

**CHARLESTON BOULEVARD UNDERPASS MURAL**  
**RFP 230068-PH**  
**STATEMENT OF WORK**

**A. Background**

The City of Las Vegas Department of Parks, Recreation and Cultural Affairs, Public Art Program (hereinafter “the City”) seeks to commission an artist or team of artists to create an original work of art for the West Charleston Boulevard Railroad Underpass. The Underpass is located in Downtown Las Vegas on West Charleston Boulevard between South Commerce Street and South Industrial Road/South Grand Central Parkway.

The City is seeking qualified firms or individuals who have proven experience in project and engagement planning, background research, stakeholder engagement, public art, conceptual and detailed design, project administration, and implementation.

The goal of the public art commission is to create a locally distinctive and vibrant entryway to the Medical and Arts Districts. The mural should act as a gateway, enhance the visual experience of the community and reflect the unique urban environment.

There is currently a design project underway to redesign the entire railroad underpass area. That project is in the early stages now, but it is possible the resulting reconstruction could impact the mural area in three-five years’ time. Impacts to the mural area at that time will be considered as part of that redesign project, and do not need to be taken into consideration now by the Artist.

The target project start date is September 2023, and the target completion date is November 2023. These dates are subject to negotiation, and may change depending on various review processes, and the Artist’s projected schedule for completion of the work. The final mural design will require approval by the Nevada Department of Transportation and the Federal Highway Administration. Those review and approval processes, and their associated timelines, are outside the City’s control.

**B. Artwork Theme and Design**

The project development team has recommended the commission of an original, site-responsive, iconic mural that bridges the burgeoning Medical District and the established Arts District, welcoming the community to both. The Medical District, located in Ward 1, is approximated 674 acres. Within this district are several anchor partners: Cleveland Clinic Lou Ruvo Center for Brain Health, Clinical Simulation Center of Las Vegas, Desert Radiologists, Nevada System of Higher Education, Steinberg Diagnostic Medical Imaging, UMC, University of Nevada Las Vegas (UNLV) School of Dental Medicine and Valley Hospital Medical Center. The new UNLV School of Medicine is the cornerstone of the LVMD with development of the entire area guided by a comprehensive master plan that brings together medical services and providers. The Las Vegas Arts District, located in Ward 3, is an approximate 18-block neighborhood located in the area south of downtown Las Vegas, roughly bounded by South Commerce Street, Hoover Avenue, South 4th Street, South Las Vegas Boulevard and East Colorado Avenue. The construction of the Charleston Boulevard railroad underpass in 1949 triggered the creation of a specialized housewares and retail district along Main Street, centered at Charleston Boulevard.

The proposed design should not include text, branding, or convey a message. The mural design will be subject to approval by the City of Las Vegas, Nevada Department of Transportation and Federal Highway Authority.

## C. Selection Process

The evaluation and selection process is in two steps as described below:

### RFP Step One

1. Evaluation Team will review all qualified submissions based on the following criteria:
  - i. Quality and relevance of past mural work: Evidence of artistic excellence as evidenced by the quality of submitted examples of completed past work and the similarity of past work to the project scope.
  - ii. Experience: Professional experience as evidenced by resume and demonstrated ability to successfully complete artwork of similar scale, scope, and type within the specified timeline.
  - iii. Documentation and images submitted to support stated qualifications.
2. Evaluation Team may directly select an Artist based on the statements of qualifications received in Step One, or may choose to select a reasonable number of Short Listed Artists for Step Two proposals and presentations.

### RFP Step Two

1. More detailed statement of work and submission guidelines will be provided to short-listed Artists at the time of their selection.
2. Short-listed Artists will be paid approximately \$950 each, as an honorarium.
3. Short-listed Artists will be given approximately 45 days to develop artwork proposals, to include:
  - i. Written proposal. This may include, but may not be limited to: narrative, sketches, renderings, fabrication plan, preliminary illumination plan, detailed project budget, detailed timeline, and other related materials.
  - ii. Ten minute public proposal presentation, via WebEx, to include presentation of a visual representation of the artwork.
4. The Evaluation Team will reconvene to review proposals and presentations by short-listed Artists and arrive at a best value recommendation.
5. Short Listed Artists' samples, sketches, drawings, models, photographs or other related physical materials used in the design and/or creation of the artwork, shall transfer from the Artist to the City. The transfer of title and ownership shall be self-executing upon submission.

## D. Budget

The commission shall not exceed \$95,000. This shall cover all costs of the project to include but not be limited to: artist's fees, travel, supplies, materials, documentation of artwork, traffic control plan and cones, signage, potential lane closures, taxes, and insurance and all other costs related to the production and accession of the artwork.

The City anticipates that \$50,000 of this budget will be dedicated to the Artist's fee and all services fees, including design, labor, installation, permitting, barricades, potential lane/sidewalk closures, and all costs associated with working in the public right of way.

The City has allocated \$45,000 dedicated to project costs, to include surface preparation, primer, paint, protective coating, etc. Short-listed Artists will submit a budget and materials list for these items as part of their finalist proposal. The City will reimburse direct materials costs up to \$45,000.

The \$95,000 total budget is inclusive of **all costs** associated with the project including, but not limited to, the artist's design fee, other consultation fees, tools, materials, fabrication, transportation, installation, any building or site modification required, all costs associated with working in the public right of way, travel to and from the site, per diem expenses, project documentation, permits, city of Las Vegas-required insurance, contingency to cover unexpected expenses, and any other costs, not allocated in the above budget breakdown.

**E. Additional Site Information**

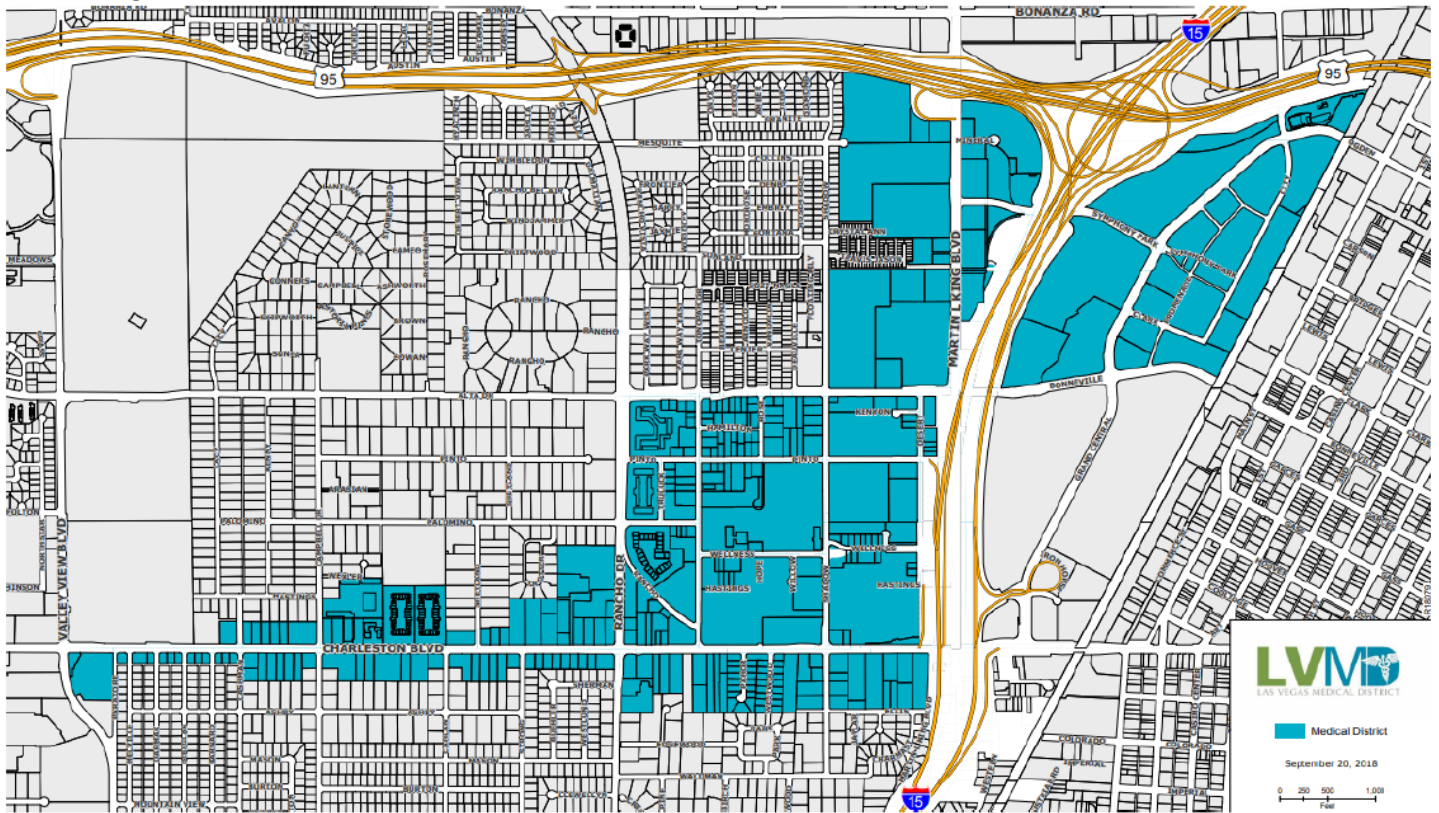
**Mural Site:**

Red lines indicate boundaries of sloped underpass walls, which are to be the mural site. The approximate area for the north side is 30,678 square feet. The approximate area for the south side is 32,329 square feet (conservative rounding).

The Site is in a public right of way, and can be freely visited by any interested Offeror.



The Las Vegas Medical District:



The Las Vegas Arts District:



## STATEMENT OF QUALIFICATIONS CONTENT

Offerors shall upload as **Response Attachment 1** a Statement of Qualifications document containing the information outlined in Sections 1 through 3 below. **Response Attachment 1** must be uploaded as a single discrete file in PDF or Microsoft Office compatible format, and should not exceed 25 pages, including portfolio images.

### **Section 1 – Cover Page & Business Information:**

- (a) Offeror’s legal name, including DBA if applicable, and address for legal notices.
- (b) Name, title, phone number(s) and email address of an individual authorized to bind the Offeror.
- (c) Name title, phone number(s) and email address of the representative authorized to negotiate on behalf of the Offeror and answer questions regarding the Proposal.
- (d) List all Offeror-held national, state and local licenses, registrations and certifications applicable to performance of the subject work. If applicable, include subcontractor licenses, registrations and certifications.
- (e) Letter of Interest explaining the Offeror’s interest in the project, approach to creating public art, and foreseen public engagement.

### **Section 2 –Qualifications and Experience:**

Resume or CV. Detail your relevant professional experience in the art field. If Offeror is a partnership or corporation, provide a Resume or CV for each individual involved in the project.

### **Section 3 –Portfolio Images:**

Include a minimum of ten images of completed artwork. Include annotation stating, at minimum: artist name, title of work, medium, dimensions, location, sale price or commission, budget, description of artwork, and list of partners.

Images may be included in high quality PDF as part of the Statement of Qualifications Response Attachment 1, or in a separate high quality PDF or continuous JPEG file as Response Attachment 3 if you are not able to include the images in the narrative Statement of Qualifications document. Do **not** upload QuickTime files, zipped folders, or images in other formats. Do not send slides.

Offerors shall upload as **Response Attachment 2** a completed “References” form, available under the Attachments tab of the RSOQ. Offerors must download the form and save it, completed, to their own computer before re-uploading. On this form, provide names, phone numbers, email addresses and contact person(s) for at least three references for which similar services have been provided. Ensure these references have given permission to be contacted by the City.

Alternatively, the Offeror may upload a narrative describing their organizational and staff experience providing similar artwork, as described in the RSOQ, in sufficient detail to demonstrate the ability to perform the requirements.

**Response Attachments must not be protected to the extent that printing, assembling and separating sections of the document are prohibited. For security reasons, zipped folders, macros, links, and embedded files are not allowed, and will not be evaluated.**