

# Request for Proposals

## CALL FOR ARTISTS

### The Rotary Park Environmental Awareness Project

For the Seward Rotary Club, Seward, Alaska

Updated September 2, 2022



Proposal Deadline: September 21, 2022, 4:00 p.m. Alaska Time

For additional information contact:

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# REQUEST FOR PROPOSALS – CALL FOR ARTISTS

## Project

The Seward Rotary Club plans to enhance the Rotary Park Pavilion as an environmentally themed fish and wildlife viewing area for residents and visitors, with interpretive art and signs. We wish to make Rotary Park a recreational destination that attracts and inspires residents and visitors to learn more about Rotary, and Rotary's new focus area, protecting the environment. Rotary Park is located on city property, Parcel 14733046 at 1121 Third Avenue. The Pavilion is located off Second Avenue, just north of 1108 Second Avenue.



## Scope of Project

As part of the project, we will enhance the Pavilion to create a more attractive wildlife viewing/picnic area with three pieces of dramatic local art and three artistic signs. With this announcement, we are requesting submissions of ideas and bids for:

1. **Digital art** for two signs, including up to 12 digital files (photographs, paintings, or other graphics).
2. **Metal art** (or other suitable weatherproof material), including 2 smaller pieces to fit within the triangular support beams of the Pavilion and one larger piece to attach to pilings in the lagoon.

## Digital Art

Up to 12 images may be needed for the two signs related to the theme of Protecting the Environment, as well as images related to the local ecology, flora and fauna of the lagoon. The signs will be of similar design to those of the Seward Historic Walking Tour, shown below.

AN ADVENTUROUS, CREATIVE PHOTOGRAPHER


This building, constructed in 1916, and known as the Generations Building, is often referred to as the Sexton House. Sylvia Sexton was a dynamic, creative, and adventurous woman who embodied the Alaskan pioneer spirit. One of the most popular young businesswomen of Seward and a prominent Alaskan photographer, her beautiful images capture the essence of the daily life of her friends, family, and the outdoor activities she enjoyed. She was well known, loved, and active in the community.

Sylvia moved to Seward in 1904 from Sunrise when her father, George Sexton, was transferred to be Seward's first deputy U.S. Marshal. She brought her passion for photography with her to Seward. Sylvia moved freely around the town and captured Seward's daily life in pictures during this pioneering time. Her photos made Sylvia one of the most recognized photographers on the Kenai Peninsula and famous for her scenic views.


George Sexton bought the Coleman House in 1907, and Sylvia opened her store there, selling curios, confectioneries, and photography. George returned to the Sexton Hotel in 1913.

The Sexton Hotel and her store burned in 1905. While the store was a total loss, Sylvia was undeterred, opening a temporary new store in the former Seward Commercial Company building, a then a permanent location in the Generations Building, which was an annex of the Seward Commercial Company. The store, aptly named "Sylvia's," operated until 1951. In the picture of Fourth Avenue before the fire, the Generations Building is visible on the right side of the street, with the awning.


"Generations" pays tribute to how the Sextons and this 1916 building, called the Sexton House, have withstood the test of time, including the 1904 earthquake and tsunami. The Generations Building reflects the spirit of Seward's adventurous photographer, Sylvia Sexton, and her family.




Sylvia Sexton in her later years.  
Photo by Sylvia Sexton, circa 1910-1920.




Inside the Sexton Hotel, George Sexton is behind the counter and Sylvia Sexton is at the typewriter.  
Photo by Sylvia Sexton, circa 1910-1920.




A photo taken by Sylvia Sexton of women on the wharf with their babies, circa 1906.  
Photo by Sylvia Sexton, circa 1906.



Sylvia Sexton on a photo occasion.  
Photo by Sylvia Sexton, circa 1910-1920.




Sylvia Sexton in a field with two men and her camera bag.  
Photo by Sylvia Sexton, circa 1910-1920.



August 1905 Fourth Avenue fire. Fire destroyed the Sexton Hotel and Sylvia's ice cream and photo shop.  
Photo by Sylvia Sexton, circa 1905.

**The Sexton House**

Printed and made possible by grant from the Alaska State Historical Society, the Kenai Peninsula Historical Society, and the Seward Historical Society.



The first sign will be focused on who Rotary is, Rotary's new focus area to "protect the environment" and tips the reader can do to protect their environment.

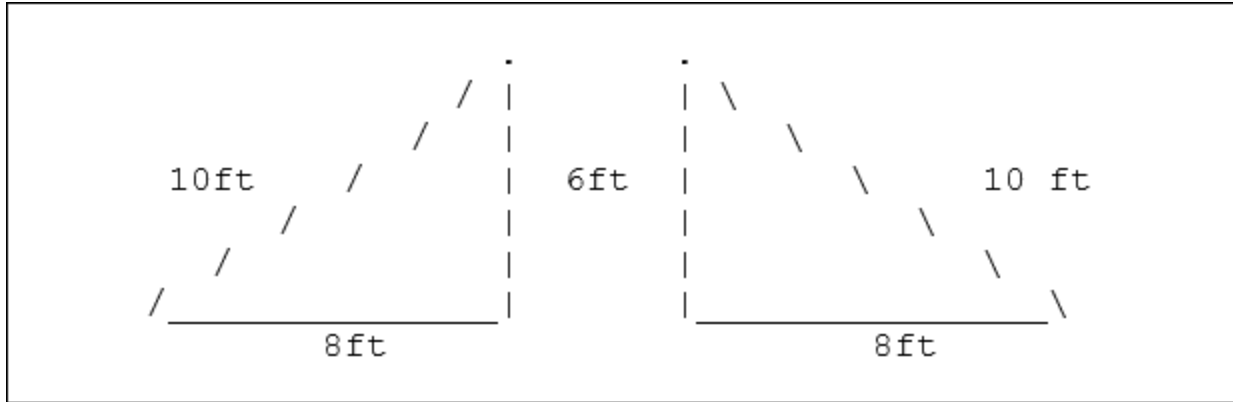
The second sign will be focused on the ecology and history of the lagoon and its fish, wildlife, plants and ecology.

Images should be related to concepts like tips for protecting the environment and flora and fauna of the lagoon area. Images can be related to pollinator habitat, native plants, salmon, birds (such as swans, ducks, sandhill cranes, bald eagles), mammals (such as river otters) etc. They could also be images of the lagoon itself or a similar habitat.

Digital art must be 300dpi (or larger) at the size anything would be used on the panel (so a photo on the panel that is 4x6 would have a digital size of 4"x6"x300dpi).

## Metal Art

We would like 2 pieces that will fit in the triangles of the main support beams at the entrance of the Pavilion that relate to the flora or fauna of the lagoon. For example, it could be a metal river otter, salmon, bald eagle etc. The art can be metal or other suitable material that can withstand the weather for 25 years or more. The spaces are approximately 8' x 6' x 10'. Exact measurements are the responsibility of the artist to determine.



The Rotary Park Pavilion. The art should fit within the 2 open triangles.

The third piece of art will be the focal point of the park, and will be installed on structure that used to hold up the boardwalk. This can be seen from the Pavilion. The length of the base for the art is roughly 4' x 8' feet on a timber plank. Exact measurements are the responsibility of the artist to determine. The structure is often used by roosting birds as in the photo below. A design that has extensions or room on the sides to still allow bird roosting will receive higher preference.



## INSTALLATION REQUIREMENTS

Metal art should be constructed so it is easily installed. Rotarians will evaluate and select art, and collaborate with the selected artist on the best way to install their work or have it installed. We expect the art might be installed at any time of year at low tide. Depth of the water is about 1-2 feet, but area is mucky. A raft could also be used.

Artists are responsible for all arrangements and costs of delivery. Rotary will pay for installation after consulting with the artist. Artists may only participate in installation if they have appropriate liability insurance.

**FUNDING:** Funds to complete this project are provided by the Seward Alaska Rotary Club and a grant from The Alaska Rotary District 5010. The Seward Rotary Club is a non-profit organization dedicated to "Service Above Self" and doing good in our community and beyond.

Artists selected for funding must provide an IRS W-9 form (<https://www.irs.gov/pub/irs-pdf/fw9.pdf>) in order to receive payment. Payment will be made, 50% at the time of the award and the remaining 50% upon receipt of the art. Artists are responsible for all applicable taxes related to receipt of funding.

We have limited funds for this project and will happily accept any donations of art, which will be fully credited to the artists on site.

## SUBMISSION REQUIREMENTS:

- Artists may develop and submit a proposal based on their evaluation of the project and site opportunities. Proposals must comply local code requirements.
- Artist may make use of any materials that will be durable to withstand Seward weather conditions for a period of 25 years or more.
- Digital files must be a resolution of 300 dpi.
- Please complete the attached Artist Submission form with the requested information.
- Please provide three references for recently accomplished similar work.
- Responses are preferred to be submitted electronically to [mbenoitak@gmail.com](mailto:mbenoitak@gmail.com). Include RFP Rotary Park in the subject line of the email.
- If a response cannot be submitted electronically, mail to: Seward Rotary Club, P.O. Box 3121, Seward, AK 99664-3121. Mailed responses must be delivered to the PO Box by the due date.

## TIMELINE:

- July 10, 2022 Request for Proposal issued
- September 21, 2022- Responses Due
- October 11- selection by Seward Rotary Club Rotary Park Committee.
- October 18, 2022- Project award
- October 30, 2022-Digital Art Due
- April 1, 2023- Metal Art Due and delivered.
- April, 2023- Installation planned.
- May 1, 2023- Project complete.

## Eligibility

Any practicing visual artist may apply.

## Selection Criteria

- Exceptional Quality (20 points)
- Enduring Value and Maintenance (20 points)
- How well the Concept Relates to Theme (35 points)
- Character and Uniqueness to attract visitors (25 points)

A combination of artists files or submission may be selected.

## DEADLINE

Applications will be accepted through September 21, 2022, 4:00 p.m. Alaska time. Mailed applications must be received by this date.

## AMENDMENTS

In the event that it becomes necessary to revise any part of this RFP, or if additional information is necessary to enable the respondent to make an adequate interpretation of this RFP, an addendum to the RFP will be available to each potential Respondent. Amendments to this RFP may be issued at any time prior to the time set for receipt of Proposals.



## Artist Submission

Please submit the following information.

Name-

Address-

Phone-

Email -

Website -

**Artist Bio:** Briefly tell us about yourself and experience.

**Artist Statement** (This is a description of your work that helps us understand the goal and/or context of your work. It can be the meaning in creating your art, your motivation, what materials you use and why, etc.).

Availability to begin and complete the work for this project:

### For Metal Art (Or Other Material)

For each submission, include the following:

Submission #1:

Description of the media:

Size:

Price:

High Resolution Photos or Drawings:

Installation Instructions:

Expected Life Span:

### For Digital Art (Photos, graphics).

For each submission, include the following:



Submission #1:

Description of the media:

Size:

Resolution in DPI

Price per File: