

City of El Segundo Arts and Culture Advisory Committee



CALL FOR ARTISTS: Design Services for the Centennial Utility Box Project



Utility wrap outside of El Segundo's
Slice and Pint restaurant

The City of El Segundo is looking for Artists to provide artwork/design services for the Centennial Utility Box Project located at the City's downtown area.

Submitted applications will be reviewed and selected by the City's Arts and Culture Advisory Committee and City staff.

Contact:

Julie Todd, Senior Librarian, El Segundo Public Library
111 West Mariposa Avenue, El Segundo, CA 90245
310-524-2729 | jtodd@elsegundo.org

NOTICE CALL FOR ARTISTS

CONTENTS OF THIS CALL FOR ARTISTS:

Attachment A – Utility Box Locations and Measurements

Attachment B – City of El Segundo Business License Application Form

PROJECT NAME: Design Services for the Centennial Utility Box Project

PROJECT LOCATION:

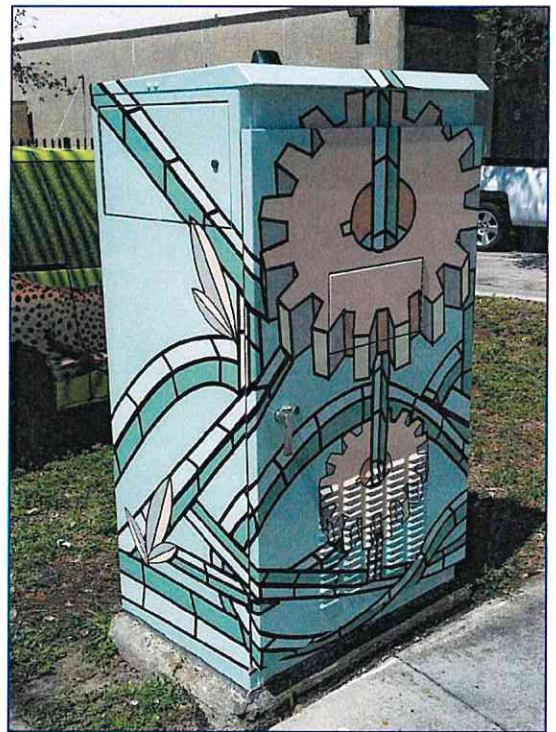
City of El Segundo Downtown Area, on or adjacent to Main Street– Please see Attachment A

PROJECT DESCRIPTION:

The City of El Segundo is seeking proposals from Artists/Designers to design digital content for ten (10) utility box wraps located at the City's downtown area. Experience in designing content to be printed and wrapped onto utility structures or outdoor displays is desired. This project celebrates El Segundo's history, commemorating 100 years since El Segundo's incorporation on January 18, 1917. Project Bids will include all costs associated with designing wraps for the ten (10) utility boxes and delivering all necessary digital files to the city-selected printing contractor. The City has a separate budget for printing contractor stipends.

GUIDELINES FOR ARTWORK

The Artist shall design each utility box in its entirety, with the exception of City representative "keep-out zones" and take into consideration locks, doors, outlets, and other related access elements. Each utility box varies in size. The artwork for each box should stand alone as a single piece of art, and also be a component of the larger cohesive set of ten (10) boxes, which should all work together to tell a story that speaks to the City's history. Historic photos of El Segundo used for design content or source material for this project may be acquired in the History Room at the El Segundo Public Library. Despite the unique shape of the boxes, the designs should have a common format or be thematically uniform in some way, so that they will look like part of an ensemble rather than standalone projects. Each box will include a map of the whole project as well as the title, artist/printer/city attribution, the city seal and if needed, a brief description of the specific artwork for context and enrichen the viewing experience. No additional plaques or attributions will be added to the boxes or surrounding spaces. The selected artist will be expected to work and coordinate with the printing contractor chosen by the City to print and install all ten (10) utility box wraps.



Utility wrap in Pompano Beach, Fla. - pbpublicart.com

The selected artist will be expected to work and coordinate with the printing contractor chosen by the City to print and install all ten (10) utility box wraps.

CITY RESPONSIBILITIES

1. City will facilitate communication between the artist and printing contractor and work with both entities to ensure proper specifications and digital templates are created for each box.
2. City is responsible for maintenance of artwork and will retain a copy of each digital file and reserves the right to copy, reproduce and adjust the artwork as it sees fit, in perpetuity, in the service of artwork maintenance.
3. The city understands that each artwork will be designed within the context of its location and is therefore site-specific. The city agrees to not copy or reproduce the artwork for another location.
4. City reserves the right to remove, replace or adjust the artwork as necessary for the duration of the art project.
5. City will approve sketches and concept designs for all 10 boxes before work on final digital files begins.

ARTIST RESPONSIBILITIES

1. It is the responsibility of the artist to submit a complete application by the due date listed in this Call for Artists, and to include all required materials.
2. Artist agrees to meet each deadline and to deliver artwork to the printing contractor in a timely manner according to the timeline described in this Call for Artists.
3. Artist will be responsible for working directly with the city-selected printing contractor to complete the project, including but not limited to, assisting in adjusting all artwork, files and necessary materials for printing and installation on the utility boxes.
4. Artist will take into account time for revisions, adjustments and any necessary retooling of artwork required to complete the project in their initial bid. No additional funds will be added or included for this portion of the work.
5. While the artist retains the copyright for the artwork, the artist will grant the city permission to copy, reproduce, and adjust the artwork as the city sees fit.
6. The artist is expected to meet all of the city's requirements for doing business in the city if selected, including obtaining comprehensive general liability insurance, auto liability insurance, workers' compensation insurance and a business license at the limits set forth in the service agreement.



Detail of "Portals to Memory" Mural by Nanibah Chacon in the El Segundo Public Library

BUDGET:

The total maximum amount that will be allocated to the artist of this project is Twelve Thousand dollars (\$12,000) to complete each aspect of this project including all design services and electronic delivery of all artwork required to print/install the ten (10) utility boxes. The budget does not include printing and installation.

PROPOSALS DUE:

All application and supplemental materials must be received no later than 5:00 p.m. on Friday, February 7, 2020 via email or mail. Postmarks and faxes will not be accepted.

PROJECT TIMELINE:

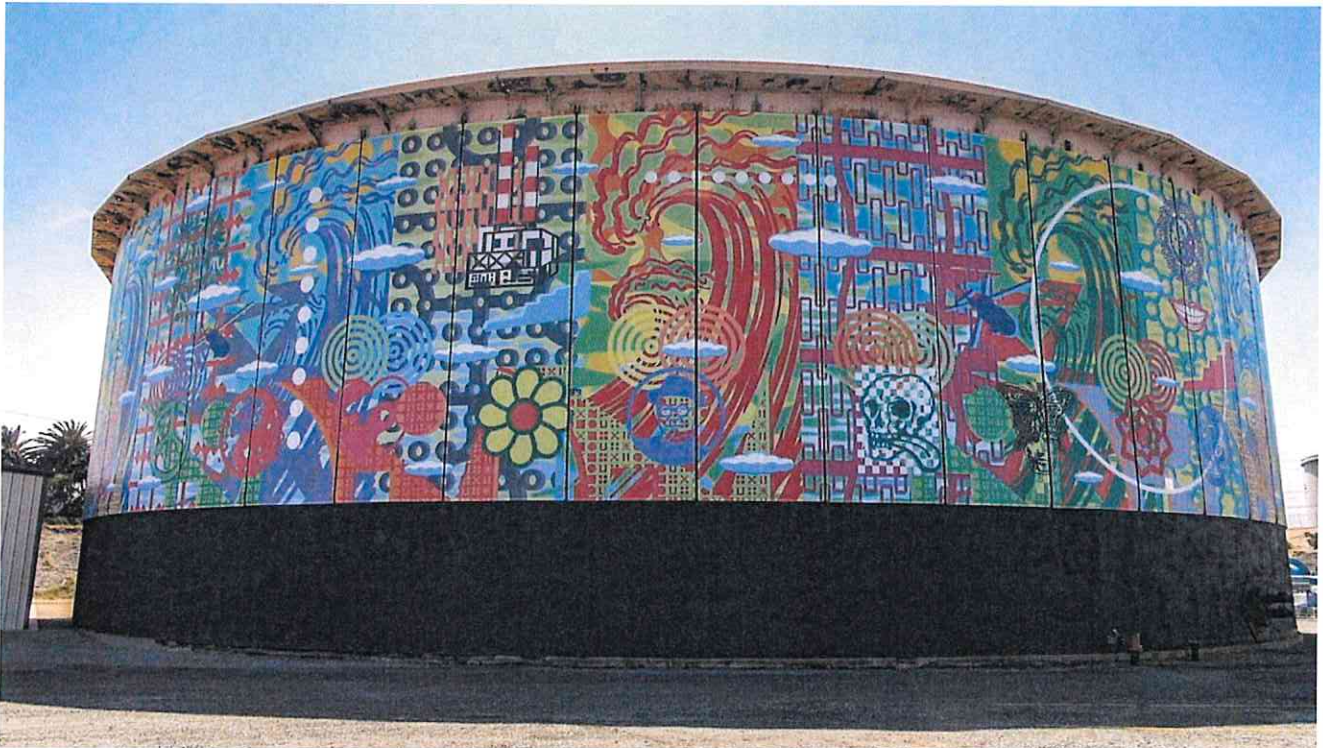
Complete Submissions due by Friday, February 7, 2020 at 5pm
Proposal Review: February 2020
Artist/Designer Selection/Award: March 2020
Construction Schedule: March – June 2020

SELECTION PROCESS:

The Selection Committee includes the following representatives:
City Staff

Art and Culture Advisory Committee representatives/members

*The City of El Segundo reserves the right to reject any or all proposals received.



Credit DWP Tank Mural: DWP Tank Wrap Mural, 2018. Art by John Van Hamersveld

SUBMISSION OF PROPOSALS:

All artists responding to the Call for Artists must submit complete responses to the information requested in this section and must note any exceptions to any information in the Call for Artists. Applicants shall present information in a clear and concise manner following the format listed below. Proposals lacking required information will not be considered. Please submit applications as a single PDF file via email or on a flash drive.

Email Proposals: jtodd@elsegundo.org

Please include El Segundo Centennial Utility Box Project in the subject line of the email.

Mail Proposals:

Julie Todd, Senior Librarian
El Segundo Public Library
111 West Mariposa Avenue
El Segundo, CA 90245

REQUIRED SUBMISSION CONTENTS:

A. Proposal

1. Cover Page: List the artist's name and company if applicable, project name, contact information, including but not limited to: email, phone number, and mailing address. Additional information may also include web address, social media links, or other contact information.
2. Proposal: Describe your proposal for the project. Explain the proposed budget schedule, process and method. Explain how your background relates to the scope of the project as outlined in this proposal.
3. Illustrations/photos: Submit up to ten (10) images in correct proportion from previous projects showing the ability to complete the task. Designs should display media and colors, as well as completed project dimensions.
4. Include a proposed fee schedule for the project. Budget refers to all costs anticipated to be incurred by the artist for the design services and electronic delivery of ten (10) wrap designs for designated utility boxes, including performance of the services specified, but not limited to labor, insurance, storage, material costs, transportation, delivery, overhead, City business license, and other legal requirements.

B. Statement of Qualifications

1. Bio. Information and brief resume(s) on the artist.
2. References. Three (3) professional references (particularly if you have completed similar projects). Please provide names and contact information for references.

PREPARATION OF PROPOSALS:

1. *Failure to Read.* Failure to read the Call for Artists and these instructions will be at the bidder's own risk.
2. *Cost of Developing Proposals.* All Costs related to the preparation of the proposals and any related activities are the sole responsibility of the bidder. The City assumes no liability for any costs incurred throughout the entire selection process.

Question? All questions shall be submitted in writing to Julie Todd, Senior Librarian, El Segundo Public Library via email to: jtodd@elsegundo.org by 5pm on Monday, January 27, 2020. Responses will be returned and posted no later than January 31st, 2020 at 5pm.



Box 1 H 41" W 18" D 16"



N



E



S



W

Box 2 H 49" W 30" D 18"

Concrete base is 24" H



N



E



S



W

Box 3 H 48" W 25" D 18"



N



E



S



W

Box 4 H 41" W 18" D 16"



N



E



S



W

Box 5 H 48" W 25" D 18"



N



E



S



W

Box 6 H 41" W 18" D 16"



N



E



S



W

Box 7 H 41" W 18" D 16"



N



E



S



W

Box 8 H 41" W 18" D 16"



N



E



S



W

Box 9 H 67" W 33" D 24"



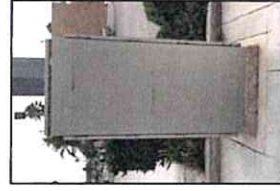
N



E



S



W

Box 10 H 48" W 25" D 18"



N



E



S



W

All height dimensions exclude concrete base



City of El Segundo

Revenue Division
 350 Main Street, El Segundo, CA 90245
 (310) 524-2317

TaxInquiries@elsegundo.org
BUSINESS TAX REGISTRATION APPLICATION
 Please review the instructions on the reverse.

NOTE: The issuance of a business tax certificate reflects that the business tax has been paid. It is not a certification that the use listed on the application is allowed at the address recorded on business tax certificate. Please verify with the Planning/Building & Safety Department that the proposed use is allowed on the property.

PLEASE TYPE OR PRINT CLEARLY

ACCOUNT NUMBER

Application Type New Application Business Name/Address Change Ownership Change Application Update
Business Type Corporation Partnership Sole Proprietor LLC LP Other(Specify):

Business Name		Telephone	FAX
Business Address (cannot be PO Box or Postal Mail Box per California B&P Code Section 17538.5)			
Number & Street		Suite/Apt #	City Zip
Mailing Address			
Name		Telephone	E-mail
Business License Contact			
Start Date in El Segundo		Website	
NAIC	Number of Employees	Business Square Footage	
FEIN or SSN	SEIN	Sales Tax (Seller's Permit)	
Full Description of Business Activity in El Segundo			

List Corporate Officer, Owner or Partner Information

Officer, Owner or Partner Name	Title	Home Address/ City/ State/ Zip Code	Home Telephone
1.			
2.			
3.			

Emergency Contact Information (Police and Fire Department Emergency Use)

Local Contact	Full Local Address	Home Telephone
1.		

Additional Information

Landlord Name	Contact Person
Landlord Address	Landlord Telephone

Does your Business Plan to install/operate an Alarm System? Yes No (Please contact the Police Department for permit requirements)
 Tobacco Sales? Yes No BOE license # _____ Alcohol Served? Yes No ABC License # _____
 Will there be Entertainment or Dancing? Yes No (both require an entertainment permit application, contact the Planning Department)

I hereby certify, under penalty of perjury, that I am authorized to complete this form and the above information is true and correct. I have consulted the Planning Department and verified the business activity stated on this application complies with City regulations.

Applicant's Signature	Title	Date	Print Applicant's Name
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Received/Notes:

Building/Planning Review

Business Tax (3301) \$ _____
 Penalties/Interest (3306) \$ _____
 State Mandated AB1379 fee* \$ **4.00**
 Total Due \$ _____

BUSINESS TAX REGISTRATION APPLICATION INSTRUCTIONS

All registrants must complete sections 1, 2, 3 and 5.

Businesses located in the City of El Segundo are required to also complete section 4 as applicable.

This Business Tax Registration Application will serve as your receipt when received by the City, and all necessary fees have been paid.

THIS IS NOT A PERMIT, NOR A LICENSE.

APPLICANTS ARE ADVISED TO CONSULT WITH THE BUILDING & PLANNING SAFETY DEPARTMENT PRIOR TO SUBMITTING THIS COMPLETED APPLICATION.

NOTE: ALL PERSONAL BUSINESS REGISTRATION INFORMATION (HOME ADDRESSES, TELEPHONE NUMBERS, DRIVER'S LICENSE NUMBERS, SOCIAL SECURITY NUMBERS, ETC.) IS PROPRIETARY INFORMATION, CONSIDERED "PRIVATE & CONFIDENTIAL" AND NOT ARBITRARILY SUBJECT TO PUBLIC INSPECTION.

Section One

BUSINESS NAME -- Enter business name. If doing business in another name (DBA), enter the "DBA" business name here.

BUSINESS LOCATION -- Enter business street number, street name, suite/apartment number, city, and zip code.

MAILING ADDRESS -- If different from business location, enter the business mailing address. If address is the same, enter "SAME."

RENEWAL CONTACT PERSON-- Enter the name, telephone, and email address of the primary contact person for business license purposes.

STARTING DATE -- Enter date your business started. NOTE: For change of location, name, owner, or business activity, enter date of change.

WEBSITE -- Enter the business' website address.

NAIC -- Enter your business' North American Industry Classification code, if known..

NUMBER OF EMPLOYEES -- Enter the total number of Full-Time and Part-Time people at all El Segundo locations, including owners, partners, and corporate officers.

BUSINESS SQUARE FOOTAGE -- Include all building space excluding elevator shafts, stairwells, uncovered courts or atriums, building equipment rooms, and parking areas.

FEDERAL IDENTIFICATION NUMBER -- Enter Federal Employer Identification number. If sole proprietorship or partnership, enter Social Security number.

STATE IDENTIFICATION NUMBER -- Enter State Employer Identification number.

STATE SALES TAX -- Enter your State Board of Equalization Account Number (Seller's Permit).

FULL BUSINESS ACTIVITY DESCRIPTION -- Describe, in detail, your business activity in the City of El Segundo (i.e., Retail/Clothing, Manufacturing/Glassware, Bookkeeping Service for Law Office, etc.)

Section Two

OWNER, PARTNER, CORPORATE OFFICERS' NAMES -- List owner(s), officer(s) or partners. Include names, titles, home addresses, and home telephone numbers.

Section Three

EMERGENCY CONTACT -- Enter names, telephone numbers, and addresses of business persons to be contacted in an emergency situation.

Section Four

LANDLORD'S NAME, ADDRESS, CONTACT PERSON & TELEPHONE -- Complete if **leasing or renting commercial property** in the City of El Segundo.

ALARM SYSTEMS-- If yes, an **Alarm Permit** is required by the Police Department. Please call (310) 524-2200 for information.

VENDING MACHINES -- All types of vending/game machines must be licensed. List number and type of all vending/game machines on a separate sheet.

ENTERTAINMENT -- If your business will provide entertainment, an **Entertainment Permit** from the Planning Department is required.

DANCING -- Same as Entertainment.

ALCOHOL SERVED -- Same as Entertainment. Provide ABC Permit Number.

TOBACCO SALES -- Requires El Segundo Police Department tobacco retail license. Provide the State of California permit number.

Section Five

SIGNATURE AND CERTIFICATION-- All applications must include an authorized signature.

THE BUSINESS TAX REGISTRANT HAS THE FOLLOWING RESPONSIBILITIES:

1. Contact the Revenue Division for tax rates, see *Business Tax Program* at elsegundo.org. Or, email a completed application to TaxInquiries@elsegundo.org for review and payment instructions.
2. To notify the Revenue Division when you make any business changes (i.e., new Officers, location change, increase employment, etc.), which negates this Application in any way.
3. To ensure all necessary Clearances and/or Permits are obtained from the various City Departments. (i.e., Building, Engineering, Fire, Planning, Police, etc.).
4. To conform to all existing Zoning Ordinances set forth by the Planning Department before a Business License is issued.
5. Abide by the Regulations pertaining to **Handbill Distribution** and **Door-to-Door Solicitation**. Please contact the Revenue Division (310-524-2317) for information.
- 6.

On October 11, 2017 Governor Brown signed into law AB-1379 which increased the state fee to \$4 on any applicant for a local business license or similar instrument or permit, or renewal thereof. The purpose is to increase disability access and compliance with construction-related accessibility requirements and to develop educational resources for businesses in order to facilitate compliance with federal and state disability laws, as specified.

Under federal and state law, compliance with disability access laws is a serious and significant responsibility that applies to all building owners and tenants with buildings open to the public. You may obtain information about your legal obligations and how to comply with disability access laws at the following agencies:

The Division of the State Architect at www.dgs.ca.gov/dsa/Home.aspx

The Department of Rehabilitation at www.rehab.cahwnet.gov

The California Commission on Disability Access at www.cdda.ca.gov