Request for Qualifications (RFQ) for Creative Placemaking projects in Staten Island

Staten Island Arts is issuing an RFQ for two separate Pilot Projects that will connect places and people using arts and culture along Staten Island's waterfront and the North Shore neighborhoods, including St. George, Tompkinsville and Stapleton. This RFQ seeks qualified proposers for creative placemaking projects that give a prominent role to local artists and/or communities, enhance livability in the community, and test recommendations established by *Future Culture: Connecting Staten Island's Waterfront*, a joint project by Design Trust for Public Space and Staten Island Arts. Projects can range from built installations, ephemeral interventions, applications to vertical surfaces, reinvention of infrastructure (such as under- and overpasses, jersey barriers, and/or fencing) or performance/program activities that use culture to achieve the goals. The definition of 'culture' in this context is a far-reaching definition including visual arts, performance, music, food, heritage-based arts, ecology, etc.

I. Guidelines & Process / Step One

A)   About Future Culture
Staten Island's North Shore is in the midst of major developments and changes that will bring new visitors as well as new real estate pressures on this Naturally Occurring Cultural District. At this pivotal time, the cultural community has worked proactively from late summer 2016 to spring 2017 to articulate a vision for how new development can work with the area's rich culture to foster a vibrant and connected waterfront.

What do we mean by "cultural community?" Future Culture is based on a broad definition of culture, including the places from which people come, the foods they eat, the ways they travel, the languages they speak, and the art that moves them. Community is equally broad, including everyone who lives, works, and/or creates on Staten Island's North Shore. By these definitions, the cultural community, a term used throughout this document, includes all those who participate in making, producing, distributing, and administrating culture on the North Shore.

The active and ongoing *Future Culture* project, led by a team of Design Trust Fellows, has brought together a working group of Staten Island residents, cultural producers, civic activists, small business owners, public agencies, developers, and other stakeholders to identify ways to strengthen culture and enhance the waterfront. They created a set of actionable design, planning, and policy recommendations to be implemented by both the public and private sectors.

The *Future Culture* recommendations are a first step in a compendium of strategies for ensuring that arts and culture continue to play a leading role in shaping the North Shore's waterfront communities and to have a stake in its future by:

• Supporting and promoting unique cultural communities
• Developing art and cultural activities that connect places and people
• Strengthening the relationship between the cultural sector and owners and stewards of property

B) About the Future Culture Recommendations

We highly encourage you to read the FULL RECOMMENDATIONS PDF:
http://designtrust.org/media/files/2017.03.28_Future_Culture_Initial_Recommendations_2.pdf
While there are 17 recommendations total, we have selected eight to focus on through this second phase of *Future Culture*. The *Future Culture* team, led by the Design Trust Fellows selected these recommendations, based on a public feedback forum held on March 28, 2017, and subsequent stakeholder meetings and evaluation.

Ultimately, we seek proposals that successfully address one or more of the following recommendations:

❖ Promote exploration, particularly beyond the ferry terminal, by providing intuitive wayfinding and place-based cultural awareness interventions
❖ Celebrate the waterfront by preserving/enhancing the experience of maritime culture
❖ Celebrate the waterfront by fostering ecological and community resiliency through culture
❖ Activate underused open space by enhancing existing green spaces
❖ Activate underused open space by considering "in-between" spaces that are overlooked or otherwise undefined
❖ Improve the experience of transportation infrastructure by physically moving people with culture
❖ Improve the experience of public space by determining and enhancing places for waiting and gathering
❖ Promote engaging use of underutilized or overlooked buildings and built spaces for culture

Please see the Future Culture Recommendations document for additional, larger maps for clarifications of the area. (i.e. Future Culture Zone Intervention map, pictured left, can be found on p. 41 of the Recommendations document.)
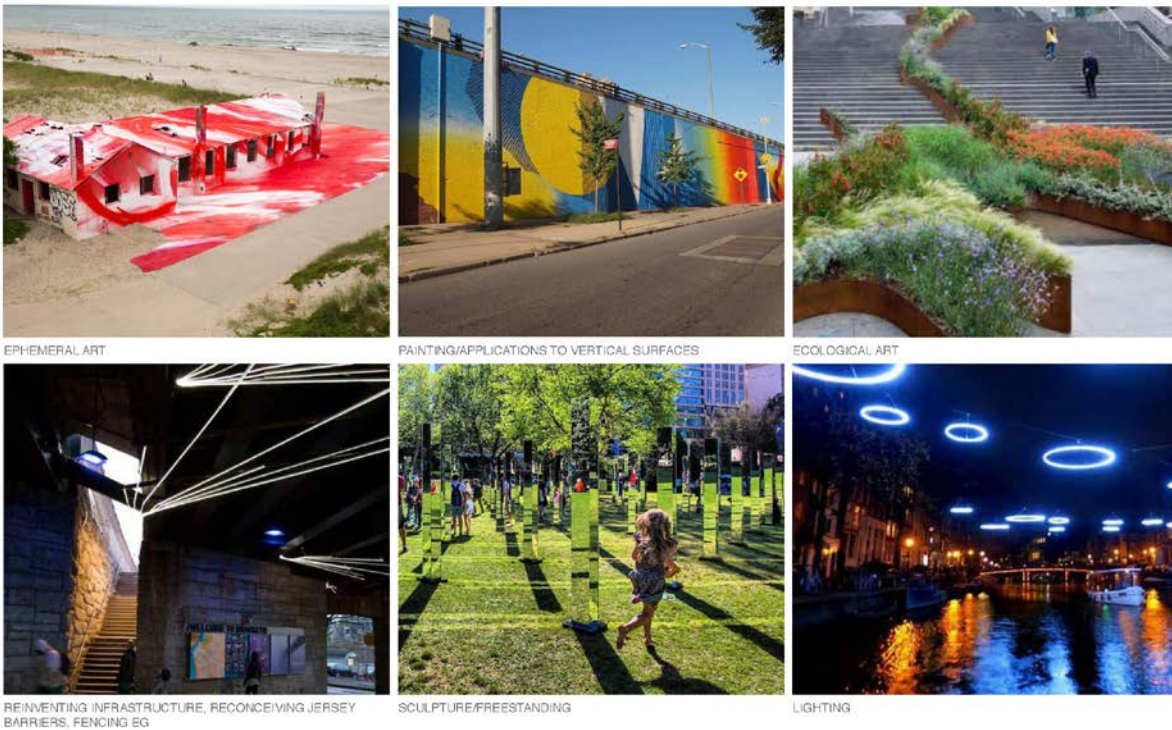
C) About this Call

This *Future Culture* Call for Pilot Projects follows a rigorous community engagement process and seeks qualified proposers to submit qualifications and a proposal for artistic projects that demonstrate how new development can partner with the area's rich culture to foster livable and vibrant public spaces. These projects will be in place for up to a year or less. Selected artists/cultural organizations will be required to participate in pre- and post-evaluation of the Pilot Projects by working with the *Future Culture* team to develop tools to measure their project's impact. This Call requests all applicants to identify ONE (1) OR MORE recommendation(s) within the *Future Culture* Objectives that they envision their project advancing.

D) About the Pilot Projects

The Pilot Projects challenge public and private stakeholders to devise creative solutions to community needs. Through these temporary pilots, we will document and analyze how catalytic placemaking and placekeeping projects can help strengthen the relationships between the cultural sector and the owners and stewards of property.

The *Future Culture* Pilot Projects may develop in many forms, including **built/visual interventions** such as ecological art, creative wayfinding solutions, light-based installations, and/or visual or landscape interventions that create space for waiting or gathering. We are also looking for more **ephemeral interventions** such as performances, heritage-based programming, and/or events of scale or regularity. Ultimately we seek transformative projects of scale with high public visibility. Projects concerned solely with beautification will not be considered.

EPHEMERAL ART

PAINTING/APPLICATIONS TO VERTICAL SURFACES

ECOLOGICAL ART

REINVENTING INFRASTRUCTURE, RECONCEIVING JERSEY BARRIERS, FENCING EG

SCULPTURE/FREESTANDING

LIGHTING

EXAMPLES OF SCALE AND TYPES OF PILOT PROJECTS

TWO separate *Future Culture* Pilot Projects will be selected to be completed by two different artists. One will launch in Fall 2017, and the other will launch in Spring 2018. We will work with each proposer to determine project timelines that will ensure successful completion and evaluation. Duration of these projects will be one year or less. See page 11 of this document for full components of the RFQ.

E)   How to Apply

Learn more at an info session! Staten Island Arts will hold two (2) information sessions to walk through the application process and answer questions about submitting a letter of interest to this Request for Qualifications (RFQ) as well as the selection and post-selection processes. Saturday, April 29 2-3:30PM @ Stapleton Library and Tuesday, May 2, 7:30-9PM @ 5050 Skatepark. Visit www.statenislandarts.org for more information on these workshops. Attendance is not mandatory but encouraged.

Request assistance by phone/email. For questions regarding your proposal, the application process, or other inquiries please contact Special Projects Manager, Diane Velletri at dvelletri@statenislandarts.org.

Prepare and submit RFQ online by 11:59pm Friday, May 12, 2017. All application materials must be submitted through our online portal **http://bit.ly/ApplyFC.** After the deadline five finalists will be invited to submit a full proposal.

F)   Eligibility & Selection Criteria

Any individual, collective, organization, agency, or partnership may apply to this RFQ. No conduit or 501(c) 3 required. Applicants may be part of more than one response to the RFQ.

Proposals from or that include significant roles for individuals who live, work, or present on Staten Island will be given preference.

Five finalists will be selected to submit full proposals and will receive a $500 stipend to create and submit full proposals. Only two pilot projects will be selected.

What is not eligible:
a) Programs or projects serving only the applicant organization's members or programs/activities that exclusively serve a select audience with no public component.
b) Operating expenses of privately-owned facilities (homes and studios).
c) Capital costs including acquisition and renovation.
d) Deficit budgets, fundraising events, scholarships, juror fees, prizes, lobbying expenses, entertainment, any non-arts related expenses or administrative costs unrelated to project.

G)   About the Future Culture Team

The *Future Culture* Team consists of a core of a dozen people, consisting of staff from Staten Island Arts and The Design Trust for Public Space, and a team of five Future Culture Fellows. Alice Austen House Museum is a Community Partner on this project and a Working Group of 17 community members have helped to guide the development of the recommendations, in collaboration with a

network of peer reviewers who helped to edit the initial set of recommendations that was released on March 28, 2017.

Selected projects/artists/organizations will join the *Future Culture* Team to successfully plan and implement creative solutions to challenges in planning for cohesive, quality public space during rapid transformation:

Staten Island Arts (formerly the Council on the Arts and Humanities for Staten Island or COAHSI) is Staten Island's arts council, a service organization that provides resources to individuals and organizations in the arts, cultural, and humanities sector. Our mission is to cultivate a sustainable and diverse cultural community for the people of Staten Island by: making the arts accessible to every member of the community; supporting and building recognition for artistic achievement; and providing artists, organizations, and arts educators the technical, financial and social resources to encourage cultural production. http://statenislandarts.org

The Design Trust for Public Space is a nonprofit organization dedicated to the future of public space in New York City. Our projects bring together city agencies, community groups and private sector experts to make a lasting impact—through design—on how New Yorkers live, work and play. Our work can be seen, felt and experienced throughout all five boroughs—from parks and plazas to streets and public buildings. The Design Trust saved the High Line structure, jumpstarted NYC's first custom-built Taxi of Tomorrow, developed the Community Design School for Flushing Meadows Corona Park, and created the city's first comprehensive sustainability guidelines that became the precursor to Local Law 86 and PlaNYC, now OneNYC. http://designtrust.org/

Lisa Dahl, Participatory Art Fellow, and a Staten Island artist, won the Community Artist Award for the Historic Tappen Park Community Partnership's Illuminate Stapleton initiative, and completed a public art commission at the Staten Island Ferry Terminal. She will organize a multi-faceted community engagement process to encompass a diverse and broad spectrum of perspectives on the Staten Island culture, including the activities of the local maritime and creative industries, the festivals and practices of the North Shore's many different ethnic groups, and the projects of cultural institutions. http://designtrust.org/people/fellows/lisa-dahl

Ben Margolis, Policy Fellow, has more than twenty years of experience working on economic development projects in the public, private and nonprofit sectors, among them New York City Economic Development Corporation and The Brookings Institution. He will identify key opportunities for the local cultural community by analyzing the political context and market conditions of the North Shore. His findings will guide the creation of a series of policy recommendations. http://designtrust.org/people/fellows/ben-margolis

Margie Ruddick, Urban Design Fellow, and a Cooper-Hewitt National Design Award winner, who led the Queens Plaza's acclaimed renovation, will develop design and site recommendations for effectively facilitating and integrating public art and cultural activities into the built environment.

She will analyze the physical context, ecology, natural systems, and transportation infrastructure of the North Shore. http://designtrust.org/people/fellows/margie-ruddick

John Schettino, Graphic Design Fellow, and the creator of the The New York Penn Station Atlas, a personal wayfinding tool for America's busiest transit hub, will build an identity for the 'naturally occurring cultural district' along the North Shore, and ideas for better wayfinding to improve the pedestrian experience – and help mitigate the impact of the millions of additional visitors expected to visit Staten Island. http://designtrust.org/people/fellows/john-schettino/

Gareth Smit, Photo Urbanism Fellow, a visual storyteller whose photographs are regularly featured in The New York Times, brings an established body of work on Staten Island. He will document the rich cultural community and changing urban landscape of Staten Island's North Shore through photography. http://designtrust.org/people/fellows/gareth-smit/

Future Culture: Connecting Staten Island's Waterfront is made possible in part by generous support from the NYC Department of Small Business Services, National Endowment for the Arts, NYC Department of Cultural Affairs, NYC Economic Development Corporation, Empire Outlets, BFC Partners, Urby, New York Wheel, and Triangle Equities Lighthouse Point, and Design Trust Founder's Circle, including Hugo Barreca, Agnes Gund, Kitty Hawks, Sophia W. Healy, the Lily Auchincloss Foundation, Inc., Camila Pastor and Stephen Maharam, Claire Weisz, and Andrea Woodner.

II. Full Proposals / Step Two

**Full proposals** will be solicited from submissions that meet the following selection criteria:

Work Sample = Does it show that the artist/organization can successfully create the project they propose from the work shown in the sample? Is the quality of the work sample sufficient? Does it have artistic merit/cultural significance?

Connection to Recommendations & Community Outreach = How does their project explore the Future Culture Recommendations? How does the project use/occupy public space and how will it be made available to the public? Is it accessible to everyone? Which communities/demographics does it serve? Projects which include meaningful participation for underserved communities will receive foremost attention.

Narrative = Does it show that the applicant has experience creating this kind of work and that they can successfully do what they propose? Past work will be taken into consideration. Does the artistic team have experience producing projects of this scale? Does the project relate to, and have a positive impact on the community?

Feasibility & Experience = Does the scale and scope of the project seem feasible? Are the goals realistic and achievable? Does applicant have past success with a large-scale project?

A) Future Culture Geographic Scope & Site Examples
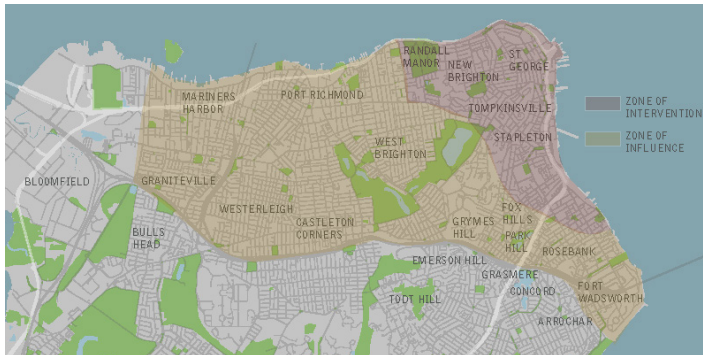
The ongoing *Future Culture* project geographic scope is broken down into two general areas: the '*Zone of Intervention*' and the '*Zone of Influence*.'
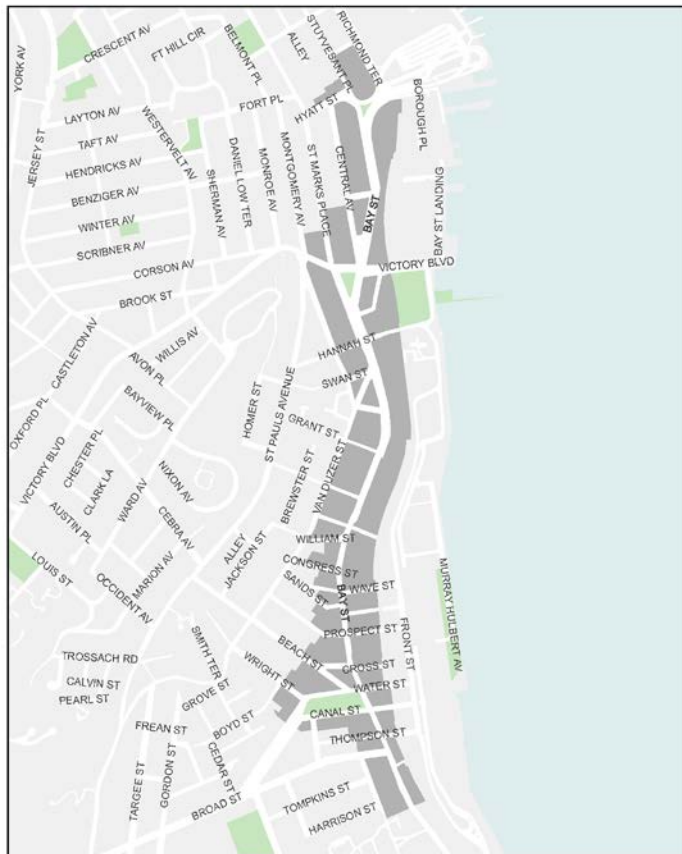
'*Zone of Intervention*'

This area in **pink** is the main study area for Future Culture. It spans roughly from Snug Harbor Cultural Center east towards the ferry terminal and south east towards Rosebank, totaling about five miles of Staten Island's North Shore waterfront. It also reaches approximately two miles inland along this waterfront neighborhoods.

'*Zone of Influence*'

This area in **orange** is the wider geographical area that we acknowledge has strong connections and networks between neighborhoods and town hubs.

To be eligible for this RFQ, applicant's projects must fall within the area outlined in dark grey in the map to the left. If the project is considering use of multiple sites, at least **ONE** component of the project must fall within the area outlined in dark grey.

Focus on this area for these initial pilots overlaps with other planning initiatives, allowing for the Future Culture team to bring community members and cultural projects together with these planning initiatives to inform strategies for neighborhood revitalization, sustainability, and equitable economic development.

Site Selection & Examples

While RFQ applications <u>do not</u> need to have site permission, applicants are required to list possible site(s) or kinds of sites where you believe that your project would have the most impact. Through *Future Culture* we have begun to catalog and document potential sites. A selection of sites are listed below for example and inspiration. You may propose site(s) that do not appear on this list, but at least **ONE** component of your project must fall within the grey area indicated on the map on page 6.

Site selection is **<u>one of the most critical aspects</u>** of your project's feasibility, especially considering some of the jurisdictional/ownership issues are key. Through *Future Culture*, Staten Island Arts and the Design Trust for Public Space are working with many stewards of property. Staten Island Arts and the Design Trust for Public Space will work with you to confirm site. We reserve the right to make the final site selections for projects to ensure the success of the project.

	Kind of Site	Examples of Sites
	Under Elevated Spaces	Under SIRR overpasses Under Ferry Terminal Viaduct
	Bridges/Infrastructure	Hyatt Street Bridge St. George Ferry Terminal Victory and Minthorne Streets
	Fences/Barriers/Dead Ends	Bay Street Landing Central Avenue Cross Street Dock Street Sands Street St. George-Tompkinsville Promenade Victory Boulevard & Bay Street

Connectors to the Waterfront	Canal Street Jersey Street Prospect Street St. George-Tompkinsville Promenade Thompson Street Victory Boulevard Water Street Wave Street
Spaces on the Waterfront	Atlantic Salt Bank Street Front Street Lighthouse Plaza Lyons Pool/Murray Hulbert Ave Pier 1 (Off of Lighthouse Plaza) St. George-Tompkinsville Promenade St. George Ferry Terminal Stapleton Waterfront Park
Town Hubs	Clifton New Brighton Park Hill Rosebank St. George Stapleton Tompkinsville
Green Spaces	Alice Austen House Park Barrett Triangle Mahoney Playground North Shore Esplanade North Shore Waterfront Esplanade Snug Harbor Cultural Center Stapleton Playground Stapleton Waterfront Park Tappen Park Tompkinsville Park
Empty Walls	NY Wheel & Empire Outlet Construction Fence along Richmond Terrace Promenade at Lighthouse Point

	Medians and Triangle Parks	Barrett Triangle Bay/St. Julian & Van Duzer Streets Central Avenue Triangle Edgewater, Camden & Bay Streets Richmond Terrace/Bay Street Median Tompkinsville Park
	New Developments	Empire Outlets Lighthouse Point NY Wheel Urby
	Vacant Lots/Empty Storefronts	Canal & Bay Streets SI MakerSpace's MakerPark (Front & Thompson Streets) Richmond Terrace/Jersey & Bank Streets
	Parking Lots/Setbacks	Central Avenue Triangle Edgewater St. & Willow Avenues Front Street

B) **Timeline**

April 17	Call Released
April 29	**Information Session** – 2-330PM @ Stapleton Library
May 2	**Information Session** – 730-9PM @ 5050 Skatepark
May 12	RFQ Due
May 18	Finalists Notified
June 14	Full Proposals Due (by-invitation)
June 23	ALL Applicants Notified
June 30	Artist Contracts Signed
July-August	Attend meetings with Future Culture team to develop and refine concepts for the first placemaking project, permits, etc.
Sept-Oct	Fabrication & Installation of Project #1
Oct-Nov	Launch event for Project #1
Nov-Feb	Assessment of Project #1
February 2018	Attend meetings with Future Culture team to develop and refine concepts for the second placemaking project, permits, etc.
March-April	Fabrication & Installation of Project #2
April-May	Launch event for Project #2
May-June	Assessment of Project #2

C) **Budget**

Artist Fee	$15,000
Implementation	$30,000-$45,000

This RFQ does not require you to submit a full budget at the time of application. We do ask you to provide a general description of how the $30,000-$45,000 implementation budget will be used. Outline the major project expenses aside from artist fees (i.e. fabrication, permits, materials, equipment rental, contractual services, etc.). Projects should be designed to be scaled to $30,000 in the event that the full budget is not awarded. If your project will exceed the implementation budget, please indicate how you plan to address the gap in funding. Staten Island Arts and the Design Trust for Public Space will not be responsible for providing funding exceeding $45,000 per pilot project.

D) **RFQ Components**

This section lists all components of the RFQ. All submissions must be made through our online portal. No hardcopy submissions will be accepted.

1. **Contact Information**
Name, Address, Phone, Email

2. **Proposed Project Title**
Please enter a name for your project. (Maximum of 200 characters, approx. 15 words)

3. **Artistic Field(s) -** Select from drop-down list

Classical Music/Opera
Dance/Choreography
Digital/New Media/Multimedia
Film/Video/Animation
Folk Arts
Humanities
Interdisciplinary
Literature

Multi-disciplinary
Music
Painting
Photography
Sculpture
Theater/Musical Theatre
Visual Art

4. **Project Description/Expression of Interest**
In 500 words or less, please describe the goal of the project, the artistic team involved, and the scale and major components of the pilot project. (Maximum of 3,400 characters, approx. 500 words)

5. **Connection to Recommendations –** Must select <u>ONE</u>, may include more than one.

☐ Promote exploration, particularly beyond the ferry terminal, by providing intuitive wayfinding and place-based cultural awareness interventions

☐ Celebrate the waterfront by preserving/enhancing the experience of maritime culture

☐ Celebrate the waterfront by fostering ecological and community resiliency through culture

☐ Activate underused open space by enhancing existing green spaces

☐ Activate underused open space by considering "in-between" spaces that are overlooked or otherwise undefined

☐ Improve the experience of transportation infrastructure by physically moving people with culture

☐ Improve the experience of public space by determining and enhancing places for waiting and gathering

☐ Promote engaging use of underutilized or overlooked buildings and built spaces for culture

a. Which Future Culture Recommendation is most closely related to the challenge or opportunity this project will address? Responses to this question are used to better understand the focus of your project.

To learn more about how we define these recommendations please visit the FULL PDF:
http://designtrust.org/media/files/2017.03.28_Future_Culture_Initial_Recommendations_2.pdf

b. How will this project deploy arts and culture to address this planning and development challenge or opportunity? (Maximum of 3,400 characters, approx. 500 words)

c. What will be different in this community when this project is completed?
(Maximum of 3,400 characters, approx. 500 words)

6. **Potential Sites** (Please reference map and types of sites indicated in Guidelines Document).

Applications <u>do not</u> need to have site permission at this stage; Staten Island Arts and the Design Trust for Public Space will work with you to confirm site.

Note: Site selection is one of the most critical aspects of your project's feasibility, especially considering some of the jurisdictional issues are key. Through *Future Culture*, Staten Island Arts and the Design Trust for Public Space are working with many stewards of property. We reserve the right to make the final site selections for projects to ensure the success of the project.

a. Please indicate a potential site, or type of site, for this installation.
   (Maximum of 1,000 characters, approx. 150 words)
b. Will your project take place on a single site or across multiple sites?
   (Maximum of 1,000 characters, approx. 150 words)
c. In the case of a singular site, please propose a secondary or backup site.
   (Maximum of 1,000 characters, approx. 150 words)
d. Explain why you chose this/these location(s).
   (Maximum of 1,700 characters, approx. 250 words)

7. **Connection to Community Partnerships**
   We have found that most successful community based projects incorporate a diverse team of partners. Confirmed partnerships are not a requirement at the initial application stage but if you are considering recruiting specific community partners to help realize this project (individual artists, schools, city agencies, local businesses, or other organizations), please list them here and describe their role in this project. (Maximum of 1,700 characters, approx. 250 words)

8. **Budget**
   Please provide a general description of how the $30,000-$45,000 implementation budget will be used. (Please do not submit a full budget at this time, but outline the major expenses aside from artist fees: fabrication, permits, materials, equipment rental, contractual services, etc.)? If your project will exceed the implementation budget, please indicate how you plan to address the gap in funding. (Maximum of 1,700 characters, approx. 250 words)

9. **Supplemental Materials**
   a. Please provide a short bio for the primary person responsible for the artistic component (artistic director, curator, or artist) (Maximum of 1,000 characters, approx. 150 words)

   b. Work Samples/Past Work – 8 images and/or 3 minutes of video. We are specifically looking for examples of past work that either relate to your proposed project and/or demonstrate successful execution of projects of similar scale, artistic medium, and/or scope.

      ☐ 8 images, 1240px max dimension @ 72dpi, named by number_underscorelast name – ex: 01_smith.jpg. URL gallery also accepted.
      ☐ 3 min video, .mp4 or .mov. URL to video online also accepted.

c.   Accompanying image list/video description, including the title, dimensions, and collaborators, if applicable. PDF preferred.

d.   Please upload a PDF of your current C.V.

RESOURCES:
- **Staten Island Arts:** www.statenislandarts.org
- **Design Trust For Public Space Future Culture Page:** www.designtrust.org/projects/future-culture
- **Future Culture Recommendations PDF:**
  http://designtrust.org/media/files/2017.03.28_Future_Culture_Initial_Recommendations_2.pdf
- **Downtown Staten Island Commercial District Needs Assessment**:
  http://www1.nyc.gov/assets/sbs/downloads/pdf/neighborhoods/n360-cdna-bay-st.pdf

APPLY NOW: http://bit.ly/ApplyFC

All RFQ submissions are due online by 11:59pm Friday, May 12, 2017. No hardcopies will be accepted.

Questions? Concerns? Please contact Special Projects Manager, Diane Velletri at dvelletri@statenislandarts.org.

Future Culture is made possible in part by generous support from:

www.statenislandarts.org   •   718.447.3329   •   23 Navy Pier Court, Staten Island, NY 10304