



REQUEST FOR PROPOSAL (RFP)
for
Manuel “Memo” E. Cavada Public Art Mural Project

Notice is hereby given that proposals will be received until 5:00 P.M. on Monday, **August 30, 2021**, Pacific Standard Time (PST), furnishing the National City Chamber Foundation (NCF) with the following submittal requirements.

Prospective respondents are hereby referred to the proposal instructions, general provisions, and terms and conditions contained in this request for proposal. All proposals must be submitted by the due date and time. All proposal components are preferred to be submitted in digital format. To chad@nationalcitychamber.org. Paper formats will need to be dropped off during business hours, Monday-Friday at the National City Chamber of Commerce offices located at 901 National City Blvd., National City, CA 91950. Late proposals will not be considered.

Questions related to the proposal must be submitted via email to chad@nationalcitychamber.org. Questions must be received by 3:00 P.M. on **August 23, 2021**, Pacific Standard Time (PST). Answers will be uploaded to the NCF web portal (<https://www.nationalcitychamberfoundation.org/memo-cavada-mural-project>) no later than 5:00 P.M. on Monday, **August 23, 2021** Pacific Standard Time (PST).

There is no submission fee and artist(s) teams may submit more than one application.

The NCF reserves the right to reject any or all proposals received, any portion of any proposal and to waive any irregularities or informalities in proposals or the RFP process. Any addenda that are issued through this RFP must be signed and returned with your submittal.

***Revised Schedule**

| Activity | Date |
|---|--------------------------|
| RFP Released | July 19, 2021 |
| Question Submittal Date By | *August 19, 2021 |
| Response to Questions Posted on Website | *August 23, 2021 |
| RFP Response and Proposal Due | * August 30, 2021 |
| Presentation/Interviews, if applicable | September 14, 2021 |
| Selection of Consultant | September 21, 2021 |
| Contract Inception | October 12, 2021 |

*Schedule is subject to change.

The National City Chamber Foundation (NCF) is requesting proposals from qualified artists to create original public art for an outdoor environment that may incorporate various mediums such as paint and tile, repurposed, recycled or discarded materials, in honor of the life and legacy of National City community member Manuel “Memo” E. Cavada. The mural is to serve as a memorial to the National City documentarian, photographer, decorated veteran, youth advocate, community leader, and commemorate his contribution by capturing National City's culture, local Chicano history, and images depicting his work and travels locally and abroad during his travels to Mexico. **Mural must be completed by December 15, 2021.**

About National City Chamber Foundation

The National City Chamber Foundation is a local 501c (3) nonprofit organization. The Foundation works to primarily benefit the residents and businesses of National City, California in the areas of community development, civic engagement, education, job training, and assistance to local businesses. Funded program areas include 1) Inclusive Economic Development 2) Community Development 3) Sustainability 4) Workforce Development and 5) Education. **Tax ID # 83-2467397**

Background

Following Memo's passing on October 3, 2020, The National City Chamber Foundation, and its National City Arts & Culture Collaborative, of which Memo was a member, set out to memorialize him through the creation of a public art mural. A Go Fund Me account was immediately set up to begin raising funds toward this project: <https://charity.gofundme.com/o/en/campaign/memo-cavada-mural-project>

The National City Arts & Culture Collaborative (NCACC) was founded in 2019 with a mission to elevate equity and inclusion for National City-based artists. The vision of this community-based group began with focusing on education and empowerment. Memorializing Memo is an objective consistent with the vision of the group in creating a legacy for the arts and culture community in San Diego and beyond. Memo's professional accomplishments, accolades, and selfless contributions to our region over the past 50 years serve as a reminder to future generations about the great importance of servant leadership, mentorship, entrepreneurship, public service, and the transformational beauty and power of the arts.

Additional civic, education and business leaders, local artists, elected officials and nonprofits gathered in a joint effort to activate the Memo Cavada mural project in National City, CA. A community-based committee was formed under The National City Chamber Foundation in November 2020, calling itself the *Memo Cavada Mural Project Planning Committee*.

On December 8, 2020, the Memo Cavada Mural Project Planning Committee, led by Carlos Solorio and Jacqueline Reynoso, petitioned Southwestern Community College District to assess the viability of erecting a mural on the northern exterior face of the parking lot at the Southwestern College Higher Education Center in National City, CA (*Southwestern College Board Agenda Item 23.1*). The governing board members of Southwestern Community College unanimously approved the mural project concept.

While Southwestern College campus has been identified as a potential location, final site selection will be made by the planning committee in coordination with the National City Chamber Foundation governing board and selected artist contractor(s).

The mural project planning committee is committed to involving students, faculty, and the community at large in the development of the mural. Its adoption compliments various community efforts including the *Memo Cavada Scholarship Fund* (<http://thesuhifoundation.org/donate/>) launched by the SUHI Foundation. Together, we can work toward making a lasting impact on the heart, mind, and spirit of the South Bay through the artistic union of education and community leadership.

Fiscal support for the project has been provided by Congressman Juan Vargas, Assemblymember Gonzalez, Tony McCune, County of San Diego Neighborhood Reinvestment Program, National City Chamber Foundation, and various individual donors and corporations. Fundraising is under development and selection of contractor(s) is contingent on the availability of a fully funded project budget.

Manuel Cavada Biography

Manuel Cavada was born and raised in National City. He operated a photo studio for more than 45 years, taught photography at the Centro Cultural de la Raza in Balboa Park, advocated for alcohol-abuse prevention programs for youth, volunteered for countless organizations and served as the resident photographer at Sweetwater High School for more than three decades.

Friends and loved ones remember Cavada as someone who captured the history of San Diego's Latino community. He was often photographing events for Latino-lead organizations and chambers of commerce. He also worked on a project documenting Mexico's culture through a 10-year backpacking journey in the country.

He was born May 3, 1944, to Eloisa Osuna and Manuel Cavada. He was the third of eight children. His mother worked at a fish cannery and his father was a painter at a steel producing company. He graduated from Sweetwater High School in 1962 and pursued his higher education at Sacramento City College and Glen Fishback School of Photography.

He served in the United States Air Force during the Vietnam War as a crew chief for the 552nd Air Force Squadron and was awarded a Purple Heart after being wounded in Saigon in 1968.

Cavada's passion for photography was ignited by the war he witnessed in Vietnam, and he later trained with the iconic landscape photographer Ansel Adams. His son, Martin Cavada, recalls his father telling him that rather than hanging out with other soldiers at the bars, he got a motorcycle and rode across the Vietnam countryside with his camera at the ready.

After returning from the war, Martin Cavada said, his father dedicated his life to capturing the stories of Latinos in San Diego. Whether it was a wedding, office event, large celebration, or senior picture day at Sweetwater High, Cavada was there to capture the moments. "The number of people that he touched ... it's significant and generational," he said. Cavada was especially fond of his work at Sweetwater High because he liked to tell kids to follow their dreams, his son said. He is survived by his three children, Stephanie Cavada Beer, Martin Cavada and Jennifer Cavada Lu: as well as four grandchildren.

He was honored as a “Latino Champion” by The San Diego Union-Tribune in 2015, and by the National City Chamber of Commerce in 2012 as volunteer of the year for his commitment to the organization and contributions to helping others. Lifelong friend Ralph Inzunza Sr. said the ongoing joke was that he was one of Canada's 30 best friends, because no matter where they found themselves someone always knew Cavada. Inzunza, a former city councilman in National City, said Cavada's influence in San Diego can be seen throughout the South Bay. “He had a knack for taking pictures of people,” Inzunza said. Roger Cazares, another close and lifelong friend, agreed.

Cazares said no matter where Cavada went he always carried his camera and his soul, and he had a knack for connecting with people. “He didn't just take photographs, he took the time to get to know the people that he was photographing,” Cazares said. Maria Velasquez met Cavada while collaborating on a 1994 traveling photography exhibit, “100 Portraits, Pioneers, Visionaries and Role Models.” The project aimed to recognize the contributions that Mexican Americans made to the San Diego community.

Cavada, who served as lead photographer for the exhibit, went out of his way to find Latino photographers for the project. She remembers that Cavada had a unique personality because he always approached things with a sense of humor, even after the cancer diagnosis.

Artist Eligibility

Any artist or team of artists interested in creating a mural to be completed by December 15, 2021, may submit a proposal in accordance with application requirements provided.

- Ability to work and develop cross sector relationships
- Budget and project management experience
- Preference will be given to the artist(s) who has familiarity with Memo Cavada
- Preference will be given to an artist(s) from National City or surrounding area
- Experience creating mural projects

Scope of Work (SOW)

The artist will be tasked with working closely with the NCF, planning committee and the National City Arts & Culture Collaborative to meet location and grant requirements issued by authorizing agencies. Contractor will work to complete the final mural project installation within the established time frame. Specific tasks will include:

- Collaboration with selected site leadership and institution(s)
- Community engagement through educational and culturally responsive programming to include but not limited to volunteer participation, student and faculty involvement, meet-the-artist opportunities, workshops, and demonstrations.
- Selection of a dedicated and qualified artist or artist team who can demonstrate artistic excellence while completing project on time and within budget.

General Information

Location - The *proposed* space has not been selected yet. The artist will be working with Aluminum Composite Sheets of Metal that are 5'x10', or another identified material that is durable, resistant to inclement weather, and meets specifications. The sheets will be combined to create 1 mural. See **Addendum B** for more details. The most likely location will be on the exterior wall on the north side of the National City Chamber of Commerce building, facing Morgan Square Plaza. However, the mural may be moved to another location for exhibition and circulation. It is the intent of the committee to create a lasting piece of public art that can be viewed and appreciated by members of the public.

Intellectual Property - Artists will retain the ownership of design ideas submitted with this application. Upon signing of a binding agreement between the artist(s) and NCF, the ownership of the design and the artwork produced for this public art mural project will become the property of the NCF.

Insurance Requirements

The National City Chamber of Commerce will add the lead artist, only, as “additional insured” on the Chamber’s commercial general liability insurance policy for the duration of the project, only, not to extend beyond December 15, 2021 . The Chamber carries Volunteer Insurance and will extend the policy to cover protection for all registered and non-compensated project volunteers. Each project volunteer will be required to sign a waiver of liability form.

Project Budget

Proposers are required to submit a project budget. Please complete the Budget Worksheet found in **addendum C**. You must include budget figures for all items listed and may include other anticipated budget expenses necessary for project execution.

In addition, the following budget assumptions should be considered.

- The maximum project budget stipend for the artist or artist team is \$10,000. The Foundation will hold another \$5,000 for future maintenance of the mural. Maintenance will be scheduled out with the artist(s) for future work.
- Budget stipend shall include all artist(s) fees, supplies, and materials. If artists propose to use an alternative to the sheet metal, please specify in your proposal and include the budget for alternate materials.
- Budget does not include the costs for the Aluminum Composite Sheets, connecting the sheets, mounting of the mural, and delivery of the sheets to the final location.
- Lead artist may qualify for the maximum stipend amount based on three (3) years minimum experience and prior mural specialization.

Proposal Form and Content

The proposal should be no more than 20 pages, inclusive of responses to items 1-10 below. All costs to the preparation of the proposal will be done at the applicant's expense. To assist us in the evaluation process, the following information is required in your proposal:

1. Cover letter and introduction
2. Artist application form (**addendum A**)
3. Experience with similar projects
 - a. Number of years of experience
 - b. Images of applicant's previous work with pertinent detail (i.e., dimensions, materials, budget, and location of other public works).
4. Client references
 - a. Provide a list of three to five clients for whom you have performed similar services.
 - b. Clients may be contacted randomly until at least two client references have been contacted.
5. For each client, please provide the client's name, mailing address, contact name, telephone number, email address and services provided.
6. Project proposal narrative
 - a. A narrative and design illustrating the concept of the proposal is required for each submission.
 - b. Project dimensions – (**See Addendum B**)
 - c. A color representation of proposed mural
 - d. Materials to be used and sources of materials.
 - e. Community engagement plan
 - f. Timeline

7. Cost – provide an itemized budget detailing all costs associated with completing the project. Complete and submit the budget worksheet **(addendum C)**
 - a. Include all artist stipends.
 - b. Proposed paint, all supplies, PPE, and equipment budgets.
8. Maintenance Plan for maintaining the work over the next 10 years. - A proposed sample maintenance plan is attached as **addendum D.**
9. Consultant Information
 - Resumes of lead artist and other key staff members or others who will plan and direct activities.
 - Any time constraints involved in the project.
10. Supplemental Information - Consultants may provide supplemental information in pdf format such as brochures, sample work, websites, or other supporting documentation that the artist believes will assist the foundation in making its selection. **All supplemental information or documentation must be marked as an Appendix.**

Evaluation Method

Proposals will be reviewed by the NCF and the Memo Cavada Mural Project Planning Committee, including representation from a member of the Cavada family.

Evaluation Criteria

The proposal will be evaluated based on the following criteria:

1. Proposed concept
2. Understanding/knowledge of National City, CA and of Manuel Cavada
3. Approach to engagement with Southwestern College, Mural Committee, Youth, and the General Public
4. The highlighting of the Latino Community in National City
5. Project Experience
6. Timeline
7. Cost
8. Project Size and Scope
9. Maintenance Plan



(ADDENDUM A)

ARTIST APPLICATION

(Separate sheet for each artist if a collaborative work)

Name: _____

Residence Street Address:

City: _____ State: _____ Zip code: _____

Mailing Address (if different):

City: _____ State: _____ Zip code: _____

Telephone: _____ Alternate number: _____

Email: _____

Website: _____

As an applicant for the opportunity to complete this public art project on 8th Street between National City Blvd and Roosevelt Ave in National City, CA, or other mutually agreed upon mural location, I certify that all works submitted that I have represented as my work are the product of my creation and no other. I further certify that all statements made in this application are true to the best of my knowledge. I understand that the National City Chamber of Commerce Foundation may make duplicates of my images and application materials for the purpose of the consideration of my application.

Applicant signature: _____ Date: _____

**Send completed application to the National City Chamber Foundation at
chad@nationalcitychamber.org**



(ADDENDUM B)

Possible Sites and Materials Details

Because of the plan to move , and display this mural at other locations for the benefit of the community, the type of material that has been selected is 5 feet by 10 feet sheets of an aluminum composite sheet metal, referred to from here on as "sheets". Artist recommendations for alternative materials will be taken into considerations. The material used as the base for the mural (metal sheet, or alternative) will not be deducted from artist stipend.

Proposals and Sizes:

The costs of the sheets are not deducted from the artist stipend. But the artist will need to include the total size of the mural in their proposal. The size of the mural must be in increments of 5x10 feet. For example: the artists can bid a 10x10 mural, 5x20 mural, 10x20 mural, etc.

The Artist also can propose a special layout for the sheets. They do not necessarily have to be one mural or displayed in a simple layout. *The total layout can not exceed 18x40 feet.*

Selecting of the Final Sheet Metal Product:

If the artist is familiar with this type of metal and project, they will be allowed to be involved in selecting the final sheet metal and the finish on the sheet metal. If the artist is unfamiliar, the Foundation will consult outside help to select the final materials.

Prep for Painting:

The artist will be responsible for selecting the proper paint for painting on this sheet metal material, or alternative material, and preparing the sheets for painting as well, per industry standards.

Location to Paint:

The Artist may choose the location they wish to paint. If they wish to work at a studio or another location, the artist may be allowed to do this. The artist can also work on the painting at the National City Chamber of Commerce courtyard. Artist will only have access to paint at this location Monday through Friday from 9AM to 5PM. Artists will be granted access to use the facility if needed and by request.

The Foundation will cover costs for delivery of materials to the final location. The artist will need to cover any additional costs for delivery within their proposed budget.



(Addendum C)

Memo Cavada Mural Project Budget Worksheet

| Item | Budget | Notes |
|---------------------|---------------|---|
| Paint | \$ | |
| Materials | \$ | List Materials: |
| Rental Equipment* | \$ | Indicate rentals and days needed for each |
| Lead Artist | \$ | |
| Supporting Artist * | \$ | |
| Supplies | \$ | List Supplies: |
| OTHER | | |

TOTAL:
 Total size of Mural:
 (must be in 5x10 increments)

*If applicable



(ADDENDUM D)

SAMPLE PREPARATION & MAINTENANCE PLAN

The Artist must complete a proposed **Maintenance Plan** for the proposed Public Art Mural Project. The Artist will be made aware of the location of Mural at the time of mounting and will be updated should the mural be moved.

This is a sample only. Some elements may not apply to your proposal. An original maintenance plan must be submitted with each proposal.

The Proposed Public Art Mural Project will entail the following preparations.

- Size and Dimensions: _____
- Any Special Set up for sheets. Any special lay out plans for the 5x10 sheets.
- Location of Production for Mural.
- Recommended future maintenance plan. (*Ex., routine surface inspections, surface cleaning, additional coats of protective paint, etc. and indicate how often maintenance is recommended.*)
- Provide a response plan for corrective maintenance requests, such as graffiti removal, buildup of bird droppings or any obstruction to the original art.

Applicant signature: _____

Date: _____