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# BRUCE'S BEACH APPC RFP PREP

NOVEMBER 10, 2022



# RFP OVERVIEW

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# PROJECT OVERVIEW

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## Project Overview:

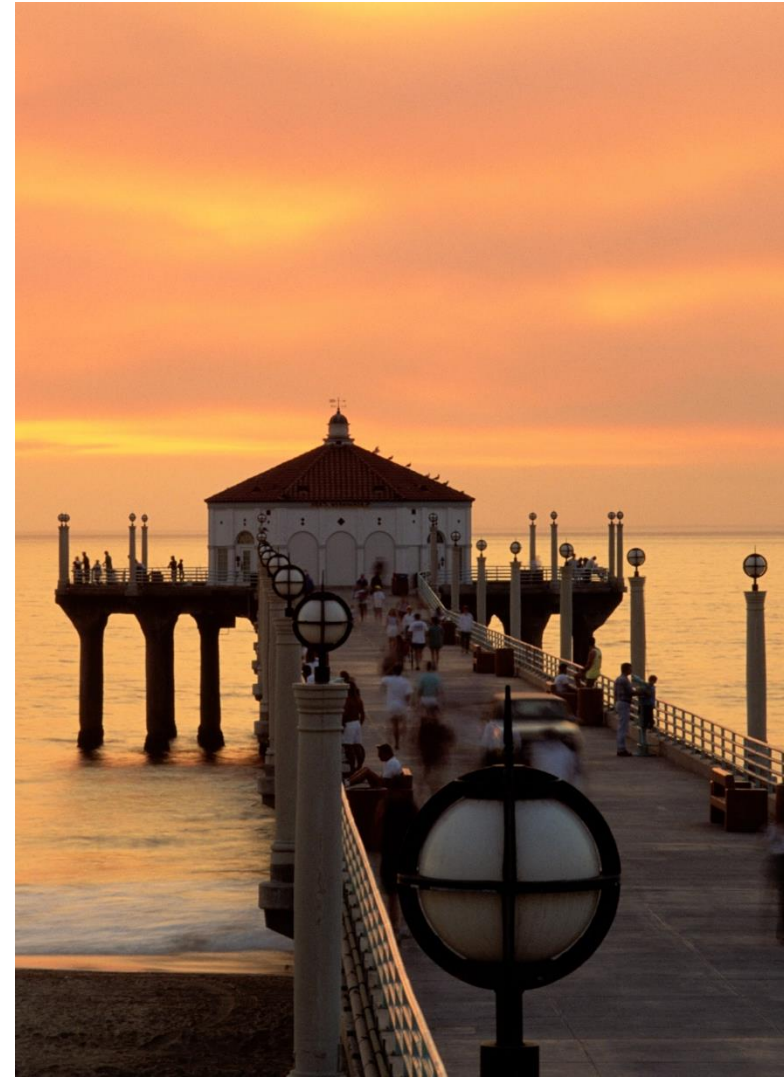
The City of Manhattan Beach is seeking to commission an original, site specific sculptural artwork to honor the history and legacy of Bruce's Beach. The artwork should evoke a sense of peace, healing, and community, and offer a place to rest and contribute small offerings such as flowers or mementos.

## Budget:

\$350,000 all inclusive

## Dates:

Submissions will be received from XXXX to XXXX at XXpm





# SUMMARY / ELIGIBILITY

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## RFP Summary:

The City of Manhattan Beach is a vibrant beachfront community of 35K residents. Whether living, working, or recreating in Manhattan Beach, we enjoy year round beach weather, shopping and dining, and our small hometown feel. We strive to promote a sense of community, diversity, and inclusivity. This sculpture will need to fit in with these values and enhance our beautiful beach view. The selected artist/team will collaborate with designated City officials to fine tune and revise the chosen design to fit the vision and parameters of this proposal.

## Eligibility:

This project is open to all professional artists and artist teams with public art experience ages 21 and older who demonstrate the capability to complete a project of this magnitude. Eligible applicants must have successfully completed a public or private art project with a budget of a minimum of \$200K. Artists or artist teams are expected to be based in Southern California. Artists and/or artist groups from diverse backgrounds and strong ties to Manhattan Beach are encouraged to apply.



# DESCRIPTION / GOALS

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## Project Description:

While Bruce's Beach has a difficult history, we are hoping that this monument will begin a road to recovery and healing. We aim to reflect the current community, embrace the lessons of the past, and communicate the feeling of unity, empathy, and reconciliation.

➤ Theme, images, ideas, prompts for departure?

## Artwork Goals:

The City of Manhattan Beach strives to create and commission artworks that reflect aesthetic and technical quality and foster a welcoming, uplifting environment for growth. This artwork must be ADA accessible, consider public safety, and be easy to clean and maintain. The artwork should consider the elements of the site and the surrounding areas as a source of design ideas. It should be durable, sturdy, stable, resistant to UV damage, and well suited for marine climate conditions.



# ARTWORK LOCATION

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## Artwork Location/Site Information:

Bruce's Beach Park is a small public park in a residential area of Manhattan Beach. The park is located slightly inland of the beach on a steep hill, and is tiered into several terraces. The park is surrounded by homes in a quaint community that enjoys a quiet, small town feel with ocean views.

Due to the steep terrain of the park, the artwork must be located on the upper (east) most tier of the park, but not unduly restrict the beach view from the street or nearby residences.

Artwork must be congruent with and may incorporate, the newly installed Bruce's Beach Plaque, located in the center of the upper tier.





# MATERIALS / MAINTENANCE

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## Artwork Materials and Maintenance:

The artwork must be congruent with the goals and description set forth in this RFP.

It must be made of sturdy industrial materials, able to withstand daily interaction with the public over a period of multiple decades with minimal maintenance.

The artwork need not incorporate: water or fountain elements, moving parts, mechanical elements needing power or electricity, lighting/illumination, or materials that are easy to damage and/or difficult to clean and repair.

The submission must include a maintenance plan for the artwork including the cost of repairing and/or replacing damaged parts of the artwork.

➤ Specific materials to incorporate/avoid?



# HISTORY

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## History:

Willa and Charles Bruce acquired property along the Strand in Manhattan Beach to create a beach resort for the Black community on February 19, 1912. By 1916, the resort known as “Bruce’s Beach” was a thriving fixture for the Black community, with a restaurant, dancehall, changing rooms, and showers. Soon after, several other Black families purchased property near the current park location. Major George Prioleau and Mrs. Ethel Prioleau, Elizabeth Patterson, Mary Sanders, Milton and Anna Johnson, John McCaskill and Elzia Irvin, and James and Lula Slaughter built homes on their property.

Unfortunately, not everyone in Manhattan Beach welcomed the Bruces’ enterprise and its crowds of Black patrons in that era of Jim Crow and racial segregation. The Bruces, their patrons, and the other Black property owners faced harassment, intimidation, and discrimination by some, including City Hall. These actions aimed to make Manhattan Beach inhospitable to Black residents and visitors. Enough White residents ultimately pressured the City Council to exercise its power of eminent domain to acquire the land for use as a public park. As a result, the City condemned the properties of the Bruces, the Prioleaus, the Johnsons, Ms. Patterson, and Ms. Sanders. In addition, twenty-five white-owned properties that sat undeveloped among the Black-owned properties were also condemned. The City’s action at the time was racially motivated and wrong.





# BUDGET DESCRIPTION

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## Budget Description:

The \$350K budget is all inclusive and must include all costs associated with this project, such as: research, professional consultations, formal reports from licensed structural and electrical engineers where appropriate, project permits and fees, a long-term care and maintenance report from a licensed professional conservator, materials, fabrication, transportation, travel, insurance, foundation, installation (including site prep), revisions to the design, and photography and documentation of the artwork.

The artist must prepare and submit a budget capturing all costs associated with the project including but not limited to itemized costs for:

Materials	Fabrication	Installation
Travel/Lodging	Per Diem	Artist Fee (including revisions)
Packing/Crating	Delivery/Transport	Project Documentation
Project Permits	Engineering Costs	Legal Costs
Insurance	Landscaping	Foundation/Concrete
Contingency		



# APPLICATION REQUIREMENTS

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## Application Requirements:

Applications arriving past the deadline or incomplete applications will not be considered

All materials must arrive to XXXX, no later than 5pm on XXXX

Eligible applications must include:

- A professional resume/cv including contact information (name, address, phone, email), please include a brief description of your relationship to the South Bay and/or Bruce's Beach or this project
- A letter of interest outlining your desire to create this artwork and a narrative explaining your ability to collaborate with the City if selected for this project
- A color rendering of the proposed artwork (3-5 views) with a brief description of the depicted artwork including the inspiration, materials, size, imagery/iconography, and relationship to the site and history of Bruce's Beach
- At least 6 but no more than 10 images of similar work the artist completed in the past, including at least one artwork with a budget of \$250K+ (Images must be accompanied by an annotated image list that clearly indicates the title, dimensions, materials, date of completion, location, budget, and commissioning/purchasing entity if applicable)
- Three references of similar commissioned work with current contact information



# SELECTION INFORMATION

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## Selection Information

The final selected artist or artist team will be contracted through the City to develop and finalize the art concept in close collaboration with the selection panel. Please review the attached sample Artist Agreement.

- Selection Process

The Art in Public Places Committee (APPC) will select 12 applicants from the eligible pool and make recommendations to the Cultural Arts Commission (CAC). The CAC will narrow those down to 8 and recommend to City Council (CC), who will select 5 semi-finalists.

The semi-finalists will each prepare a maquette of their proposal including samples of materials and finishes as well as any changes that may result from collaboration with the City. A stipend of \$2,000 will be paid to each semi-finalist for the production of the maquette. All semi-finalists are required to visit the location of the artwork and meet with City staff prior to submitting the final maquette.

The maquettes will be presented by each artist/team to the APPC and the CAC, who will make recommendations on the finalist to City Council. The City Council will review all proposals and recommendations and will award project to the finalist.

The finalist will then work with City to finalize the design of the selected artwork.





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- Selection Criteria

The City Council reserves the right to reject any/or all proposals.

Incomplete or late proposals may not be considered.

Please do not send artwork, samples, or any physical components. All applications will be received electronically via XXXX.

All materials submitted to the City for the purpose of this application will become the property of the City, including the maquette and material samples (unless otherwise agreed to in writing)

Proposals will be evaluated on the basis of: artistic merit and aesthetics, adherence to the goal of the project, incorporation into the site, artist's relationship to the location and history of the project, artist's ability to complete the work based on documentation and references provided.



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- Additional Resources

Sample Artist Agreement

[www.manhattanbeach.gov](http://www.manhattanbeach.gov)

<https://www.manhattanbeach.gov/government/city-manager/bruce-s-beach-task-force>

- Contact Information

Eilen R Stewart

Alexandria Latragna



# TIMELINE

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- APPC develops RFP
  - CAC approves RFP
    - CC approves RFP
      - RFP posted (artists apply, staff assembles apps)
- APPC reviews apps
  - CAC reviews apps
    - CC reviews apps, awards semifinalists
- APPC recommends final proposal
  - CAC recommends final proposal
    - CC selects final proposal, awards bid

Artist creates and installs artwork





# NEXT STEPS

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Next meeting:

December 13, 2022, 6pm

Finalize RFP

- Discuss and adopt any necessary changes

