

Condensed Title:

A request for approval to issue a Call to Artists to commission a permanent, outdoor art installation, which will have a revitalizing effect on Washington Avenue.

Key Intended Outcome Supported:

Maximize Miami Beach as a destination brand.

Supporting Data (Surveys, Environmental Scan, etc.):

N/A

Item Summary/Recommendation:

The City would like to apply for an ArtPlace grant and issue a Call to Artist to commision a permanent, outdoor installation which will have a revitalizing effect on Wash. Ave. The exact parameters are Wash. Ave. from So. Pointe Dr. to Dade Blvd. It is likely that its eventual implementation would occur in stages. ArtPlace is a collaboration of eleven leading national foundations (including Knight Foundation,) eight federal agencies (including NEA,) and six of the nation's largest financial institutions. Grant amounts have ranged from \$63,100 to \$1 million. The grants are art-driven "creative placemaking" projects that result in increased vibrancy and economic well-being for a specific area. The Call is open internationally to all qualified artists and is NOT limited to Florida artists.

The total budget is \$500,000 to \$700,000, which includes all costs such as, but not limited to, initial concept fees, travel, materials, fabrication, transportation, insurance, installation, engineering and a 15% contingency fee. We would like to acknowledge that the funding for this Call to Artists is contingent on a successful grant application for an ArtPlace grant, and that the project will require the eventual approval by the City's Historic Preservation and Planning boards and by the Mayor and Commssion.

The commissioned artist will be selected based on previous experience with the design and production of exterior public art. Applicants are expected to have the technical capabilities to design and install such projects. The artist selected shall be expected to collaborate as needed with site engineers, designers, and other necessary parties for successful installation of the project. Artist will be required to maintain the project schedule that is established. Deliverables include Shop drawing to be provided to Capital Improvements Office and the Building Department for permitting.

The application process will be managed by Miami-Dade County's Art in Public Places office, utilizing the online CaFE™ System, and by the City's Art in Public Places Committee.

The City reserves the right to reject any and all proposals or to re-issue the call to artists when such action is considered in the best interest of the City. By submitting a response to this Call to Artist, prospective artists waive the right to protest or seek legal remedies whatsoever regarding any aspect of this Call.

The payment to the artist is to be performed for a "Not to Exceed Fee" and the selected artist or team will be required to enter into an Artist Agreement with the City prior to commencing work.

Advisory Board Recommendation:

N/A

Financial Information:

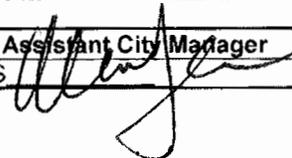
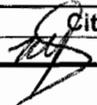
Source of Funds:	Amount	Account	Approved
OBPI			
Total			

Financial Impact Summary:

City Clerk's Office Legislative Tracking:

Max Sklar, ext. 6116

Sign-Offs:

Department Director	Assistant City Manager	City Manager
MAS	MAS 	KGB 





MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Kathie G. Brooks, Interim City Manager 

DATE: February 6, 2013

SUBJECT: **REQUEST FOR APPROVAL TO ISSUE A CALL TO ARTISTS TO COMMISSION A PERMANENT, OUTDOOR ART INSTALLATION WHICH WILL HAVE A REVITALIZING EFFECT ON WASHINGTON AVENUE**

ADMINISTRATION RECOMMENDATION

Approve issuance of Call to Artists.

KEY INTENDED OUTCOME

Maximize Miami Beach as a Destination Brand.

BACKGROUND

In the summer of 2012 a Washington Avenue Enhancement Plan was developed by the Administration based on input received from Washington Avenue stakeholders at a February, 2012 Planning Department workshop, as well as input from meetings of the Washington Avenue Neighborhood Association and from the City's Neighborhoods & Community Affairs Committee and Finance & Citywide Projects Committee. This plan addresses safety, cleanliness, marketing and promotion, and short- and long-term enhancements. There was consensus that a unique architectural lighting installation could contribute to the creation of a sense of place and draw people to the street. The Administration identified ArtPlace as a possible source of funds for such an installation.

ArtPlace is a granting organization composed of eleven leading national foundations (including the Knight Foundation,) eight federal agencies (including the National Endowment for the Arts,) and six of the nation's largest financial institutions. Its grants are for artist-driven "creative placemaking" projects, undertaken by municipalities in partnership with arts organizations, artists, and local and national organizations and agencies, that result in a transformative impact on community vibrancy and economic well-being for a specific area. To date ArtPlace grants have ranged from \$63,100 to \$1 million.

The City of Miami Beach would like to issue a Call to Artists to select an artist to commission a permanent, outdoor installation which will have a revitalizing effect on Washington Avenue, and then apply to ArtPlace for the funding.

The project can utilize (or not) the medians, all of the public-owned structures including the 21st Street Community Center, Convention Center, SoundScape Park, Old City Hall, Police Station and Plaza, and may include plans for the avenue's privately-owned structures as well. Although the project was originally envisioned as an illumination and/or projected image installation, equal consideration will be given to proposals using any media.

The proposed Call to Artists is attached as Exhibit "A". The City will be utilizing Miami-Dade

County's Art in Public Places online CaFE™ system to administer the application process. Selection of the artist and the project ultimately proposed will be reviewed by the the City's Art in Public Places Committee, as well as approved by the City Commission.

CONCLUSION

The Administration recommends that the Mayor and the City Commission approve the issuance of a Call to Artist to commission a permanent, outdoor installation which will have a revitalizing effect on Washington Avenue.

EXHIBIT "A"

MIAMI BEACH

City of Miami Beach Call to Artists
Entry Deadline: April 5, 2013, 5:00 P.M.

The City of Miami Beach is pleased to announce it would like to apply for an ArtPlace grant and issue a Call to Artists to commission a permanent, outdoor installation which will have a revitalizing effect on Washington Avenue, Miami Beach, Florida.

It is likely that its eventual implementation would occur in stages. ArtPlace is a collaboration of eleven leading national foundations (including the Knight Foundation,) eight federal agencies (including the NEA,) and six of the nation's largest financial institutions. Grant amounts so far have ranged from \$63,100 to \$1 million. The grants are for art-driven "creative placemaking" projects that result in increased vibrancy and economic well-being for a specific area.

REQUIREMENTS

1. Eligibility

This commission is open internationally to all qualified artists and is NOT limited to Florida artists. A qualified artist is an individual or team generally recognized by critics and peers as a professional practitioner of the visual arts and/or civic design, as judged by the quality of that professional practitioner's body of work, MFA or equivalent, experience, past public commissions, exhibition record, publications, receipt of honors and awards, training in the arts, and production of artwork. All qualified artists or teams must have at least five (5) years' of demonstrated professional art experience with regard to outdoor public art and/or civic art; must have experience with design; and must have completed a project of at least \$75,000 or greater. All submissions must be an original work. A team may include a wide variety of professionals who deliver artistic services such as sculptors, designers, gallerists, architects, engineers and other design professionals with focus on civic design and aesthetics.

2. Budget

The total budget is \$500,000 to \$700,000, which includes all costs such as, but not limited to, initial concept fees, travel, materials, fabrication, transportation, insurance, installation, engineering and a 15% contingency fee.

We would like to acknowledge that the funding for this Call to Artists is contingent on a successful grant application for an ArtPlace grant, and that the project will require the eventual approval by the City's Historic Preservation and Planning boards and by the Mayor and Commission.

3. Project Description

Commission a permanent, outdoor installation which will have a revitalizing effect on Washington Avenue. The project can utilize (or not) the medians, all of the public-owned structures including the 21st Street Community Center, Convention Center, SoundScape Park, Old City Hall, Police Station and Plaza, and may include plans for the avenue's privately-owned structures as well. This project was originally envisioned as an illumination and/or projected image installation, but equal consideration will be given to proposals using any media.

Consideration will need to be given to the relationship between the artwork and the surrounding buildings, open space, landscaping and civic markers. The artists are encouraged to explore Washington Avenue, and to familiarize themselves with the surrounding community.

4. Design Parameters

Washington Avenue
Southern Boundary – South Pointe Drive
Northern Boundary – Dade Boulevard

The artwork design should address the following:

- Create a recognizable landmark and enhanced sense of place
- The integration of landscaping if needed
- The works should be designed both for vehicular experience and encouragement for pedestrians to walk on Washington Avenue
- Consideration of the Art Deco Historic District
- The transition from the residential area south of Fifth Street to the commercial district north of 5th Street
- The scale of the surrounding buildings
- The approach from various directions
- Materials conducive to the South Florida weather
- Engineering must take into consideration South Florida weather
- The community's cultural and aesthetic values
- Applicable laws, statutes, codes, and regulations

5. Brief History of Miami Beach, FL

Miami Beach is America's Riviera; a cosmopolitan city whose residents are as diverse as its visitors. Over 7 miles of beaches, art and culture, dining and nightlife, world class shopping, 3 golf courses and 20 parks. An island city of just 7.1 square miles that separates Biscayne Bay from the radiant blue waters of the Atlantic. The main gateways to the City are the MacArthur and Julia Tuttle Causeways and the Venetian and 71st Street bridges.

The City is seen as a trend-setting art and entertainment Mecca, and a shopping and cultural wonder by visitors, world travelers, celebrities and locals alike. Miami Beach has always been a tourist-friendly vacation hot spot, but the city offers so much more now. Miami Beach is no longer just a place to lie on the beach soaking up the sun, due to an economic boom that has sprung from the refurbishment of the Art Deco Historic District. From café's, clubs and shopping along South Beach's Ocean Drive, Lincoln Road, and Washington Avenue; the international hotels and restaurants of Collins Avenue and Middle Beach; to the re-emerging neighborhood in North Beach, Miami Beach offers visitors and residents a dazzling array of amenities to enjoy.

6. Scope of Work

The commissioned artist will be selected based on previous experience with the design and production of exterior public art. Applicants are expected to have the technical capabilities to design and install such projects, including providing maintenance instructions. The artist selected shall be expected to collaborate as needed with site engineers, designers, and other necessary parties for successful installation of the project. Commissioned artist is permitted to work with outside contractors to fabricate the actual work of art. Artist will be required to maintain the project schedule that is established. Deliverables include Shop drawing to be provided to City of Miami Beach Capital Improvements Office (CIP) and shall be submitted to the City of Miami Beach Building Department for permitting.

7. How to Apply

Application Process is managed by the City of Miami Beach Tourism & Cultural Development Department.

Application Requirements*

1. Submissions must be received as a complete application in CaFE™ by no later than April 5, 2013, Midnight EST. All materials will be submitted online, via CaFE™. There is no application fee to apply or to use the online application system. To view the application, go to www.califorentary.org, register a user name and password, navigate to "Apply to Calls," and search for "Miami-Dade Art in Public Places." All submissions must be received as a complete application in CaFE™. Assistance in using the system is available during regular business hours at cafe@westaf.org.
2. Up to 10 images of previously completed work; this may include details. Please accurately identify medium, dimensions, date, location, client/agency, size, budget, completion date, and include a brief written description. The CaFE™ system will prompt you to enter this information with each uploaded image.
3. A one page cover letter listing experience with public art projects; not to exceed 500 words.
4. A current professional resume.
5. At least three (3) professional references for durable outdoor art, including the contact information for each reference.
6. Proposed budget.
7. Anticipated production and installation timeline.

The Art in Public Places Committee shall consider the following issues:

- Aesthetic merit, visual and technical sophistication of previously completed works;
- Creativity of approach;
- The ability to produce durable outdoor art;
- A proven ability to coordinate and collaborate with project managers and design professionals;
- Experience and other qualifications of the artist; and
- Demonstrated ability to complete projects on time and within budget.

8. Right of Rejection

The City intends to award a contract to the artist/artist team that demonstrates the highest level of expertise and capabilities to provide the requested services. The City reserves the right to reject any and all proposals or to re-issue the call to artists when such action shall be considered in the best interest of the City.

By submitting a response to this Call to Artists, prospective artists waive the right to protest or seek legal remedies whatsoever regarding any aspect of this Call. In addition, the City reserves the right to issue written notice to all participants of any changes in the proposal submission schedule or submission requirements, should the City determine in its sole and absolute discretion that such changes are necessary.

The City also reserves the right to the City and may solicit proposals from artists not responding to this Call and reserves the right to select an artist outside of the pool of artists responding to this Call.

9. Payment to Artist

This work is to be performed for a "Not to Exceed Fee". The artist will provide a fee schedule for the project indicating the fee for milestones and a not to exceed fee. The Artist shall include all applicable costs and permit fees in the fee schedule. The City will pay the artist for work completed based on milestones that are accepted by the City. The City shall make sole and final determination if a milestone is complete and acceptable. The artist shall receive no compensation for any re-work necessary as a result of the artist's error or oversight.

10. Artist Agreement

The selected artist or team will be required to enter into an Artist Agreement with the City of Miami Beach prior to commencing work. The City will retain possession of and exclusive rights to any drawings and/or documents produced pursuant to the Contract. The artist warrants that there has been no violation of copyrights or patent rights in manufacturing, producing or selling goods shipped or ordered as a result of this bid. The artist will comply with all applicable laws, ordinances, statutes, and regulations.

Contact: Dennis Leyva
Email: dennisleyva@miamibeachfi.gov
Phone: 305.604.2477

Other Selection Issues

- Florida "Sunshine Law:" All meetings of the Art in Public Places Committee are open to the public, are publicly advertised and are documented through written minutes.
- Conflict of Interests: Artists with immediate family or business partners on the selection committee are not eligible to apply.
- Art in Public Places Committee Contacts: Artist applicants should not have contact with Art in Public Places Committee members between the release of the Call to Artists and the completion of the selection process.
- Contact the City of Miami Beach for all questions and information.