



Request for Proposals (RFP) **Camp Pollock Mural Installation**

Introduction

This Request for Proposals (RFP) solicits a professional artist or artistic team to design and install 3 murals at Camp Pollock. The goal of the mural project is to help beautify existing structures and engage the public in the recently improved northern portion of the property.

The Sacramento Valley Conservancy (SVC) is the long-term manager of Camp Pollock, an 11-acre property owned by the California State Lands Commission on the north bank of the Lower American River Parkway. The site is managed in accordance with the American River Parkway Plan, a guiding document which is overseen and implemented by the Director of the Sacramento County Department of Parks and Recreation.

SVC began managing Camp Pollock in 2013. The site serves more than 6,000 visitors each year for public and private events. After completing a major renovation to the Myrtle Johnston Lodge in 2016, these numbers have rapidly grown as surrounding community members discover this hidden gem. From 2020-2022, more than 1-mile of trail was installed through the rear lawn with demonstration garden beds and interpretive signs, the parking lot was expanded against the warehouse, and a native plant nursery was established on site. SVC is consistently implementing projects that improve access for users, increase educational opportunities and encourage community engagement.

SVC is a 501(c)(3) non-profit land trust founded in 1990 on two basic principles: open lands are necessary for quality of life and we must care for the land today so future generations may enjoy its physical and spiritual benefits tomorrow. SVC's mission is to preserve the beauty, character and biodiversity of the Sacramento Valley landscape by protecting and stewarding natural and working lands, and scenic open space.

Project Background

SVC was awarded State funding for community projects to support the installation of murals at Camp Pollock. After receiving proposals, SVC may choose to scale the scope of the project to fewer walls or fundraise as needed to make the chosen proposal achievable.



Mural Locations

1. Warehouse, east wall
2. Restrooms, west wall
3. Toolshed, east wall



Artists are encouraged to visit Camp Pollock (1501 Northgate Blvd, Sacramento CA 95815) before applying. The property is open every day from sunrise to sunset. Other helpful resources for inspiration include the [History of Camp Pollock](#) and the [American River Parkway Plan](#).

The artist’s proposal should include potential designs and concept themes that align with SVC’s management of Camp Pollock, and the protection and enhancement of natural resources and the aesthetic values of the Parkway. The selected artist/team should also plan to engage in up to three public input sessions to finalize the designs.

Proposal Submission Instructions

The proposal should include the following combined into a single pdf:

1. Resume with contact information, relevant experience, and accomplishments. Three professional references, preferably who can attest to previous local public art projects. If applying as a team, submit a resume for each team member and indicate who will be the primary contact, as well as contact information for each artist on the team.
2. Statement of Interest. Two pages max. Please describe:
 - a. Why the artist/team is interested in painting the murals
 - b. Previous mural or public art experience
 - c. Artist/team's connection to the region (Sacramento Valley, the American River Parkway and/or Camp Pollock)
 - d. Your approach to understanding the local community and how you engage the public in your creation process
 - e. How these murals will enhance Camp Pollock and align with the American River Parkway Plan values
3. Previous work images (at least 3 and no more than 10). For each image, include the title, location, size, year, how long to complete, materials, and a brief description.
4. Proposed artwork. Concept drawing. Include the title, dimensions, materials and a brief description.
5. Itemized budget. Include estimated costs for each line item. The budget should include all costs from design to completion of the mural, accounting for prepping the walls (patching, minor structural repairs, sanding, priming) plus all costs for materials, labor and maintenance for 5 years. Include artist compensation as well as an hourly rate for any other support staff.
6. Timeline. Estimated time for each phase from fabrication to installation and sealing. Please account for possible weather delays. All three murals completed by May 20, 2023.

Scoring System

- Qualifications, experience and references.
- Creative approach, including community involvement and alignment with parkway conservation.
- Budget and cost-efficiency.
- Final proposals will be selected by a project committee that includes parkway stakeholders, SVC docents, community members and artists.

Timeline

- RFP Release **November 11, 2022**
- Last day to submit questions **December 26, 2022**
- Proposals due by 11:59pm on **January 12, 2023**
- Interviews as needed
- Notification of selection will be announced by **January 20, 2023**
- Services Agreement to be complete by **January 26, 2023**
- Project to begin* no later than 30 days from completion of Services Agreement
- All project deliverables shall be completed by **May 20, 2023**

Completed proposals must be submitted on or before **January 12, 2023**.

Please submit clarification questions no later than **December 26, 2022**.

Contact: Kelly Hopkins, Executive Director Sacramento Valley Conservancy

Email: khopkins@sacramentovalleyconservancy.org, cc info@sacramentovalleyconservancy.org

General Terms and Conditions

The artist/team will be required to execute a Professional Consultant services agreement. The artist will be required to maintain a minimum of \$1 million in commercial general liability insurance which names Sacramento Valley Conservancy, Sacramento County Regional Parks and California State Lands Commission as additional insureds, maintain a minimum of \$3 million general aggregate, \$1 million auto liability insurance, and maintain worker's compensation insurance which includes a waiver of subrogation.

*SVC requires the artist to commence project coordination no later than thirty (30) days after contract award, unless an extension is approved by SVC and if applicable the State, and thereafter shall ensure that the consultant diligently works to complete progression of the Project in a timely and efficient manner on or before the contract completion date. The artist should do their best to account for weather delays.

No artists may begin any installation until the design is approved and all required liability and agreement/contract forms are completed. If an artist is under age 18, a parent or guardian is required to sign all forms. Upon completion of the murals, SVC will retain all rights of ownership to the artwork, including the right to alter, repair or remove the work as needed. A good faith effort will be made to consult the artist about repairs, if needed. Artists and murals may be featured in digital and printed promotional materials and media.

A mural maintenance plan must be submitted before the completion of the project. The plan must be specific as to schedules and actions needed to ensure the murals remain in good condition and that components do not become degraded. Should 20% or more of the total surface area become deteriorated as to color, flaking, sealing, weathering or texture, the mural should be either totally restored or removed.