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**CALL FOR QUALIFICATIONS & CONCEPTS –
INSTALLATION ON THE SOQUEL STREET BRIDGE
IN SANTA CRUZ, CA**

The Ebb & Flow River Arts Project celebrates and enlivens the San Lorenzo River and the Tannery Arts Center through year-round activities that unite arts and river enthusiasts, and connect the greater community. Through Ebb & Flow, together with artists, activists, neighbors, and strangers, we're building relationships and energizing the river and the Tannery campus.

Call Summary: Arts Council Santa Cruz County seeks an artist and/or design team to submit their qualifications and concepts for a public art installation on the Soquel Street Bridge in downtown Santa Cruz, CA. This can be a permanent or temporary installation (ideally at least six months in duration). This installation is a component of an annual festival called the Ebb & Flow River Arts Project.

Budget: Two or three finalists will be selected and awarded \$500 to research and develop final proposals. The budget for the final selected installation is \$50,000. The budget includes artist fees, travel and lodging, materials, & supplies.

Deadline for Qualifications Submission: December 4, 2017

Timeline: Complete by late May 2018, unveiled on June 1. We understand that this is a tight timeline, so we need artists/teams that can hit the ground running!

Eligibility: Artists/designers must be residents of California.

Purpose of Installation: To celebrate and highlight the San Lorenzo River and to knock our community's socks off around what art can do for a city. The San Lorenzo runs through downtown and is crossed by 5 vehicular bridges, including the Soquel Street Bridge. We are looking for an installation that reflects a clear sense of place, and takes advantage of the unique assets of the river, bridge, and/or city. We encourage projects that include lighting, structural elements, digital projections, or new media and are visible both when driving over the bridge and when viewing the bridge from the Riverwalk or nearby streets.

Location: The Soquel Street Bridge (click for [blueprints](#) and [photos](#) of the bridge). The primary canvas for the installation is railings, sides of bridge, light poles and anything going up and over the bridge provided the vehicle clearance is met. There may be very limited opportunities for something underneath on the east end but generally artwork under the bridge is prohibited.

Process: Three finalists will be chosen from the submitted qualifications and ideas, and each finalist will receive \$500 to develop a proposal for the installation. The selected finalist will then present their proposal to the Ebb & Flow committee; the proposal must also be vetted by a structural engineer and various departments of the City of Santa Cruz and other potentially impacted agencies, such as CA Department of Fish & Wildlife. Finalists will attend a meeting to view the bridge in person and talk with City staff and engineers regarding their installation concept. This meeting will likely be scheduled for early January, 2018.

Ebb & Flow River Arts Project Background: Ebb & Flow is designed to highlight and celebrate the San Lorenzo River and the Tannery Arts Center. The San Lorenzo River flows next to the Tannery and through downtown Santa Cruz; it is the historic and environmental heart of the city and its primary water source.



Ebb & Flow was born in 2015, inspired and seed funded by the initial round of the California Arts Council's Creative California Communities grants. It has become a movement, poised to have a profound effect on Santa Cruz. Ebb & Flow attracts nationwide press, engages 4000+ attendees annually, and is powered by two dozen agencies and 2000+ volunteer hours. This movement is activating and enlivening the river and inspiring impassioned stewards; energizing the Tannery and helping to alleviate campus challenges; creating economic engines through use of the river and campus; and increasing water literacy, all through the arts.

Project Details: Artists and/or design teams are encouraged to learn about the river, its history, and its role in the Santa Cruz environment and economy. The final artwork should tell a story, inspire dialogue, or otherwise engage onlookers and visitors in appreciating or learning about the river.

When considering if this project is a good fit, applicants should consider the following elements, one or more of which should be included in the final proposals:

- Flow/usage/stories of water and the river
- Critters of all kinds in the water or who use the water
- The engagement of communities living near the river
- Creating an extraordinary installation that celebrates creativity and a sense of place
- Raising awareness about the location of the installation
- Sparking passion for the river and awareness of its role in our community

Learn more about the San Lorenzo River at www.sanlorenzoriver.org. Questions about the San Lorenzo River environment, water quality, community and/or history can be directed to Coastal Watershed Council Outreach and Development Manager Laurie Egan at legan@coastal-watershed.org or 831-464-9200.

Artwork must be completed by late May 2018 and installed in time for its unveiling during the Ebb & Flow River Arts Celebration on June 1, 2018.

Ebb & Flow Full Project Summary

Arts Council Santa Cruz County is leading the Ebb & Flow River Arts Project, funded by the California Arts Council's Creative California Communities program and the City of Santa Cruz.

This yearlong collaborative arts and educational initiative will culminate in a First Friday Party & River Nightwalk on June 1 and a Community Parade & River Celebration on June 2, 2018. Project partners include the Coastal Watershed Council, City of Santa Cruz Arts Commission, City of Santa Cruz Economic Development Department, Tannery Arts Center, Radius Gallery, First Friday, the Downtown Association, the Museum of Art and History, Tannery World Dance & Cultural Center, and numerous public agencies. Ebb & Flow consists of four components:

- Riverwalk tours led by environmentalists and artists that blend river awareness with creative storytelling;
- A public art installation on the Soquel Street Bridge in downtown Santa Cruz;
- First Friday Party & Nightwalk on June 1, 2018;
- A Community Parade down the Riverwalk and a River Arts Celebration at the Tannery Arts Center on June 2, 2018.



Goals of Ebb & Flow:

- Build constituencies for the river
- Elevate water literacy
- Strengthen cross-sector relationships
- Beautify and enliven public spaces with awesome art

To Apply:

Please send the following items as a single PDF. All items are required.

- One-page resume for each artist
- 5-10 Artwork Submissions per artist (can be PDFs or links to videos). Submissions should include medium, size, and budget.
- 500 Word Artist/Artist Team Statement
- 500 - 700 Word Letter of Interest with concept idea for installation
- 3 Total References for artists/designers on team

Guidelines:

In Letter of Interest/preliminary concept proposal please include:

- 1) The primary reason/motivation for responding to this call - including any personal motivations and/or why you find this project meaningful
- 2) Your familiarity with the San Lorenzo River or working on/with bridges and/or water. (Finalists will be provided with additional information about the San Lorenzo River, including historical documents.)
- 3) Your ability and experience working with a diverse range of public and private agencies to design and install a large-scale public art project
- 4) Your ability to manage a project of this magnitude - including the ability to appropriately budget funding and your time

Selection Process:

Two to three finalists will be selected and paid \$500 to research and draft more complete proposals. Finalists will present their concepts in an interview format. A detailed budget will be required at this time. It is understood that final engineering may be necessary after the finalist is chosen.

The artist selection panel will be comprised of:

- Two City of Santa Cruz Arts Commissioners
- One City of Santa Cruz representative
- Two Arts Council Santa Cruz County representatives
- Two representatives from the Ebb & Flow leadership team
- One arts/design professional

Selection Criteria:

The following criteria must be met to be selected as a finalist:

- Artistic excellence and merit of past work
- Demonstrated ability to manage a large outdoor art installation on time and within budget
- Basic understanding of the Tannery Arts Center and San Lorenzo River
- Demonstrated understanding of and commitment to the goals of Ebb & Flow



Prevailing Wage

The contract for this installation is subject to compliance monitoring and enforcement by the Department of Industrial Relations (DIR). Prevailing wages must be paid to all workers and subcontracted employees for this contract. Contractors and subcontractors must register with the DIR in order to submit a bid and be awarded a contract. (<http://www.dir.ca.gov>). If artists/designers are not already registered with the DIR, city staff is available to help navigate the process.

Timeline:

- RFQ released November 8, 2017
- Qualifications & Concepts Submission deadline December 4, 2017
- Finalists selected December 15, 2017
- Onsite meeting with City staff to discuss initial ideas Early January (TBD with artist)
- Finalist interviews Early January, 2018
- Presentation of proposal to City Arts Commission Early January, 2018
- Contract awarded Finalist Announced January 16, 2018
- Installation completion End of May, 2018

All qualification submissions are due no later than December 4, 2017 at 5:00 pm. Please submit proposals as a single PDF to: ebbandflow@artscouncilsc.org.