

*A collaboration between*  
*Homeless Services Center*  
*County of Santa Cruz Homeless Persons Health Project*  
*Santa Cruz Museum of Art & History (MAH)*  
*Arts Council Santa Cruz County*

**Santa Cruz County Homeless Memorial**

# **Request for Proposals**

*Issue Date: December 1, 2018*  
***Extended** Submission Deadline: February 28, 2019*  
*Request To: Artists from Santa Cruz County and the surrounding region*

# 1. Overview

## Terminology

Artist - The person, group, or organization submitting a response to this request.

Partners - The group of organizations collaborating to lead this effort.

## Statement of Purpose

The Partners listed above seek to create a permanent memorial to those who've died while experiencing homelessness in Santa Cruz County. The purpose of the memorial is to provide a place of quiet contemplation for those who wish to pay their respects for those who have died as well as a place to gather as a part of the annual memorial service in late December to honor all those who have died in the preceding year. The site selected for this installation is in Evergreen Cemetery, which for many decades within its > 160-year history was a burial site for those who passed without resources, on the streets, or in the local jails.

Proposed designs should contribute to the esthetic of the site but need not be bound by the man-made and natural form and materials already present.

## Background Information

### Project Background

Each year on about December 20, the County of Santa Cruz Homeless Persons Health Project and the Homeless Services Center hold a memorial to pay respect to those who have died while experiencing homelessness in Santa Cruz County. For the past few years, these memorials have taken place in the dining hall at the Homeless Services Center, where names are read and posted on the wall. The organizers would like to create an environment for this ceremony that invites a higher level of intention and respect for those who have passed.

Conversation between the collaborative partners led to the idea of a permanent memorial located at Evergreen Cemetery, located adjacent to Harvey West Park, near a number of homeless service providers. A site at Evergreen was selected that is an unused plot held by the family of an Evergreen Committee member adjacent to the resting place of David Gharky. Although his wishes were not honored, David Gharky bequeathed a substantial portion of his land holdings in Santa Cruz to the service of the "indigent," and so this seems a fitting way to honor his intention.

An important background point is that Evergreen Cemetery is owned by the Santa Cruz MAH. The staff and volunteers who lead the ongoing renovations of the cemetery have established a "historical sculpture garden" vision for the cemetery in which art, particularly sculpture, can be used to inspire visitors to learn about local history via the stories of individuals, families, and groups. The Chinese Monument was created in 2014 with this concept in mind; the award-winning gate & replica bronze markers stand as major sculptural elements to inspire visitors to learn about the extensive, impactful, tragic, and partially forgotten history of the Chinese pioneers in the Santa Cruz area. Other such projects in the cemetery are gradually being envisioned that connect the historical use of the cemetery and groups of individuals in Santa Cruz history to themes relevant today (e.g. within a renovation of the Civil War veterans plot). We hope that this point helps artists understand that Evergreen Cemetery is not limited to artistic forms and elements traditionally or typically found in American cemeteries.

The location within Evergreen Cemetery that is proposed for this memorial is shown in the pictures at the end of this document. While the whole plot is currently sloped, the Evergreen volunteers could level some or all of it and add retaining walls if that is advantageous for the design.

## 2. Scope of Work

### Scope of Work

Project goals:

- Engage stakeholders in the design of the memorial;
- Use landscaping, sculpture, seating, and/or other design elements to create a memorial at the selected site;
- Provide a space for quiet reflection for individuals or small groups as well as allow for larger gatherings;
- Consider/create an affordable and sustainable way to annually honor each individual who dies while experiencing homelessness (currently between 30 and 50 people each year);
- Be designed and built to withstand environmental conditions and human impact while minimizing maintenance needs;
- Contribute to the beauty of the site but not be bound by existing man-made and natural forms already present;

### Roles and Responsibilities

Selected Artist will:

- Engage stakeholders and include their input in the final design of the memorial;
- Provide detailed plans/designs for approval by Partners;
- Provide a complete budget for the project to be approved by Partners;
- Provide a detailed timeline with periodic milestones for the implementation of the project;
- Provide plans/designs needed and otherwise work with the property owner to obtain any needed permits (ideally none would be needed);
- Engage and be fully responsible for payment of any sub-contractors;
- Report monthly on progress toward milestones; and
- Complete the project within the approved budget.

Partners will:

- Raise funds and pay the full cost of the project up to the approved budget;
- Provide information needed by the Artist in a timely way;
- Make payments to artists in a timely way;
- Connect artists to stakeholders in a timely way; and
- Meet regularly to stay abreast of progress and make timely decisions regarding the project.

Project will be overseen by: Homeless Services Center.

### Project Timeline

April 1, 2019:	Artist selected
June 1, 2019:	Stakeholder input complete
July 1, 2019:	Fundraising complete, plans complete

September 1 2019: Permits complete and construction begins  
November 1 2019: Construction complete  
December 20, 2019: Inaugural memorial held

### **3. RFP Procedures**

#### **Evaluation and Award Process**

Proposals will be evaluated according to the following criteria:

- Qualifications of Artist to complete a project of this scope;
- Alignment of the proposal with the defined purpose and goals;
- Likelihood that the project can be completed within budget and timeline;
- How the proposal fits within the environment of the selected site;
- Durability of the proposed installation; and
- Capacity of the proposed project to honor individuals

Proposals will be reviewed by a panel to include: a staff representative of the property owner (MAH), a volunteer member of the Evergreen Committee, a member of the homeless community, an artist with experience with this type of installation, representatives of two organizations serving the homeless community.

***Project is contingent on Partner success in raising funds.***

The total project budget should be no more than \$50,000.

#### **Process Schedule**

November 1, 2018: Request for proposals released  
December 14, 2018 @ 9am: Information session and site tour\*  
February 1, 2019: Proposals due by 5pm  
March 1, 2019: Proposal review complete and finalists selected  
April 1, 2019: Finalist interviews complete and Artist selected

\*Other times can be arranged. Generally, Friday mornings at Evergreen are a good time, but a weekend time can also be arranged.

#### **Submission Details**

General questions:

*Phil Kramer*, Executive Director - Homeless Services Center  
email: [pkramer@santacruzhsc.org](mailto:pkramer@santacruzhsc.org) / phone: (831) 458-6020

Questions about the site at Evergreen Cemetery:

*Sibley Simon*, President - New Way Homes  
email: [sibley@180santacruz.org](mailto:sibley@180santacruz.org) / phone: (831) 419-4091

Questions about the application, scope of work, RFP process:

*Jim Brown*, Deputy & Tannery Director - Arts Council Santa Cruz County  
email: [jim@artscouncilsc.org](mailto:jim@artscouncilsc.org) / phone: (831) 475-9600 x 25

## **4. RFP Submission Requirements**

### **Proposal Format**

Each proposal should include the following elements:

- Letter of interest, no more than two pages, that describes why you are interested in this work, a summary of your concept and proposed approach to this project, including strategies for stakeholder engagement
- Bio or resume of each artist involved;
- Conceptual rendering(s) of the proposal;
- Portfolio of up to 10 images of relevant projects with image descriptions; and
- Name, title and contact information of three people who have worked with you on similar past projects.

You may also include up to three letters of support.

### **Submission**

Proposals should be assembled into a single PDF and emailed to [jim@artscouncilsc.org](mailto:jim@artscouncilsc.org) by 5pm, February 1, 2019.

### **Project Area:**

The sloped, rectangular area just behind the very low brick wall in the center of the picture below:



The empty plot in question goes from the very low brick wall in the front to the top of the slope in back, from the stone wall on the left to the brick staircase on the right. (There is another, separate plot directly behind this one that is on the upper, flat level.)

