REQUEST FOR ARTIST QUALIFICATIONS

JAMIE HURD AMPHITHEATER
PUBLIC ART PROJECT

WEST DES MOINES PUBLIC ARTS ADVISORY COMMISSION
CITY OF WEST DES MOINES, IOWA
REQUEST FOR ARTIST QUALIFICATIONS
JAMIE HURD AMPHITHEATER PUBLIC ART PROJECT
City of West Des Moines
Public Art Commission Opportunity

ABOUT WEST DES MOINES
The City of West Des Moines, Iowa, is a rapidly growing community located within the Des Moines/West Des Moines Metropolitan Area. West Des Moines has a wide array of amenities and culture and was recently recognized as a top locality for young professionals. A Gallup-Healthways survey found that West Des Moines ranks #8 nationally for citizens who are most satisfied with their city.

Located at the crossroads of Interstates 80 and 35, West Des Moines has established a well-deserved reputation as a rapidly growing community with a vibrant economic base and quality of life. Some notable facts about the community:
• 2015 population estimated at 64,514 [and projected to grow by another 44% in the next 20 years].
• Highly educated workforce [52% of residents have a bachelor’s degree or higher].
• Median household income is 33% greater than the national average.
• Job growth rate of 37% in the last decade.
• 8th largest city in Iowa, but ranks:
  – 4th in retail sales
  – 3rd in taxable property valuation
  – 2nd in hotel/motel tax collections
• Almost double the average per capita assessed valuation of Iowa’s ten largest cities.
• $2.37 billion worth of development in the last five years.
• More than 1200 acres of parkland and open space, two aquatic centers, a softball complex, nature lodge, and archery range.
• 65-mile trail system that connects to the metropolitan Des Moines Trail system.

See more here: www.wdm.iowa.gov

WEST DES MOINES PUBLIC ART PROGRAM
The vision of the City of West Des Moines Public Art Program is the creation of a diverse collection of public works of art of high aesthetic and intellectual quality and excellence, and a program that promotes cultural expression and artistic appreciation. At the heart of the aspiration for public art in West Des Moines is the wish for an authentic, rich and diverse arts culture that is seen and understood as uniquely arising from the community – an arts culture that benefits and enriches all those who are fortunate enough to visit, work, and live in West Des Moines.

The mission of the West Des Moines Public Art Program is to create a city with successful public spaces incorporating public works of art that offer moments of serendipity and opportunities for reflection; a city with public art woven into the fine grain detail of the public infrastructure. The Public Art Program champions excellence in art, design, architecture and landscape. The Public Art Program and Collection should be the most visible symbols of West Des Moines’ commitment to creativity, encouraging diversity of ideas and expression, and promoting multiple opinions. West Des Moines’ public art should be part of a creative city that provides humane environments for its residents, business communities and visitors, extends opportunities for life-long learning and helps preserve community histories.

The primary goals of the Public Art Program are to develop an aesthetically interesting environment, to integrate public works of art into public spaces and to promote tourism and economic vitality of West Des Moines through the enhancement of public spaces.

See more here: www.wdm.iowa.gov/PublicArt

ABOUT THIS OPPORTUNITY
Jamie Hurd Amphitheater Public Art Statement
The West Des Moines City Campus is a vibrant place of natural beauty and culture. A large pond, West Des Moines Library and City Hall, as well as West Des Moines Schools’ Learning Resource Center, two schools, and a football stadium make the City Campus a busy hub of civic activity.
Beginning in the fall of 2019 and concluding in the summer of 2020, construction of the Jamie Hurd Amphitheater will bring a new public performance and event venue to the West Des Moines City Campus. The $2.4 million outdoor amphitheater will be located next to the pond and will serve as a community-based cultural space, bringing people together to share inspiring musical performances and creative showcases.

The West Des Moines Public Arts Commission wants to celebrate this special place through public art. The Commission wants every person who experiences the artwork to be educated about the history and diversity of West Des Moines, to feel moments of adventure and surprise, and to interact with the artwork in more than just a visual sense. The Commission wants all visitors to be drawn in by the commissioned public art that is created to complement the design of the Jamie Hurd Amphitheater.

The project will include a permanent commissioned work of art to be sited on public property next to or within the confines of the Jamie Hurd Amphitheater site plan. The work of art may be a single piece or made up of multiple pieces. The total budget for the project is $174,000. This not-to-exceed total must cover all design fees, fabrication, installation, lighting (if needed), site visits, and other related expenses as defined by contract.

SELECTION & PROJECT CRITERIA

Phase One: Selection of a finalist or finalists will be based on the following criteria:
- Quality of letter of interest
- Quality of work samples
- Ability of artist/team to complete project based on bio and prior work experience

Phase Two: Selection of artworks proposed by finalists will be based on the following criteria:
- Fulfills the Jamie Hurd Amphitheater Public Art Statement [see above]
- Interactive and engaging; open to kinetic or movable elements, sound or light components
- Aesthetically pleasing
- Must be low maintenance and durable, able to withstand local weather conditions
- Appealing both day and night and during all seasons
- Installed on public property next to or within the confines of the Jamie Hurd Amphitheater site plan; artist may propose a location or multiple locations for artwork
- Includes a high level of community engagement that is incorporated into the development of a final proposal by the selected artist [please address this criteria in letter of interest]
- May be one or multiple pieces of art

ELIGIBILITY
Invited artist or artist team:
- Must have completed two commissioned outdoor public works of art of $75,000 or more
- Must show an understanding of the history, diversity, and culture of West Des Moines
- Can reside anywhere in the continental United States
- Must be able to come to West Des Moines for an interview upon request; travel costs related to interviews will be covered by the City of West Des Moines

SELECTION PROCESS OVERVIEW
This is an open request for qualifications from artists who meet the eligibility requirements. Artists’ materials will be pre-screened to ensure all applicants meet eligibility requirements. The Project Work Group will review eligible applications and select a group of up to three finalists/finalist teams to invite to West Des Moines for an interview. Costs of travel associated with the interview process will be covered by the City of West Des Moines. Further interview information will be provided to the finalists.

Upon completion of an in-person interview, one artist/artist team will be commissioned to develop, fabricate, and install a permanent artwork. Additional requirements will be outlined in instructions to finalists. Please see the following timeline for further details.

If clarification or further information is needed, contact the Arts, Culture, and Enrichment Supervisor for the City of West Des Moines, Allison Ullestad, at: Allison.Ullestad@wdm.iowa.gov or 515-222-3455
PROPOSED SCHEDULE [Schedule may be subject to change]

November 21, 2019  RFQ announced
January 15, 2020  RFQ submission deadline
Early February 2020  Project Work Group review and selection of finalists; selection results will be sent to all applicants
Week of March 2, 2020  Finalist interviews; finalist must be able to come to West Des Moines for an interview upon request
April 2020  Contract with selected artist/team
May 2020  Artist/team presents plan for community engagement and preliminary design proposal to Project Work Group
June 2020  Community engagement and final design proposal
July 2020  Design development commences; once approved, fabrication commences
August 2020  Amphitheater construction complete
April 30, 2021  Artwork project installation complete

REQUIRED SUBMISSION MATERIALS
In digital format only.
Provide the following in a single PDF document [work sample JPEGs can be sent as separate files]:
• Contact information for artist/artist team members
• One-page letter describing interest in project and approach to design; please include statements addressing eligibility criteria, approach to community engagement, and project criteria
• One-page biographical information or resume for lead artist [if multiple team members include one paragraph for each member]
• Three references [contact information only] for recently completed projects of similar scope
• One-page document listing all work samples with brief description, date of installation, and budget for each
• Work samples: include 3-5 work samples showing completed projects with up to 10 digital images of each project. [At least 2 samples submitted must have been commissioned for $75,000 or more.] Save all images as standard JPEG and label each with applicant’s full name and number in sequence with list of work samples

NOTE: Do not submit a proposal for artworks at this time

Please submit all RFQ materials via email to Allison Ullestad, Arts, Culture, and Enrichment Supervisor, Allison.Ullestad@wdm.iowa.gov. Include “Jamie Hurd Amphitheater Public Art Project” in the subject line. All materials must be received by 4:00 p.m. CST on Friday, January 31, 2020. No submissions will be accepted after this time.
PHOTOS SHOWING THE CHARACTER OF WDM CITY CAMPUS/
IMAGES OF THE JAMIE HURD AMPHITHEATER (currently under construction)