



City of Ketchikan Tree Topper Project Call to Artists

Project Description:

The City of Ketchikan is seeking qualified local artists or teams of local artists to submit design proposals for a tree topper ornament to decorate the annual Ketchikan community holiday tree. Beginning in 2018, the City of Ketchikan assumed responsibility for the community holiday celebration and tree lighting ceremony. Through an agreement with the General Services Administration, the City has gained use of the large tree in front of the Ketchikan Federal Building, located at 628 Mill Street within downtown Ketchikan (see Exhibit A). The City will award a local artist or local artist team a design and fabrication contract to create a large tree topper ornament to be used annually. Hundreds of community members attend the annual holiday tree lighting ceremony and holiday celebration. The chosen art piece will be enjoyed by thousands of local residents and visitors throughout its anticipated 15-year usable lifespan. During the 2019 holiday season, the topping ornament will be displayed on the Ketchikan Federal Building tree. It is the City's intent to continue using the Federal Building tree in future celebration years pending General Services Administration approval.

Eligibility:

Individual artists or teams of artists living and working permanently in Ketchikan, Alaska are eligible to submit design proposals for this project. Artists must be able to demonstrate a proven ability to complete public art installations of this size and outdoor application while meeting deadlines and adhering to a contractual budget as well as the project criteria. As stated in the Project Criteria section of this document, artists must submit designs that are appropriate for all audiences of any or no religion and as such should not include religious imagery. Designs that do not follow these criteria will be disqualified from consideration.

Project Budget:

The City of Ketchikan has allocated up to \$15,000 for an artist or artist team to design and fabricate a tree topper ornament, inclusive of all artist fees, materials costs, and additional expenditures associated with the creation of the chosen project. The topping ornament will be installed and removed by City or Ketchikan Public Utilities personnel for the holiday season and will be stored inside when not in use. The selected artist(s) will serve in an advisory capacity during the first installation in 2019. The contracted artist will receive 40% of the award budget upon contract signing. The remaining 60% of the award budget payment is contingent upon the completion of the project including inspection, transfer to the City, and successful demonstration that the professional engineer-approved attachment mechanism is functional and sufficient.

Selection Process and Project Criteria:

A selection panel will be convened to review proposals and make recommendations to the Ketchikan City Council for approval and contract authorization. The panel will be comprised of members of the community possibly including representatives of the Community Holiday

Celebration Committee, Ketchikan Chamber of Commerce, City of Ketchikan, Ketchikan Gateway Borough, Ketchikan arts community, and downtown merchants and business owners.

Original and new designs by local artists for a tree topper ornament will adhere to the following project criteria:

- **Artistic merit reflecting locality:** Project designs should reflect the spirit of the holiday season and incorporate local culture, imagery and elements reflective of Ketchikan and Southeast Alaska.
- **Nondenominational:** The project design must be appropriate for all audiences and their respective beliefs and not incorporate religious imagery or symbolism. Use of such designs, imagery or symbolism will automatically disqualify the proposal. Neutral elements such as stars, bows, natural elements, etc. are acceptable.
- **Weather resistant and durable:** Project design, materials and construction will be able to withstand average Ketchikan fall and winter weather, including below freezing temperatures, heavy rainfall and humidity. The design must also be able to remain firmly attached during wind gusts up to 80 mph.
- **Illuminated:** Project design and construction must incorporate illumination elements requiring a maximum of 500 Watts. The bulb(s) must be LED, all electrical elements must be weather resistant, and the bulb(s) and wiring must be easily replaceable. Wiring must end in a standard three-prong grounded plug that can be connected to the lighting strings on the tree.
- **Safe and functional:** The design must be firmly attached to the tree by connecting to a mounting post attached to the tree central leader/trunk. The mounting post shall be powder coated a matt forest green or an approved equal color. The ornament must incorporate a picking eye or hole to allow for mechanical hoisting; where the ornament must hang in such a manner as to allow for connection to the mounting post. The ornament must be detachable from its accompanying mounting post. The attachment mechanisms for the ornament and mounting post shall be approved and/or designed by a professional engineer to remain firmly attached to the tree during sustained winds of 45 mph and gusts up to 80 mph. The chosen artist shall submit a sealed statement from the professional engineer with their final project submittal and transfer to the City.
- **Appropriately sized:** As the topping ornament will be installed at approximately a 67-foot elevation, the design must be large enough to be visible from a distance and from the ground. Preliminary research suggests that a minimum of 5 x 5 feet and a maximum of 6 x 6 feet is appropriate for this tree; however, applicants may submit a design outside of this range with supporting documentation to justify the design's size. The maximum allowable weight for the ornament is 60 lbs.
- **Maintenance needs:** The designed project will demonstrate low-maintenance needs. Any regular maintenance or basic repairs must be able to be performed easily by City personnel and any materials must be readily available. The ornament when not in use must either stand on its own without sustaining damage or fit on a separate stand (provided by the artist) for storage.
- **Lifespan:** The project must be designed with an intended lifespan of at least 15 years.

The project evaluation criteria rating sheet is attached as Exhibit B for reference.

Proposal Requirements and Format:

Local artists or teams of local artists may submit up to 2 design proposals for a tree topper ornament. Each proposal must have a separate and complete proposal packet. If an artist or

team is submitting more than one proposal, only one copy of the artist's resume, previous work example images, and annotated image list is required. Artists must prepare and submit the following materials:

1. **Letter of intent.** This one-page summary should briefly introduce and explain the project design and must include the artist's contact information. Special attention should be given to explaining the proposed method of connecting the topping ornament to the tree.
2. **Artist's resume.** A current resume should be submitted for each artist involved with the proposal. Resumes should reflect the artist's experience in completing similar art pieces.
3. **Proposed concept design.** Proposal concept designs must indicate all design dimensions, colors, textures, materials, weights, and other relevant details. Designs delivered on paper must be no larger than 11 x 17 inches.
4. **Budget.** A budget outlining the various anticipated expenditures for the project.
5. **Previous work example images.** No more than ten (10) color images of the artist's representative work must be submitted. Images should be submitted as JPG files with a minimum resolution of 150 dpi. Each file should be numbered corresponding with the annotated image list (see submission requirement #6 below) as well as the title of the art piece.
6. **Annotated image list.** All images of previous work examples must be identified in an accompanying list including the work's title, date, medium, size, location, and budget if the art piece was commissioned.
7. **SASE.** A self-addressed stamped envelope with sufficient postage must be included for the return of proposal materials if hand-delivered or mailed (emailed submissions do not need SASE). Proposals without SASE will be disposed of once the selection process is finalized.

Project Timeline:

Submission Deadline	July 5, 2019; Received by 5:00 pm
Ketchikan City Council Project Award	August 1, 2019
Execution of Contract/Notice to Proceed	August 7, 2019
Work Completed and Transferred to the City	October 31, 2019
Community Holiday Celebration and Tree Lighting	December 1, 2019

Please note, late submissions will not be accepted past July 5, 2019 at 5:00 pm. The project timeline is subject to change based on the schedule of the Ketchikan City Council and other unforeseen factors, such as weather for the community celebration.

Submission Delivery:

Proposals must be received by July 5, 2019 by 5:00 pm, Alaska Time. Proposals to be delivered to:

City of Ketchikan
ATTN: City Manager's Office, Tree Topper Project
334 Front Street
Ketchikan, AK 99901

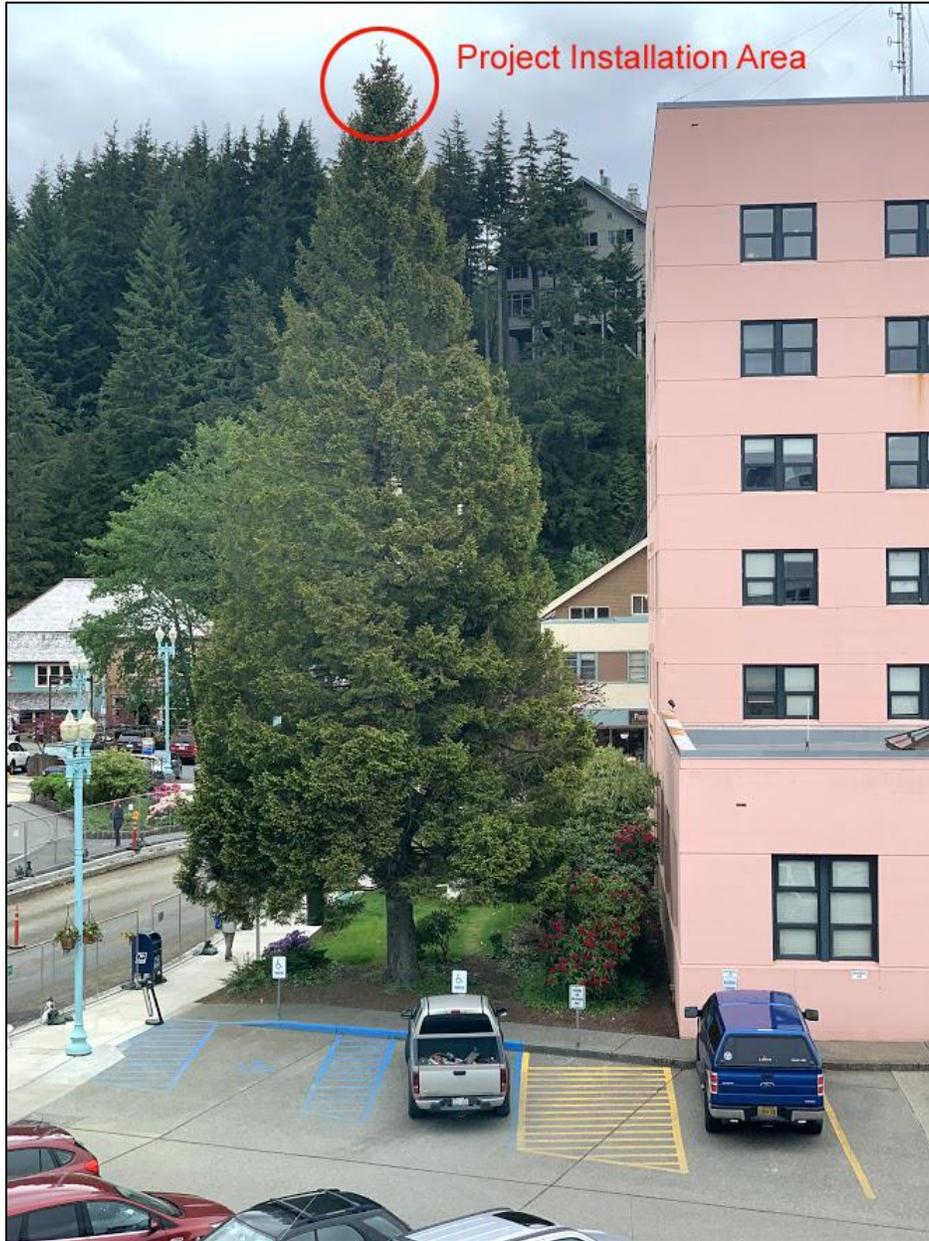
Or, emailed to: [laceys@ktn-ak.us](mailto:lacey@ktn-ak.us)

Contact Information:

Questions on this project can be directed to Lacey Simpson, Assistant City Manager by calling 907-228-5603 or email [laceys@ktn-ak.us](mailto:lacey@ktn-ak.us).

EXHIBIT A

**City of Ketchikan Tree Topper Project
Project Installation Site**



**Federal Building Tree
628 Mill Street, Ketchikan, AK**

Tree dimensions (approximate):

Total height: 67 feet

Width at base: 33 feet

Circumference at base: 78 feet



EXHIBIT B

City of Ketchikan Tree Topper Project Artist Proposal Evaluation Criteria Rating Sheet

Applicant's Name: _____

Panelist's Name: _____

Proposals will be scored on a 60-point scale by the selection panel based on three criteria categories, each scored from 1-20 points where a score of 1 point is inadequate and a score of 20 is excellent. The top scoring proposal(s) will be submitted to the Ketchikan City Council for final approval and contract authorization. Panelists should review each proposal, make a preliminary score, and then make a final score after discussion with the selection panel. You may use this sheet to make comments or notes, but please note that these worksheets will become part of the City's public record.

Project Feasibility: Extent to which the applicant demonstrates the ability to successfully design and implement the project.

- Demonstrates ability to successfully design and implement the project on-time based on previous experience including working with similar materials
- Demonstrates achievable goals and potential for project success
- Includes a clear and appropriate budget for the proposed project
- Provides artist's resume and work examples that support the ability to successfully implement the project

Preliminary score: _____/20

Final score: _____/20

Comments:

Artistic Quality: Extent to which the project demonstrates high artistic quality that is creative, appropriate to the site, and will be executed to a professional caliber.

- The project design is nondenominational
- Demonstrates creativity in approaching the project scope
- Appropriate to the project's intended function and to the community as the viewer
- Explains the artistic merit and intention of the project

Preliminary score: _____/20

Final score: _____/20

Comments:

Construction and Maintenance: Extent to which the project demonstrates proficiency in craftsmanship, the use of high quality materials, and minimizes the need for routine maintenance.

- Design, materials selection, and construction are well-thought out and sound
- Design, construction, and materials are weather resistant
- Design is durable and requires minimal routine maintenance using readily sourced materials
- Conforms to project size and weight criteria
- Attachment mechanisms are sound, feasible, and promote safety of the piece and the viewer

Preliminary score: _____/20

Final score: _____/20

Comments:

Total preliminary score: _____

TOTAL FINAL SCORE (following discussion with panel): _____