

Request for Qualifications



Emblem Design RFP for McCarthy Park in Hollister, CA.

Deadline is Friday, November 23, 2018

The San Benito County Arts Council seeks designers, artists and other creatives to submit designs for a powder coated steel emblem at McCarthy Park in Hollister, CA.

Project Background

The City of Hollister will soon break ground on a series of park improvements at McCarthy Park in Hollister, including the installation of new park equipment, a handball court, splash pad and skate spot. The Arts Council, in partnership with the City, seeks artists and designers to create an emblem or logo to be placed on the top of the “water tower” water feature that will be located on the splash pad (see example below):



Example from Queen Creek, AZ.

The emblem will be approximately 3-4' in diameter and laser cut from powder coated steel. The commissioned artist, who will receive a \$1,000 design fee, will be responsible for the design; and the City will be responsible for fabrication and installation. Please see below for design specifications:

Emblem/Logo Qualities

- Must be an original design created for permanent, public viewing
- Must compliment the character of the neighborhood and fit within the existing park assets and surroundings

Design Specifications

- Hand-drawn design submissions should be drafted in black ink or pencil on white paper
- Digitally designed submissions should also be drafted in black color on a white background
- Due to the limitations of fabrication, the design should not include small details and thin lines; keep in mind that the final emblem will be cut from a single piece of steel
- Design submissions should include all relevant dimensions, with the overall emblem to not exceed a maximum diameter of 4'

Budget

\$1,000 design fee will be awarded to one finalist for their design.

Eligibility

Preference will be given to applicants based in *San Benito, Monterey, Santa Cruz and Santa Clara counties*. Emerging artists are encouraged to apply.

Submission Requirements Checklist

- ✓ Artwork Design
 - For digital design submissions, accepted file types include: AI, EPS, SVG
 - For hand-drawn submissions, include a high resolution JPEG or PNG
- ✓ Artist Coversheet (page 3)

Submission Process

All applicants shall submit their proposal documents via Dropbox. (share a link to your Dropbox folder by emailing info@sanbenitoarts.org). Please clearly title your application by first and last name.

Submissions must be received by Friday, November 23, 2018 at 5:00 pm PST.

Selection Process

Proposals will be reviewed by the City of Hollister's Public Art Review Committee (PARC) at their Special Meeting at 8 am, Friday, November 30th at City Hall, 375 Fifth St., Hollister CA.

Contact

Please direct questions about the project to Jennifer Laine at info@sanbenitoarts.org or 831-636-2787.

McCarthy Park Design RFP
APPLICATION COVER SHEET

Applicant Name (Please print)

Home Address/ City/ ZIP

Email Address

Phone

Facebook _____

Instagram _____

Twitter _____

Links to online work samples (if applicable)

1. _____

2. _____

3. _____