

San Lorenzo Park Serpent Community Re-Painting Request for Qualifications



www.coastal-watershed.org



www.slpnsc.org

Entry Deadline: Monday, February 20, 2023

PROJECT BACKGROUND

Vibrant parks are critical infrastructure in healthy, equitable communities. San Lorenzo Park is the largest park in downtown Santa Cruz, directly adjacent to the San Lorenzo River and diverse riverside neighborhoods. The park was created in the redevelopment project following the catastrophic 1955 flood, and its star attraction since 1964 has been its playground's community-painted "Lorenzo the Serpent" play structure. The Coastal Watershed Council (CWC) and the San Lorenzo Park Neighbors (SLPN) will partner with the City of Santa Cruz and one local artist to restore and paint the 60-year-old cement sea serpent in the children's play area of San Lorenzo Park. The idea is to retain the current design and engage neighborhood residents in its repainting. The project team is seeking a qualified artist to prepare and lead a community painting event to accomplish this task.

PROPOSAL DESCRIPTION

Coastal Watershed Council invites qualifications for artist to lead community members in the re-painting of the "Lorenzo the Serpent" structure in San Lorenzo Park.

BUDGET AND MATERIALS

- \$2,000 will be paid to artist selected to coordinate with project team, prepare for the community painting event, lead community paint event, and finalize the project by applying detail and sealant, as needed.
- Paint and sealant will be provided by the City of Santa Cruz Parks & Recreation Dept.
- Additional materials will be provided by the artist.

PROJECT TEAM

The Coastal Watershed Council is responsible for managing the project, including hiring the artist and coordinating the project team. Coastal Watershed Council activities will be informed by members of the San Lorenzo Park Neighbors, who will be responsible for recruiting participants for the community paint day.

The City will be responsible for cleaning the serpent structure surface through power washing and/or sandblasting prior to the repainting. Paints will be provided by City of Santa Cruz Parks &

Recreation Department to match current colors and ensure safety and durability. Artist will be responsible for maintaining the quality and image of the current design of the serpent structure.

ELIGIBILITY REQUIREMENTS

To be eligible for this opportunity artists must:

- Live or work in Santa Cruz County, with preference to those who live or work near San Lorenzo Park
- Have experience leading members of the public in group art production activities of public art, with a portfolio of those results.

SELECTION PROCESS

Selection panelists consist of members of San Lorenzo Park Neighbors and Coastal Watershed Council.

SELECTION CRITERIA

Artwork will be selected based on the following considerations:

- Artist's demonstrated ability to collaborate with members of the public to paint and apply sealant within budget and timeline.

PROJECT TIMELINE (2023)

- January 20: RFQ Released
 - February 20: Submission deadline
 - February 24: Project Team selects artist
 - March 24: Artist leads project preparation, including applying primers/coatings
 - March 25: Artist leads community paint day
 - March 26: Artist finalizes project detail and applies sealant/coatings
- In the event of rain, March 24-26 dates will be re-scheduled for March 31-April 2
Project team reserves the right to change the project timeline.

SUBMISSION GUIDELINES

A complete submission must include all items below. To apply, please email materials to Laurie Egan, Executive Director, Coastal Watershed Council, legan@coastal-watershed.org by project deadline. Artist must provide:

1. 1) Website or online portfolio. Provide URL
2. 2) Resume of not more than two, double-sided pages that demonstrates experience as an artist and working with members of the public.
3. 3) References - Names, phone numbers and email addresses of three professional references. Please include relationship of each reference to artist.

DEADLINE

Complete submissions must be received no later than 11:59 PM February 20, 2022
Submissions received after the date and time indicated herein shall not be accepted and requests for extensions of closing date or time will not be granted. Application packets may not be modified after submission.