



The City of Pomona  
Cultural Arts Commission  
Garey Underpass (Area 1)  
Part B: Proposals  
V. 10/24/24

## Garey Underpass (Area 1) Call for Art – PART B: PROPOSALS

TIMELINE	
Call for Art Released	September 5, 2024
Call for Art Information Meeting	September 17, 2024, 12 – 1:30PM
Submission Deadline	October 3, 2024, by 5PM PST
Artist Selection- Part A	October 28, 2024
Proposal Submission Deadline	December 2, 2024, by 5PM PST
Artist Selection- Part B	December 12, 2024
Project Execution	February 2025
Project Completion	May 30, 2025

### Part B: Proposals

In this Phase, the semi-finalists selected in Part A will be asked to develop a proposal and individually present their proposals to the Community, a Public Art Committee, and Cultural Arts Commission. With guidance from Staff, the three reviewing bodies will review the artist proposals.

#### Application must include:

- **Three Professional References**, with name, title, phone, email addresses, and specification into what project they can attest towards your work for them included.
- **Rendering of Project**
  - Rendering **MUST** be in JPG or PNG format only. If rendering is done traditionally, a high-resolution photograph or physical original turned into the Arts Coordinator at the Planning Counter in City Hall is acceptable.
  - Rendering should come in two parts for 2D representation—alone and reflected on the space it will occupy.
  - Rendering must be printed on two separate 4 ft x 2 ft foam boards. One rendering per foam board.
- **Project Timeline Outline** – This project has a hard deadline for May 30, 2025, and will require a strict schedule to complete.
  - A detailed outline of your intended timeline for the project. Please include tentative dates of project completion markers with full descriptions of what should be completed.
- **Budget of Project** – This project has an allocated budget total of \$250,000.00. This allocated funding is not up for negotiation. PDF format only.



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- Approved Line Items—artist fee, project assistant(s), administrative overhead (cannot exceed more than 22% of your project assistant(s) amount), auto and liability insurance, travel expenses, materials, artwork fabrication, storage, equipment, art installation costs, permit and inspector fees (as necessary), site preparation, signage and plaque fabrication and installation, professional photography, and contingency.
- **Briefly respond to the following question**— what is your experience managing budgets of similar scale or working within time constraints?
- NOTE: There will be a contingency hold of 10% of the project’s budget until the project is fully completed. All applicable artworks must have UV and anti-graffiti coatings applied to their surfaces.
- Below are the different phases in which funding will be released, and each will have a requirement of meeting City criteria (i.e. Project update form, budget expenditure report, on-site project visit) –

<b>Disbursement</b>	<b>Amount</b>
<b>Phase 1</b> (20% of Awarded Funds)	\$50,000.00
<b>Phase 2</b> (20% of Awarded Funds)	\$50,000.00
<b>Phase 3</b> (30% of Awarded Funds)	\$75,000.00
<b>Phase 4</b> (20% of Awarded Funds)	\$50,000.00
<b>Total</b>	\$225,000.00
<b>Contingency Hold</b> (10% of Awarded Funds)	\$25,000.00
<b>Total</b>	<b>\$250,000.00</b>

**SUBMIT ALL DOCUMENTS HERE – [PublicArt@pomonaca.gov](mailto:PublicArt@pomonaca.gov)**

Submit the foam board rendering to City Hall – Planning Counter.

If you experience an issue at any point, please reach out **PRIOR TO THE DEADLINE**—

Jocelyn Ayala, Public Arts Coordinator  
(909)524-8985 or [Jocelyn.Ayala@pomonaca.gov](mailto:Jocelyn.Ayala@pomonaca.gov)

### Scoring and Judging of Proposals

All proposals will be evaluated by the residents of Pomona, the Public Art Committee, and the Cultural Arts Commission.



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Proposals will be scored using the following criteria (up to 1,000 points):

Up to 230 points	<b>Artistic Merit:</b> Artwork reflects authenticity, originality, evokes response or inquiry.
Up to 225 points	<b>Community Responsiveness and Public Engagement:</b> Artists have included a community component of their proposal that involves residents to engage on their project. (i.e. an art project related component) <i>Due to the location of this mural, we are not able to have unauthorized artists paint on site.</i>  Artists have submitted their renderings on foam boards for the public to comment on their proposals.
Up to 225 points	<b>Site Specificity:</b> Artwork demonstrates relevance and is appropriate for the site, architecture, occupants, visitors, environment, and fulfills any recommended themes or goals.  The Theme of showcasing Pomona’s historical monuments, places, and development is present and clear. Imagery should reflect the history of the southern half of Pomona as you drive south bound, and imagery of the northern half of Pomona as you drive north bound.
Up to 200 points	<b>Feasibility:</b> Project budget and the project schedule are clear, specific, and detailed indicating the artwork can be fully implemented.
Up to 50 points	<b>Durability and Permanence:</b> The artwork is materially and structurally sound.
Up to 50 points	<b>Public Safety:</b> Proposed artwork does not create unsafe conditions nor utilize unsafe materials.  <i>If the Risk Management Department deems the project unsuitable due to lack of proper insurance and details of project scope, then the project will not continue forward.</i>
20 points	<b>Attended Art Call Information Session</b> Staff will make note of this on their scoring sheet.

The City will offer a workshop for the general explanation of proposal materials and field any questions. We highly recommend that all artists submitting proposals attend this workshop. This will be an opportunity to ask questions about the application.

Date: November 12, 2024 @ 1PM - 2PM

Zoom: Calendar invite to include link.



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<b>Proposal Submission Deadline:</b> December 2, 2024, by 5PM PST	
<b>Reviewing Bodies</b>	<b>Reviewing Actions</b>
Staff	1. Review all proposals to check for all materials being submitted. Any missing materials will not proceed forward.
Public Art Committee	1. Review and score each proposal based on the rubric shared at the time of the application process. Make recommendation of which proposals the Commission should approve.
Cultural Arts Commission	1. Review scores and recommendations from Staff and the Special Ad-Hoc committee. 2. Approve select proposals for funding.
<b>Staff and Committee Review Period:</b> December 2024	
<b>Cultural Arts Commission:</b> December 12, 2024, at 5:30PM	
<b>Grant Award Notification:</b> December 13, 2024	

## Additional Information

- Incomplete or late proposals will not proceed for review.
- The City of Pomona reserves the right to accept or reject any and all proposals received.
- The request for Proposal submissions does not constitute an offer to contract or promise of remuneration, recognition, or any other thing.
- The information provided by each Call may be changed, amended, modified, canceled, revoked, or abandoned without notice at any time and for any reason in the sole discretion of The City of Pomona.