

**REQUEST FOR QUALIFICATIONS (RFQ)
ARTIST-LED COMMUNITY ENGAGEMENT ART PROJECT
ARTIST MENTORSHIP OPPORTUNITY**

**A R T B U I L D S
C O M M U N I T Y**

Summary

The City of Newark has engaged consultants Gail M. Goldman Associates with Art Builds Community (ABC) to develop a city-wide five-year Public Art Master Plan. A major part of the community outreach is bringing a Tri-City artist on board to work with ABC on the development, implementation, and oversight of a series of interactive Pop-Up events.

Opportunity

ABC seeks a local tri-city artist (Newark, Union City, and Fremont) to develop and co-lead five (5) socially engaged community art projects throughout Newark with ABC social practice artist Quynh-Mai Nguyen. These projects will explore how public art and programming can enhance the city over the next five years.

The project's goal is to reach community members who live, work, play, and visit Newark in diverse settings and at events where they tend to congregate. Projects will take place in multiple locations throughout Newark and engage a broad cross-section of the population.

This will be accomplished through artist-led pop-up events held throughout the city. The pop-ups will feature hands-on art activities for all ages that will encourage community members to imagine how public art and arts programming can be an integral part of Newark's landscape and identity. People also will be asked to think about the role that artists can play in shaping the future of Newark's cultural landscape.

These artist-led community engagement pop-up art projects will take place over three months from March 24, 2023, through June 24, 2023. The project budget is \$5,000 and the selected artist will enter into a subconsultant agreement with ABC.

BACKGROUND

In 1992, the Newark City Council adopted a series of resolutions to create an Art in Public Places and Private Development Program, establishing a nexus between private development and a public art impact fee for new residential, office, light manufacturing, and high technology development. A subsequent Public Art Master Plan (PAMP) set forth basic goals and parameters for the expenditures of the fee, including a list of target sites for public artwork. Since the landscape and demographics of the city have evolved over the years and the interest in public art has increased, the City has retained the services of Gail M. Goldman Associates with Art Builds Community to update the Public Art Master Plan (PAMP).

The process to update the PAMP includes an exploration of where public art and cultural programming are needed. Through conventional interviews, focus groups, and a survey as well as artist-led pop-up events, people who live, work, play and visit Newark will be asked:

- What the priorities are for where and how the City can invest in the arts.
- How the City can establish itself as a destination for the arts.
- How the City can encourage local art production and nurture professional artists.

- How programming and collaboration can happen within the Tri-City area.

SCOPE OF WORK

In collaboration with ABC, develop and participate in five (5) socially-engaged, interactive community art projects/pop-up events.

BUDGET

The budget is \$5,000, which includes artist's time, materials, fees, and travel.

SELECTION CRITERIA

Selection criteria includes:

- Alignment with the project description articulated in this document.
- Artistic quality of past work.
- Cultural sensitivity.
- Capacity to develop and implement projects within the timeline and budget.
- Local artist preference although tri-city artists are welcome to apply (Newark, Union City, Fremont).

HOW TO APPLY

NOTE: This is an artist mentorship opportunity for serious artists wanting to develop their public art and community engagement skills. Applications are due Wednesday, March 8, 2023 at 11:59PM.

- Email your application packet to:
Quynh-Mai Nguyen at Quynh-Mai@artbuildscommunity.com
- Application documents must be submitted in PDF form and include:
 - **Letter of Interest** addressing your ability to commit to the key dates listed below in this RFQ.
 - **Artist Statement** on what interests you about this project, how you would benefit from this mentorship, and why you are uniquely qualified to help develop and conduct the artist-led pop-ups.
 - **Resume**
 - **Up to ten (10) Digital Work Samples** that include title, date, and brief description. Video links are welcome, if relevant. Video content cannot exceed three (3) minutes per video.

KEY DATES

Open Application	February 21, 2023
Online RFQ Info Session	<p>February 28, 2023 at 6PM Register here to attend the info session: https://bit.ly/3IciedP</p> <p>March 2, 2023 at 6PM Register to attend the info session: https://bit.ly/3IUCbp1</p>
Application Deadline	March 8, 2023
Artist Interviews (as needed)	March 9-10, 2023
Artist Selection & Execution of Subcontract Agreement with ABC	March 10, 2023
Project Development <i>In collaboration with ABC Social Practice Artist</i>	March 13 – March 17, 2023
<p>Community Engagement Pop-Ups</p> <p>Please note:</p> <ul style="list-style-type: none"> • Times do not reflect time needed for set-up and breakdown. • Farmers Market is still to be confirmed 	<p>March 24, 2023 4:30PM - 6PM Family Fun Run</p> <p>April 1, 2023 10AM – 12:30PM Family Day at the Park</p> <p>TBD Pop-up @ Newark Branch Library</p> <p>TBD Newark Farmers Market</p> <p>June 16, 2023 Music at the Grove</p>

MORE INFO / QUESTIONS

Quynh-Mai Nguyen at Quynh-Mai@artbuildscommunity.com
<https://www.artbuildscommunity.com/projects/newark>