

# CALL TO ARTISTS

## A REQUEST FOR QUALIFICATIONS

### Multiple Site Opportunities for Soul Walk

Project Budgets Range from \$5,000 - \$600,000

Deadline: December 17, 2021

#### PROJECT BACKGROUND AND OVERVIEW

The City of Tampa is seeking to commission multiple artworks for sites and transportation corridors. These commissions are part of a larger initiative to connect existing artworks, historic sites, and community spaces to form a cohesive cultural heritage trail that recognizes the significant value and contributions of Tampa's African American community. Creating this network of sites with our partners will increase community engagement and outreach, provide must-see destinations, and develop a source of community pride.

The importance of Black history in public space is an integral component of promoting inclusive growth for the City of Tampa. That is why the City of Tampa, along with community partners, cultural institutions, planners, developers, nonprofits, and tourist bureaus are working with artists, writers, curators, historians, and designers to recognize and embed these histories and cultural traditions into our public spaces with **Soul Walk**, a celebration of cultural heritage.

This initiative will bring artists and artworks into neighborhoods, start conversations within the community, and bring resources from partnering

agencies for public benefit. **Soul Walk** provides a response to some of the challenges in preserving Black history, culture, and spaces amidst sweeping socio-economic and demographic change.

This project fits into the larger civic vision of our community. First, Mayor Castor has directed her administration to focus on strengthening neighborhoods. This enables the Arts & Cultural Affairs Department to work cross-departmentally and coordinate artist engagement and site opportunities with other city-initiated planned improvements. Second, three major developments that will directly impact these neighborhoods are either in planning or underway and are providing significant partnership opportunities. Lastly, there is a need to connect with the changing demographics as these neighborhoods, and Tampa as a whole, evolve. Tampa's youth are significantly more diverse than its senior population and on average, people of color in the city are younger than white counterparts. **Soul Walk** will function as a conduit to connect shared values, provide a platform to discuss whose history matters in our public realm and how should this history be preserved as the city changes.

## DEVELOPING THEMES AND AREAS OF PRIMARY CONTENT ARE HIGHLIGHTED BELOW

It is expected that additional content from historians, anthropologists and other scholars will be proposed and selected artists may put forth additional subject matter for consideration.

- Intersections of cultures, African diaspora – Tampa is, and always has been, a highly diverse community. Cultural traditions from Spain, Italy, Germany, and other European cultures have intersected with the richness of Cuba, including Afro-Cubans, also Native Americans, Black Seminoles, and other cultural groups to create the unique identity that is Tampa
- A robust African American Business and Entertainment District known as Central Avenue, and the development of the Longshoreman's trade
- A Music Scene that was nourished by this Business District and was part of the chitlin circuit. Notables such as Cannonball Adderley, Tampa Red and Ray Charles spent formative years in Tampa
- Foundational African American neighborhoods in Tampa, including The Scrub, one of the first neighborhoods in Tampa settled by freed slaves, also Roberts City, and Dobyville. These neighborhoods have been lost to development
- Essence and Character of Community: perseverance, resilience, strength, independence, faith and family, leadership, spirit
- Work and Livelihood: education, sports, labor, seasonal work, community service, health care, housing, play, transportation, travel
- Social themes such as equity, social justice, cultural erasure, Jim Crow/segregation

## LOCATIONS, OPPORTUNITIES, AND BUDGETS

- Art opportunities are focused on high visibility locations where engagement is most likely to occur
- These projects offer exciting opportunities to explore the relationship of art, community, and site. Artists who are selected for commissions will be aided with access to archives, historians, archaeologists, anthropologists, musicologists as well as planners and architects
- Artists are encouraged to think about opportunities for engaging the community
- Budgets given include, but are not limited to, the costs of the artist design fee, artist project management fee, artwork transportation, fabrication, installation, insurance, and any professional consultants for services including lighting, engineering, or conservation
- Budgets given are preliminary estimates. The amount of each commission will adjust slightly
- Please note the opportunities and precise locations of each site are subject to change

## ARTWORK OPPORTUNITY FOR CITY OF TAMPA: THE CITY CENTER AT HANNA AVE.

The City of Tampa is constructing a government services facility on the vacant property at 2515 East Hanna Avenue. The City Center at Hanna Avenue will be a state of the art, LEED Silver building. It will house employees from seven City departments – Development and Growth Management, Logistics and Asset Management, Neighborhood and Community Affairs, Planning, Purchasing, Technology and Innovation, and the Plan Review Division of the Tampa Water Department.



*Rendering of The City Center at Hanna Ave.*

The 161,000 sq. ft. development will make possible an improved customer experience for citizens and businesses, offer a community gathering space, provide much need greenspace for surrounding neighborhoods, and eliminates the need to lease space for City departments at a cost savings. In addition to the City Center, a parking garage and fleet maintenance enclosure will be erected on the 11-acre site.

More information available at: [tampa.gov/City-Center](https://tampa.gov/City-Center)

**Site opportunities include** an exterior mosaic, exterior sculpture, and an interior wall installation

**Estimated Budget Ranges:** \$25,000 - \$375,000

## ARTWORK OPPORTUNITY FOR CITY OF TAMPA: TAMPA RIVERWALK / WEST

Design for a multimodal network and safety improvement project is underway for the west side of the Hillsborough River, thanks in part to a \$24-million federal BUILD (Better Utilizing Investment to Leverage Development) grant. When complete, the expansion will include a connected 12-mile path, separate from car traffic, that will reach north to Columbus Drive. Work began in September 2021 and expected to wrap up in September 2027.

This project will be completed in phases and ultimately connect a series of neighborhoods on the west side of the river to downtown, east side connections, and South Tampa. In addition to the Department of Arts and Cultural Affairs, selected artists will work with the city's Mobility Department.

More information available at:  
[tampa.gov/tss-transportation/projects/SpecialProjects/west-river-build](https://tampa.gov/tss-transportation/projects/SpecialProjects/west-river-build)

**Site opportunities include** sculpture, trail head markers or gateways, walkways or streetscape inlays, seat walls

**Estimated Budget Ranges:** \$15,000 - \$100,000



*West Riverwalk Proposal*

## ARTWORK OPPORTUNITY FOR CITY OF TAMPA: TAMPA RIVERWALK / EAST



The Tampa Riverwalk is a fully developed 15-foot wide walkway along the east side of the Hillsborough River from the North Boulevard Bridge south to the Tampa Convention Center and continuing along the north side of the Garrison Channel to the Channelside area. The 2.4-mile stretch has 24 segments and encompasses various features including nine bridges, several parks, playgrounds, and dog parks in addition to restaurants, historic trails, monuments, cultural institutions, and artwork.

**Site opportunities include** two locations for sculpture. One site on the Tampa Riverwalk, adjacent the John F. Kennedy Bridge and near the Tampa Museum of Art. The second location is in Curtis Hixon Park, across from the Tampa Museum of Art.

**Estimated Budget Ranges:** \$300,000 - \$600,000

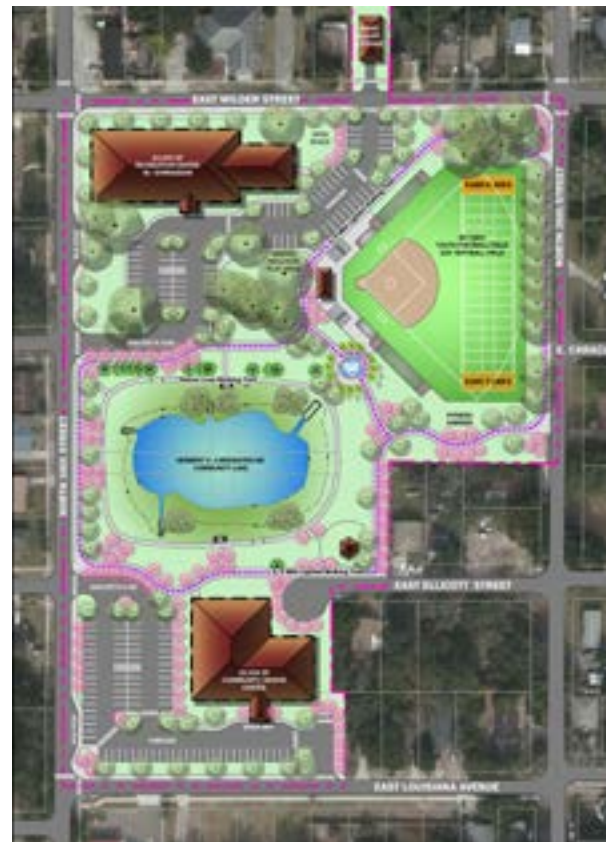
## ARTWORK OPPORTUNITY FOR CITY OF TAMPA: FAIR OAKS / EAST TAMPA COMMUNITY CENTER

The City of Tampa is embarking on a collaborative journey with residents to transform Fair Oaks Park into a state-of-the-art recreation destination. Nestled in the heart of East Tampa, Fair Oaks serves as an iconic landmark where generations of Black families gathered for leisure and youth sports activities.

The expansion includes newly constructed facilities, which will house arts and cultural programming, and create dedicated venues promoting generational equity. New amenities such as splash pads, walking trails, and improved sports fields are part of the proposed redevelopment. A conceptual plan depicting potential improvement has been developed by Parks and Recreation personnel for spatial and estimating purposes, shown here. This plan is likely to change as the project evolves.

**Site opportunities** are currently open and unspecified. It is expected that there will be multiple location opportunities for artwork. Project design will begin in earnest in the new fiscal year. Having an artist on board early will allow artist to work with design team.

**Estimated Budget Ranges:** \$200,000 - \$350,000



*Fair Oaks Park, Concept 5*

## ADDITIONAL ARTWORK OPPORTUNITIES

The opportunities below are largely within private-sector developments. They range from nearly complete (Encore Development) to in planning (Rome Yard). The sites are geographically and conceptually connected to each other.

These developments collectively represent a massive planning effort; a public-private partnership that includes, in addition to the private sector, all levels of government—federal, state, and local—working together to create spaces and places that provide connection points for residents. The City of Tampa, Related Group and the Tampa Housing Authority recognize that site lines are not the same as property lines and are working together to plan successful spaces and thriving neighborhoods.

All developments are multi-story, mixed use, and for mixed income—from subsidized to market rate. These developments have been thoughtfully planned with the objective to address the need of affordable housing while strengthening existing neighborhoods through improvements and infrastructure.

Building designs will work with the existing landscape, mindful not to destroy the existing tree canopy. Power lines are buried, protecting view corridors. All properties are within proximity to jobs, parks, schools, restaurants/shops, and the Hillsborough River.

All teams are mindful that next to one's own family, their home is one of their greatest sources of pride and is connected to their identity. That is why an art plan that relates to the community in which it is to be placed is underway.

The development teams are Jorge Perez's Related Urban Group and the Tampa Housing Authority. If selected, artists will work the developers, property owners and their curator.

See the following pages for a brief description of these developments, site opportunities, and anticipated budget ranges.



## WEST RIVER REDEVELOPMENT

### *Related Urban, Tampa Housing Authority*

The West River Master Plan was created as a collaboration among the City of Tampa, Tampa Housing Authority, and local stakeholders to create more livable housing choices at all levels of affordability, improve streets, and increase access to the River.

This neighborhood includes approximately 150 acres of land along the western banks of the Hillsborough River and spans from Downtown Tampa to Tampa Heights. West River is a joint venture partnership of the Tampa Housing Authority and the Related Group of Florida and will result in approximately 676 mixed-income residential units spanning five (5) major projects with a total investment exceeding \$121 million. The redevelopment plan recommends reconnecting the streets and blocks to each other, strong ties with public education and community services, a keen focus on linkages along the Hillsborough River to emergent activities south of I-275 in North Hyde Park to the waters of Tampa Bay, and more than 1600 new residential units, with a variety of housing styles and affordability. Ultimately, over the next 10 years, the goal is to have created a genuinely diverse and economically integrated community.

**Site opportunities include** a feature artwork in a pocket park, a linear park that also provides a connection to the West Riverwalk

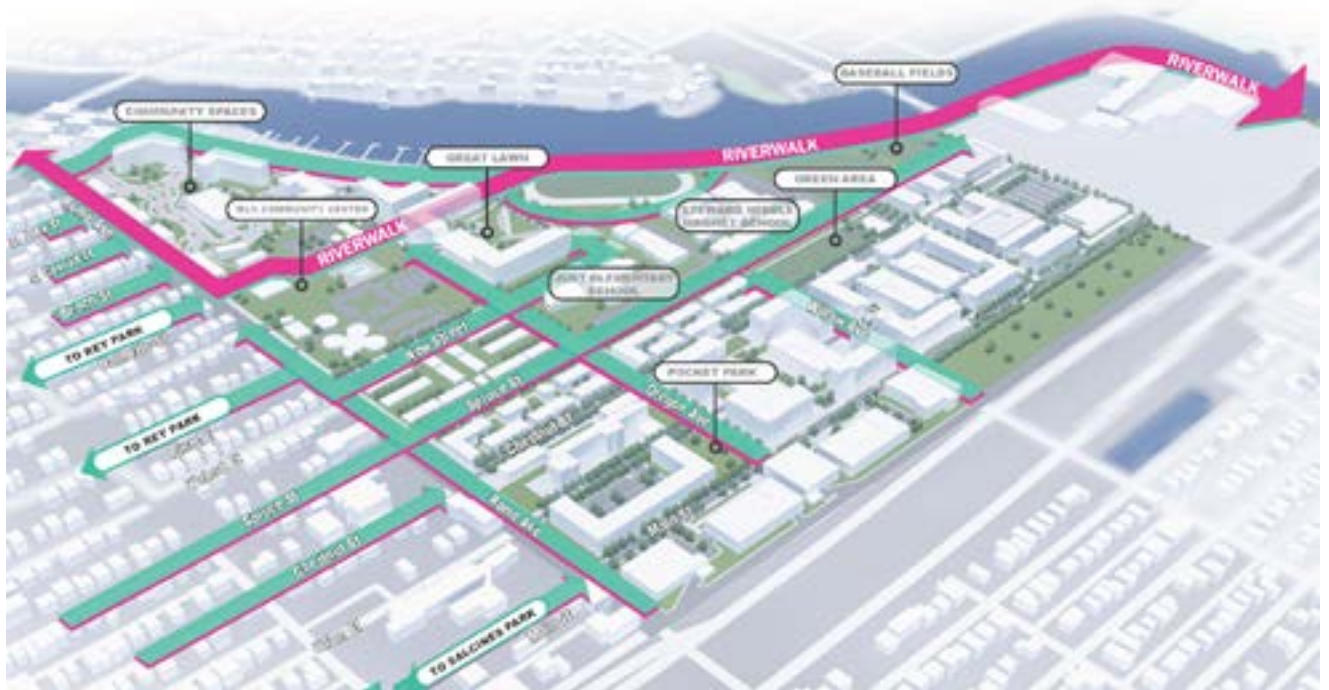
**Project Budget Ranges:** \$15,000 - \$450,000



*West River Pocket Park: Sculpture Garden Park*



*West River Redevelopment, rendering of Art Walk Corridor*

**ROME YARD DEVELOPMENT****Related Group, Tampa Housing Authority, City of Tampa****CONNECTING COMMUNITY GREENSPACES***Rome Yard Development, rendering of overall site plan*

The project is one of Mayor Castor's critical economic drivers and will add more than 600 mixed-income housing units in West Tampa to align with the City's strategic housing affordability goals. It will also drive opportunities for place-making, retail services and community investment that complements the surrounding community, while accounting for transportation and sustainability goals. The site is located on 18-acres of City-owned property immediately west of the Hillsborough River, east of Rome Avenue, south of Columbus Drive and north of Spruce Street in the West Tampa Community Redevelopment Area (CRA) and adjacent to the 44-acre redevelopment of West River (see above).

More information available at:

[romeyard-tampa.com](http://romeyard-tampa.com)

There are multiple **site opportunities** for this development, including a sculpture park, pocket parks, Riverwalk, community spaces, and architectural integration. When possible, and where appropriate, artist will be part of design team.

**Project Budget Ranges:** \$15,000 - \$450,000



## ENCORE! DEVELOPMENT

### Tampa Housing Authority



Located on the north end of downtown Tampa, this neighborhood is historically known as The Central Park Area. A significant amount of the development has been completed, including the relocation of 483 families from the former Central Park Village. The Encore district development is a LEED ND designed master planned community adjacent to mass transit, jobs, cultural, and recreational amenities.



More information available at:  
[encoretampa.com](http://encoretampa.com)

Without question, the Central Park area is one of Tampa's most culturally and historically rich neighborhoods. With Central Avenue serving as the economic engine, Central Park was once a thriving African-American business and entertainment district. The late Ray Charles recorded his first song, I Found My Baby There, while residing at 813 Short Emery St. It was during a Central Park performance that Hank Ballard and the Midnighters asked the kids in the audience the name of the dance they were performing. The kids shouted, "The Twist." Hank later wrote and recorded the legendary song that launched Chubby Checker into the limelight. Portions of the 1964 movie, Black Like Me, starring James Whitmore, were filmed along Central Avenue.

Despite its achievements, the neighborhood could not escape the racial and economic struggles that prevailed in many inner-city neighborhoods during the 1960's. A racial disturbance in 1967 helped seal the demise of the Central Avenue business corridor. Since then, neglect and disenfranchisement have largely characterized the area until the complete redevelopment in process. There are four primary areas of content, in brief:

- The Scrub, one of the first neighborhoods in Tampa settled by freed slaves
- A thriving African American Business District known as Central Avenue, and the development of the Longshoreman's trade
- A Music Scene that was nourished by this district and included notables such as Tampa Red, Cab Calloway, Ray Charles, Ella Fitzgerald
- From Central Park Village to The Encore District encompasses the era of urban decline and resurgence

**Site opportunities include** a gateway into the district located at the corner of Cass St. and Nebraska Ave.; a roundabout located on Ray Charles Blvd., sculpture for an entry area, an outdoor fitness area

**Project Budget Ranges:** \$25,000 - \$300,000



## NEW ROBLES PARK VILLAGE DEVELOPMENT

### Tampa Housing Authority

With significant cultural heritage embedded within the site, this new community will focus on health and wellness and financial well-being with mixed income housing options. Once complete, the redeveloped Robles Park Village will feature 1,012 housing units, including market-rate, townhomes, and senior housing with 85% of the community qualifying as affordable. As a result, the property will double the supply of low-income rental housing in the development. In addition to the rental housing, the development will also offer for-sale opportunities through 77 townhomes.

As part of the approved plans, the development team will also address several community concerns. The master plan will include a technology-outfitted 50,000-square-foot resource center with several services, including career education with mentoring programs and after school care, functional co-working space, financial services, health services and a fitness center. The center will also offer outdoor spaces.

In addition, the development will honor the history of the community and neighborhood and the cultural significance of the Zion Cemetery, a lost African American cemetery that has recently been rediscovered at the Robles Park Village site. The plans include an on-site memorial and museum overseen Zion Cemetery Preservation & Maintenance Society.

Selected artist will work with design team as appropriate.

More information available at:  
[newroblespark.com](http://newroblespark.com)

**Site opportunities include** a permanent memorial for Zion Cemetery, pocket parks, sculpture, and murals

**Project Budget Ranges:** \$20,000 - \$350,000



- LEGEND:**
- 1 GATE WAY
  - 2 CELEBRATION PARK
  - 3 WELLNESS PARK
  - 4 COMMUNITY GARDENS
  - 5 MEMORIAL / HISTORY WALK
  - 6 ART PAVILION
  - 7 RESIDENTIAL AVENUE
  - 8 RESIDENCE COURTYARD
  - 9 ROBLES PARK
  - 10 ZION MUSEUM
  - 11 15,000 SF GROCERY STORE
  - 12 12,000 SF COMMERCIAL / PUBLIC USE / RESIDENTIAL AMENITY



## ELIGIBILITY

These opportunities are open to professional artists with experience executing their ideas from concept to completion, meeting a specified budget and timeframe, working in the public realm with public agencies.

## COMMISSIONED ARTISTS SCOPE

The Artist or Artist Team commissioned for each site is expected to:

- Work with city staff and design team, or development team, pending project
- Some level of community engagement will be required, pending project
- Create a conceptual and final design proposal of a work of art for their location
- Participate in design proposal reviews, respond to feedback
- Implement the approved design proposal
- Create a maintenance manual for the work of art
- Provide content for interpretative signage about the artwork
- Work with educator on creating educational content about artwork

## ANTICIPATED PROJECT SCHEDULE

This schedule is subject to change.

### All materials received:

**December 17, 2021**

Notification of artist/s: 1Q 2022 – 4Q 2022

Artists' Design Development 3Q 2022 – 1Q 2024

Artists' Artwork Implementation 3Q 2022 – 4Q 2026

Artwork installation completed 4Q 2022 – 1Q 2027

## SELECTION PROCESS

The artist selection process for these commission opportunities includes two phases:

- Phase I: A prequalified pool of artists will be developed through this RFQ
- Phase II: Will include the consideration of artists in the prequalified artist pool for specific opportunities

Artists who are selected as finalists for opportunities will be asked to interview with selection panels.

## HOW TO APPLY

Application process is through CaFÉ™. The City of Tampa Division of Arts & Cultural Affairs is moving to the platform of CaFÉ™ website ([callforentry.org](http://callforentry.org)) to receive submissions. Respondents should submit the required materials online through the CaFÉ™ system. There is no application fee to apply or use the CaFÉ™ online application system. Applicants must submit information through CaFÉ™ to be considered; no slides or hard copy materials will be accepted. Incomplete submissions will not be accepted.

For complete entry requirements and instructions go to [callforentry.org](http://callforentry.org), register a username and password, navigate to City of Tampa, Soul Walk RFQ. Assistance in using the CaFÉ™ system is available

during regular business hours (Mountain Time) via e-mail at [cafe@westaf.org](mailto:cafe@westaf.org). Questions for us? Email us at [arts@tampagov.net](mailto:arts@tampagov.net).

Artists must supply the following materials to complete an application:

1. Contact Information, including website
2. Work Samples – up to fifteen images or video work samples depicting works of art relevant to the opportunities outlined in this RFQ.
3. Work Sample Descriptions – You may upload a document describing the work submitted samples or complete the fields in the work sample uploads. For each work sample, provide information from the list below that is relevant to your work sample.
  - Title
  - Date Completed
  - Materials
  - Name of Collaborators / Team Members
  - Location of Artwork
  - Description of Artwork
  - Commissioning Agency
  - Cost
  - Website to learn more about commissioned Artwork
  - Vimeo or YouTube link, if relevant
4. Resume - a **current professional resume** (limit to three pages), emphasizing professional Public Art experience and/or experience in working with public agencies.
5. Letter of Interest – in the letter, describe why these opportunities are appealing to you and relevant to your work. Include your experience with public art, your experience working with or creating art in diverse communities and placemaking. Letter should not exceed 3,000 characters
6. Application Questions – In Café, artists will be asked to reply to the following questions:
  - Which opportunities are you interested in? Check all that apply
  - Do you have experience creating artwork for diverse community groups?
  - Do you have experience in working with governmental agencies?

Artist teams may submit up to fifteen work samples total for the team, resumes for each member, and a joint letter that details the information requested in (4) above. The letter must also state previous experience of members of the artist teams collaborating with each other.

**Do not submit a proposal for a concept with your application. Artist who submit proposals will be disqualified and their submission will not be reviewed. Proposals are defined as a physical description of an artwork for the site and/or a visual illustration of an artwork for the site.**

Questions pertaining to application process may be emailed to: [arts@tampagov.net](mailto:arts@tampagov.net)

Questions regarding Soul Walk, the initiative, sites, etc. may be emailed to: [robin.nigh@tampagov.net](mailto:robin.nigh@tampagov.net)