – Between Maple Avenue and Brucewood – (Single armed, standard poles)
- Dominion Gardens Park (Single armed, decorative poles)
- Acton Sports Park (Single armed, standard poles)

See Appendix A for maps of pole and banner locations. Note: some poles have single-arm hardware and some have double-arm hardware as noted above. There are two different banner sizes based on the height of the pole.

4. **Technical Requirements**

Banner artwork must adhere to the following specifications:

**Sites: Decorative – downtowns and parks**

- Artwork must fit banner dimensions of 24” wide x 48” high
- Double Arm Poles:
  - Main Street South – 12 poles, 24 banners
- Single Arm Poles:
  - Mill Street East – 29 poles, 29 banners
  - Dominion Gardens Park – 41 poles, 41 banners

**Sites: Standard – all other sites**

- Artwork must fit banner dimensions of 28” wide x 60” high
- Banners hung on these poles will be hung on the back of the pole furthest away from the road where possible
- Double Arm Poles:
  - Mountainview Road South – 22 poles, 44 banners
- Single Arm Poles:
  - Princess Anne Drive – 9 poles, 9 banners
  - Guelph Street – 7 poles, 7 banners
  - Acton Sports Park – 6 poles, 6 banners
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Note: Town of Halton Hills will create an 8th design with project information (exhibition title banners) to be included in the number and rotation of the banners listed above. Total number of artist designed banners is 140 (seven unique designs).

For all Banners:

- Artwork will be printed on both sides of the banner;
- Full colour or black and white artwork;
- For artwork in colour, colours should be bold and bright as light colours tend to fade more;
- Artwork should be bold and visible from a distance;
- Artwork should be understandable/discernible to pedestrians, cyclists and motorists;
- Artwork should avoid small, complicated details that are not visible from a distance;
- Outline all text or include fonts (if used);
- Keep all images and text within the safe area of the banner to ensure that nothing is impacted by stitch lines;
- Include a ¾” bleed all around the background colour(s);
- High resolution PDF, Adobe Illustrator .ai files or .eps files are required for production;
- Banner Material: 21 oz vinyl; sleeve stitched top and bottom and grommeted (see appendix B for diagrams);
- Exhibition title banners will be interspersed with the artwork (designed by the Town);
- Each banner will be repeated approximately 19 times throughout the installation.

Artists should be aware that the artwork may be subject to damage by the elements or the public. Therefore artists must accept the risk that their artwork may be damaged, altered and/or removed by the Town at any time following installation.

Artwork must not contain content in breach of any intellectual property, trademarks, brands, or images of vulgar, offensive or illegal activity. Banners may not promote a political party or election candidate; promote tobacco, alcohol or marijuana use; present demeaning or derogatory portrayals of individuals or groups; or contain anything which, in light of generally prevailing community standards is likely to cause deep or widespread offence.

5. Budget

The commissioned artist(s) will receive $10,500 + HST (if collected by vendor) Canadian Dollars*. Fabrication and installation costs are covered by the Town and are not included in this proposal.

*This fee includes (but is not limited to): the preparation and submission of the proposal, coordination and technical consultations including approvals or other expertise as required, preparation of any information and/or documentation, attendance at meetings and site visits, travel to the site and to meetings as required, artwork delivery and relevant materials and attendance at the installation of the completed artwork and unveiling event.
6. Anticipated Schedule

It is expected that the commissioned artist(s) will comply with the project’s general timeline dates as highlighted below:

<table>
<thead>
<tr>
<th>Date*</th>
<th>Project Phase</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 21</td>
<td>Launch Call for proposals</td>
</tr>
<tr>
<td>June 11 – 9 am</td>
<td>Deadline for Artist Proposals via email, by 9:00 AM</td>
</tr>
<tr>
<td>June 17 - 19</td>
<td>Art Selection Panel meets to review proposals and choose finalist(s), Reference Check</td>
</tr>
<tr>
<td>June 26</td>
<td>Finalist(s) notified</td>
</tr>
<tr>
<td>July 2 - 5</td>
<td>Contract execution; technical design</td>
</tr>
<tr>
<td>August 13</td>
<td>Approval of comprehensive renderings or digital prototypes/concepts</td>
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<tr>
<td>October 18</td>
<td>Final artwork delivery</td>
</tr>
<tr>
<td>November 15</td>
<td>Artist’s approval – colour etc</td>
</tr>
<tr>
<td>November 18 – December 20</td>
<td>Banner fabrication (by Town contractor)</td>
</tr>
<tr>
<td>January 20 - January 31, 2020</td>
<td>Banner installation</td>
</tr>
<tr>
<td>February 3</td>
<td>Banner unveiling</td>
</tr>
<tr>
<td>June – in time for Canada Day</td>
<td>Banner de-installation (by Town contractor)</td>
</tr>
</tbody>
</table>

*Schedule is subject to change

7. Selection Process

Proposals will be reviewed by an independent Art Selection Panel comprised of art professionals and community representatives. The panel will receive technical input and advice from appropriate Town staff. The Art Selection Panel will recommend an artist or artist team for the award of the Commission to the Public Art Advisory Board for approval.

The Art Selection Panel will assess the proposals out of a 100 point scale using the following criteria:

<table>
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<tr>
<th>Criteria</th>
<th>Point Value</th>
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<tbody>
<tr>
<td>Artistic merit, including quality of work, originality, and artistic excellence in the field of contemporary art;</td>
<td>40 points</td>
</tr>
<tr>
<td>Exemplification of the theme;</td>
<td>35 points</td>
</tr>
<tr>
<td>Qualifications and professional experience of the artist(s), specifically the ability to meet the technical requirements as specified in the call and execute a project of this scale within the budget, timeline and criteria developed.</td>
<td>25 points</td>
</tr>
</tbody>
</table>
Should further clarification be required by the Art Selection Panel, artists may be asked to attend an in-person or phone call interview with the panel. The Town will not provide any additional compensation to artists to attend the interview.

The Town reserves the right to select and retain the highest ranked artist deemed most appropriate for the project at its sole discretion.

8. Submission Requirements

Please read all components of the RFP prior to completing your submission. A complete submission package includes the following documentation in PDF Format:

a) Artist declaration: use the form provided below
b) Artist statement (2 page maximum): a written description of the artists’ response to the theme
c) Up to 8 digital images of the proposed artwork including: artist renderings, details of applicable concept sketches and any other related images. These should be mock-ups and sketches, not completed work.
d) Artist’s CV and up to 5 images of past work: highlight relevant experience on projects similar to or directly related to this project and proposed theme
e) References: include contact name, title, organization, telephone number and email address for two references who can speak to the artist’s art practice and interest and/or experience in public art projects.

Submissions must be sent by email to:

publicart@haltonhills.ca

Subject: Artist Proposal – Banner Project

If the file size exceeds 9 MB please use an external file share program.

Only one application per artist/artist team will be accepted.

Incomplete submissions or submissions received after the deadline will not be adjudicated. Artist(s) will retain copyright over their proposals. However, the proposals may be used by the Town in meetings with stakeholders and staff. Please note that proposals will not be returned.

9. Reserved Rights of the Town of Halton Hills

Proponents shall bear all costs and expenses incurred by them relating to any aspect of their participation in this Request for Proposal, including all costs and expenses related to preparation of proposals and any subsequent negotiations with the Town.
The Town, at its sole discretion, may request clarifications or request additional information, as deemed necessary to evaluate the submissions. The Town retains the sole discretion to determine whether a submission is responsive and if the prospective Artist or Artist Team is capable of performing the Work. The Town reserves the right, at its sole discretion, to determine the number of pre-qualified Artists or Artist Teams. The Town reserves the right to not proceed with awarding a contract.

10. Publication of Competition Information

The Town shall have exclusive right to issue all public announcements regarding the competition.

11. Copyright and ownership of images

The artist retains copyright of their work. The Town of Halton Hills reserves the right to use images of the successful work for promotions and marketing purposes. The artist agrees that the Town may display the banners in future as desired. Any future display of the banners in part or as a whole would be in accordance with their original intended use.

12. Additional Information

Please refer to the Town of Halton Hills Public Art Master Plan for additional details about public art in Halton Hills.

For information or questions regarding this Request for Proposals, please contact:

publicart@haltonhills.ca
13. Artist’s Declaration

The following Declaration is to be signed by the Artist or Artist Team and submitted as part of their proposal package:

I/We hereby declare that the information provided herein is true and correct to the best of my/our knowledge.

Name: _____________________________________
Signature: __________________________________ Date: ______________________________

Name: _____________________________________
Signature: __________________________________ Date: ______________________________

Name: _____________________________________
Signature: __________________________________ Date: ______________________________
Appendix A - ACTON Downtown

Town of Halton Hills

Single-Arm Decorative Pole: 29
1 banner per pole = 29 banners
Size: 24” x 48”

Total = 29 banners

Legend
- Railway
- Street

Notes

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Projection: NAD_1983_UTM_Zone_17N
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Scale: 1:2,895
Date: 4/16/2019

Region of Halton, Teranet Enterprises Inc. and other agencies.
Town of Halton Hills

Appendix A - GEORGETOWN Dominion Gardens Park

Single-Arm Standard Poles: 7
1 banner per pole = 7 banners
Size: 28” x 60”

Single-Arm Decorative Poles: 41
1 banner per pole = 41 banners
Size: 24” x 48”

Total = 48 banners
Appendix A - GEORGETOWN Downtown Main Street South

Town of Halton Hills

Double-Arm Decorative Pole: 12 banners per pole = 24 banners
Size: 24” x 48”
Total: 24 banners
Appendix A - GEORGETOWN Princess Anne Drive

Town of Halton Hills

Legend

Railway
Street

Single-Arm
Standard Poles: 9
1 banner per pole
= 9 banners
Size: 28” x 60”

Total = 9 banners

Notes

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Projection: NAD_1983_UTM_Zone_17N
© The Corporation of The Town of Halton Hills
Scale: 1:5,790
Date: 4/17/2019
Region of Halton, Teranet Enterprises Inc. and other agencies.
Double-Arm
Standard poles: 22
2 banners per pole
= 44 banners
Size: 28” x 60”
Total = 44 banners
Appendix A — ACTON Sports Park

Town of Halton Hills

Legend
- Town Boundary
- Urban, Hamlet, Rural Area
- Urban
- Hamlet
- Rural Outlier
- Street
- Park

- Single-Arm Standard Poles: 6
  1 banner per pole
  = 6 banners
  Size: 28” x 60”

Total: 6 banners
Appendix B - Banner Dimensions

Decorative Pole 24” wide x 48” high

24”

Vertical stitch line: 0.5”

Sleeve Area: 3.75”

Safe Area: 40.5” x 23”

2”

1.75”

2”

1.75”

2”

0
Appendix B - Banner Dimensions

Standard Pole 28” wide x 60” high

- Vertical stitch line: 0.5”
- Sleeve Area: 2.75”
- Safe Area: 52.5” x 27”