



**CITY OF WEST PARK
REQUEST FOR QUALIFICATIONS NOTICE
(RFQ # 24-0319R)**

MARY SAUNDERS PARK - PIONEER WALL MURAL ARTIST

The City of West Park (the “City”), Florida, invites experienced individuals, groups, or companies to respond to Request for Qualifications RFQ #24-0319R for the purpose of selecting a professional “Artist” for the future design and execution of a mural reflecting the history, spirit, and cultural identity of the West Park community as part of the Mary Saunders Park Pioneer Wall Project.

Following the qualifications submittal and review process, the City will formally evaluate and determine which individuals or firm(s) are qualified to submit an actual fee proposal and conceptual sketches as part of the final design and implementation process. Only persons or firms with similar experiences and a proven track record of delivering successful/on time – on budget projects are encouraged to apply.

RFQ packages shall be submitted in accordance with all requirements contained in **RFQ # 24-0319R**. RFQ document(s) may be obtained on or after February 18, 2024 by electronic download from the City’s website at: www.cityofwestpark.org/business/bids-rfps-rfqs

Submittal Deadline - RFQ submittals will be accepted **until 1:30 p.m. on Friday, April 19, 2024** (*extended from March 19, 2024*) and **must be submitted to the City Clerk’s Office at the West Park City Hall, 1965 South State Road 7, West Park, Florida 33023**. Questions regarding **RFQ # 24-0319R** must be submitted via e-mail to: agrant@cityofwestpark.org no later than **Wednesday, April 10, 2024 at 5:00 p.m.**

Conflict of Interest Notification Requirement - If you are an employee, board member, elected official or immediate family member of any such person, the specific relationship should be indicated in writing and must be included with your RFQ submittal package. The City will also conduct reference checks as part of required due diligence to determine the capability of individuals/firms (hereinafter referred to as respondents). Each respondent must provide verifiable references for projects of similar scope.

Cone of Silence - The City of West Park City Commission has adopted legislation imposing a Cone of Silence associated with City purchases involving goods and services. The Cone of Silence refers to limits on communications held between Proposers, Proposer’s representatives and City elected officials, management and staff during the period in which a Formal Solicitation is declared open. For the purpose of this solicitation, City Commission members, management, and staff are also included in this Cone of Silence. The Cone of Silence shall be imposed when a formal competitive solicitation has been issued and shall remain in effect until an award is made, a contract is approved, or the City Commission takes any other action which ends the solicitation.

For questions regarding this solicitation, email the City Clerk at: agrant@cityofwestpark.org

Scope of Work

The City of West Park is seeking qualifications from experienced artists to be eligible for the design and installation of a mural to be erected on a new architecturally designed reinforced concrete monument wall inside Mary Saunders Park located at 4750 SW 21st Street, West Park, Florida 33023.

This mural is part of the Pioneer Wall initiative, intended to highlight the pioneers of the West Park community, symbolize its change, transformation, and “Positive Progression” while celebrating the culture of the early settlers.

While name recognition plaques will be installed by others on the north face of the wall to help highlight the historic relevance and contributions of the pioneers, the south side mural design should create a sense of community and beauty, express cultural identity and the spectrum of this evolving neighborhood, and inspire creativity and wonder. The combination of pioneers recognized on the wall and the mural should work to engage residents and visitors to enhance their appreciation of the qualities that make the City of West Park unique.

The mural’s final design should be relevant to its location and represent the history cultural identity of West Park. The mural as art in public space should complement the character of the community and/or space where it is placed and should integrate well into the design of its surroundings.

Artists submitting qualifications should consider, if selected, how they will engage with neighborhood historians, and city officials, with regard to the creative process for the artwork.

Specifications

The south-facing side of the wall is visible in the conceptual design image included herein. The dimensions of the wall are roughly 47 feet long and 5 feet - 9 feet tall. Artists should plan for a mural installation that will cover the entire concrete surface while considering the configurations and intricate details and elements associated with the wall.

Resources

The Mary Saunders Park Pioneer Wall Plan and conceptual design example can be found on the City’s website at: <https://www.cityofwestpark.org/home/showpublisheddocument/1292/638382367023470000>

Eligibility

Candidates must be professional artists, designers, or fabricators or partnered with professional artists, designers, or fabricators; eligible to work in the United States (E-Verify), authorized to transact business in the State of Florida; and age 18 and older. The artist(s) must be fully responsible and present during the installation of the mural.

The City reserves the right, before requesting and accepting a proposal, to require respondents to submit evidence of his/her qualifications, as may be deemed necessary, and consider any evidence available to it of the financial, technical, and other qualifications and abilities of the potential proposer. Proposal requests may be issued only to respondents fully qualified to undertake the proposed work. All material or services must meet all applicable Federal, State and Local specifications.

RFQ Response Submittal Requirements

To be eligible for selection consideration, interested artists must submit by the due date **one (1) original, three (3) copies and one (1) electronic copy of the information listed below** in a large envelope or package clearly marked “**RFQ No. 24-0319R**”. The electronic copy shall be in the form of a scanned PDF copy of the original and all materials submitted in the response provided on a jump/flash drive.

1. Contact information: Name, address, telephone number, email address;
2. Resume/CV for lead artist(s); qualifications;
3. Photographic illustrations/examples of other works of similar scale and scope, with budgets;
4. Brief written narrative (2 pages max.) describing your methodology and creative process/steps typically taken towards understanding the nature of the work to be performed and conceptualizing the various design options to be presented;
5. At least three (3) recent clients references with contact names, email addresses and telephone numbers. References provided shall be for examples of other works of similar scale and scope to that being requested in this RFQ.

Evaluation and Selection Process

1. *Selection Criteria.* Responses will be evaluated based on qualifications, expertise, and experience relevant to this project. Each proposal received will be reviewed and ranked based on the following criteria:
 - a. Experience and Capability (40 points)
Respondents will be evaluated based on the lead artist’s experience and past efforts in this type of work. A description of the respondent’s capabilities, years of experience, and examples of previous similar projects including a project description, completion date and location, and contact information for the project owner should be included.
 - b. Work Plan / Creative Process (30 points)
Demonstration of an understanding of project goals by providing a thorough, creative, and clear suggested approach to attain the goals outlined in the “Scope of Work”.
 - c. References (20 points)
A list of at least three (3) client references who can verify comparable project experience and provide comments regarding the respondent’s work. It is the responsibility of the respondent to ascertain that the contact person will be responsive.
 - d. Local Preference (10 points)
Where applicable, the City’s Local Preference Policy (as outlined in the City’s Code of Ordinances, Section 2- 164), will be considered when evaluating proposals and awarding services. The City’s Code of Ordinances may be located on Municode at: https://library.municode.com/fl/west_park/codes/code_of_ordinances
2. *Short List.* Each respondent to this RFQ will be evaluated and selected based on the qualifications and experience of the particular individuals identified as the respondent's proposed team for the Project. After evaluating the responses to this RFQ, the city will select a short list a maximum of three (3) candidates that it considers to be the most qualified.

3. *Interviews (optional)*. The City reserves the right to conduct personal interviews or required presentations, if necessary, on all proposers prior to selection. The purpose of the interview will be to meet the proposed Project team, become familiar with key personnel, and understand the project approach and ability to meet the stated objectives for the Project.

Project Timeline (Subject to change)

- February 18, 2024 - RFQ Advertisement / Distribution of Solicitation /Cone of Silence
- April 10, 2024 ~~March 4, 2024~~ - Deadline to Submit Questions
- **April 19, 2024 ~~March 19, 2024~~ - Deadline to submit statement of qualifications**
- May 19, 2024 ~~April 19, 2024~~ - All submissions reviewed and a maximum of three (3) semifinalists selected
- June 19, 2024 ~~May 3, 2024~~ - Projected Request for Proposals issued to semi-finalists.

Qualifications Disclosure: Upon opening, qualification packages become “public record” and shall be subject to public disclosure consistent with Chapter 119, Florida Statutes.

Future Request for Proposal (NOT A PART OF THIS SUBMITTAL)

Upon successful completion of the RFQ process, the short-listed candidates/finalists shall be issued a Request for Proposal (“RFP”) via separate invitation that will allow them to submit pricing proposals containing their proposed fees and design concepts for the project.

The proposal shall include the artist’s fee, overhead and profit, all costs and expenses for taxes, labor, equipment, supplies, materials, safety measures, site preparation for protecting the surrounding area, and incidental cost for completing the project. Once hired, the mural artist will finalize a detailed design and install package, which must be acceptable to the City.

The total budgeted amount allotted to this project is not to exceed \$15,000. As part of the RFP process, each short-listed semi-finalist will be paid a \$1,000 stipend for the proposal preparation and design and submittal of three (3) mural concepts on 11x17 size sheets. The final/highest ranked proposer as selected by the City, will credit this stipend amount towards the total fee presented in their proposal.

For further information, interested parties may e-mail questions to the attention of the City Clerk at agrant@cityofwestpark.org until **5:00 pm Wednesday, April 10, 2024**. Requests for any information or questions must be submitted in writing.

Please be advised that the City of West Park complies with the Broward County’s Cone of Silence ordinance.

City Clerk
City of West Park, FL