

REQUEST FOR QUALIFICATIONS
CALL FOR ARTISTS

Foley Family Pavilion Public Art Project

DESCRIPTION OF PROJECT OPPORTUNITY

“The Foley Family Community Pavilion Public Art Project”

The City of Healdsburg is seeking an artist to design and implement a semi-permanent, site-specific, public art project at the Foley Family Community Pavilion site in Healdsburg, California. This public art opportunity is one for a single artist or team of artists to create an installation that reflects and celebrates the local community and its agricultural history and traditions. Installations integrated with the site, those that inspire wayfinding, and those with functional components are encouraged. The art form should be visual but may be expressed in any medium including painting, photography, sculpture, technology, etc.

PROJECT LOCATION

The project site is in the downtown area of Healdsburg, 3 North Street. Within the project site, installation locations may include but are not limited to the Pavilion entrance, rear wall, west side, and/or in the parking lot. The proposed public art should be visible from North Street and comply with all zoning and legal requirements and will be subject to final approval. Please see the appendix for site plans and additional information.

ELIGIBILITY

This project is open to all practicing artists. Artists working in a variety of media are encouraged to apply. Preference will be given to artists residing in Northern California or those with a connection to Sonoma County or the state of California. Artists selected to move into the proposal process must be able to participate in an orientation and visit the Foley Family Pavilion at least once during this process, either in person (preferred) or virtually.

PROJECT BUDGET

The maximum project budget is \$45,000 and should be inclusive of all artist fees and all expenses related to design development including engineering, fabrication, travel, insurance, transportation and installation of the artwork as well all other project related expenses. Finalists invited to submit specific proposals will receive an honorarium of \$1,000 for their efforts and materials for a maquette of their proposed project.

ARTIST SELECTION PROCESS

A committee comprised of the City’s Arts and Culture Commission members and community members will be screening qualifications of artists. The Committee will identify a short list of artists based on the artist selection considerations outlined in the next section to develop installation proposals. These finalists will be invited to submit a specific proposal for which they will be paid an honorarium of \$1,000. All finalists will be expected to attend an orientation (which will include

a site visit) to learn more about the project site prior to developing a specific proposal for the project.

The City's Arts and Culture Commission will evaluate proposals and select one artist or team of artists to complete the project. The City Council will approve the final artist or team recommended by the Art and Culture Commission. The Foley Family Pavilion Public Art Committee also reserves the right to decline any or all applications, or artists, and to reissue the RFQ for additional artist Candidates.

APPLICATION DEADLINE: 11:59 p.m., Wednesday, December 3, 2025

ESTIMATED COMPETITION TIMELINE (subject to change)

November 9, 2025	Request for Qualification period opens
November 17, 2025	Questions about the project or RFQ process due by 5:00 p.m.
November 19, 2025	Responses to questions posted on project website
December 3, 2025	Deadline to submit Request for Qualifications (11:59 p.m.)
December 12, 2025	Finalists selected, RFP released
December 16-19, 2025	Required site visit/orientation for Finalists (Day/time options TBD, including virtual)
January 14, 2025	Public art proposal due
January 28, 2026	Arts and Culture Commission recommendation to City Council
February, 2026	Final project selection and approval by City Council
February - June, 2026	Fabrication of artwork
June 30, 2026	Deadline for installation

SELECTION CONSIDERATIONS

- Artistic excellence and originality as evidenced by representations of past work in photos provided.
- Appropriateness of the artist's medium and style as related to project description.
- Experience with projects of similar scope and scale, or comparable professional experience to handle the requirements of working in the public sector.
- Availability to participate in the design, approval and implementation of the project, and complete installation by the deadline and budget.
- Reflection and inclusion of the local community, and commitment to creating work that responds directly to the site and site history.

SCOPE OF WORK

For the selected artist, the scope of work for this project will include the following:

- Finalizing proposal concepts to accurately convey the work's artistic intent, design, placement, colors, materials, fabrication processes, costs and production time. Artists will be expected to provide scaled renderings, models and other visual material to adequately illustrate how the artwork will appear when installed at the site.
- Meeting and communicating with the Foley Family Community Pavilion Public Art Committee, staff, and community representatives as needed to provide updates on the

- status of the project.
- Complying with terms, conditions and insurance requirements as required by Artist Services Agreement.
 - Preparing or subcontracting for engineering documents and specifications for the artwork (if required).
 - Fabricating the artwork and submitting it for review at production milestones.
 - Installing and documenting the artwork at the site in a timely manner.

SUBMITTAL REQUIREMENTS

Please submit the following materials as described below, all of which are required to constitute a complete application.

All submissions must include:

1. **Artist Information:** name, address, email, phone, website (if applicable), and names of additional team members (if applicable)
2. **Resume:** two (2) pages maximum
3. **Artist Statement:** one (1) page maximum
4. **References (x3)** including name, relationship to you, and contact information (address, phone, and email).
5. **Five (5) examples of prior work** with images in PDF format which demonstrate your qualifications for this project and include: title, date, materials used, dimensions, location, a brief description (3 sentences per example), and the project cost and timeline for each example.
6. **Statement of Interest:** What excites you about this project? Why are you interested in this project? What impact will your work potentially make on our community? (Response limited to 1,000 characters.)
7. **Artistic Vision:** A very brief concept proposal stating your potential idea for your project. This does not need to be a fully formed or complete idea and is limited to 1,000 characters.

TO SUBMIT QUALIFICATIONS:

Submit your qualifications and required examples of your art via this online form: <https://healdsburg.gov/FormCenter/Community-Services-Parks-Recreation-4/Foley-Family-Community-Pavilion-Public-A-88>

Please note: if you create a City website account you will be able to save a partially completed form and return to it later. If you do not create a website account you cannot save your progress on the form and will need to complete the form and submit the form in the same session.

QUESTIONS?

If you have questions about the project or the Request for Qualifications process, please email communityservices@healdsburg.gov your questions on or before 5:00 p.m. Monday, November 17, 2025. Responses to all questions will be posted online on the project web page (<https://healdsburg.gov/1188/NEW-Foley-Family-Community-Pavilion-Publ>) on or before 12:00 p.m., Wednesday, November 19, 2025.

Additional Information and Background

[Foley Family Community Pavilion Project Information](#)

[Project Site Construction Banners \(Historical Context\)](#)

[Russian River Recorder \(Agriculture History\)](#)

[Architectural Renderings](#)