

**Alexandria Commission for the Arts  
Regular Meeting  
Tuesday, October 20, 2015, 7:00 p.m. EDT  
Lee Center, Conference Room #3**

**Advocacy & Outreach Committee Report**

**G. Converse, chair**

I. Collaboration of Arts Groups

II. Arts & Humanities Month Proclamation

III. Photo Archive

IV. Cultural Plan Steering Committee

V. Revised "Communications" Plan

a. Motion for approval

VI. Calendar

**Alexandria Commission for the Arts  
Advocacy and Outreach Committee  
Communications Plan 2015**

**Objectives**

- To showcase the arts in Alexandria as a bridge – uniting communities and cultures
- To enhance awareness of the aesthetic, historic, intrinsic, economic, and sustainable value of the arts
- To increase public and stakeholder visibility of the Alexandria Commission for the Arts; the work of the Commission and past, current and future arts events and opportunities within the City of Alexandria

**Key Messages**

- Alexandria is progressive in its support for the arts and advocates for all art mediums and time periods (Poet Laureate, classic, modern visual arts, music, theatre, etc.)
- Alexandria is a national and world leader in its support for the arts
- Art in Alexandria increases quality of life for its residents
- Art in Alexandria offers economic sustainability
- Art in Alexandria increases tourism dollars
- Alexandria combines American history (a rich past) with first-rate art for all Americans and visitors
- Art is a bridge that can unite communities and cultures. It increases community development and citizen well-being

**Audience/Stakeholders**

All residents and political leaders of the City of Alexandria, the Commonwealth of Virginia, the State of Maryland, the District of Columbia, as well as national and international audiences

All City of Alexandria (includes ALL Alexandria districts) administration and departments, art organizations, contractors, architects, developers, civic organizations, schools, businesses, tourists and other visitors, history organizations, youth groups, senior groups, neighborhood groups, garden groups, environmental groups, landscape design, churches, and Waterfront

## Strategies and Tasks

- To increase blending of City arts activities, events and proposed news with Alexandria City, regional, state, and national calendar observances (holidays; health, sports, arts, historical observances/anniversaries)
- To develop key messages regarding past, current and proposed art projects/events and to ensure all Commission members have access to and use same messaging
- To increase the use of visuals (graphics, photographs, videos, color) in communications and outreach
- To consider development of a new look for Commission logo
- To develop key words (“Commission” instead of “ACA”)
- To develop/enhance a strong arts relationship with Alexandria’s “Sister Cities” (The Alexandria Sister Cities Committee develops, encourages and promotes educational and cultural exchanges between the Cities of **Dundee, Scotland; Helsingborg, Sweden and the City of Alexandria**; and coordinates activities within the City relating to these exchanges. The Committee meets on the third Monday of each month at 7:00 p.m., and participates in the Christmas Walk and Scottish Games.)
- To combine art with healthy lifestyle activities (Run for the Arts, Restaurant Discount Day, school projects, Alexandria Parks and Recreation, and City Wellness initiatives, etc.)
- To develop liaison with area colleges, universities, technical and community colleges to gain support and partnership for graphic design work, etc.
- Increase Commission and public art presence at established annual events (Old Town and Del Ray Arts Festivals, history events, holiday events, Restaurant Week, Farmer’s Market, parades, etc.)
- “Advertising” (ads and notices for upcoming events in theatre programs, school/PTSA and community organization newsletters, Web, Torpedo Factory, etc.)
- Develop liaison with Virginia Commission for the Arts and Americans for the Arts
- Propose Virginia State Capitol, U.S. Capitol, Smithsonian, and/or White House initiative (youth Children’s Garden/visual arts competition, healthy lifestyle/arts Kitchen Garden display, theatrical production, music competition, etc. – use “STEAM” incentive, etc.)
- Develop Relationship with Alexandria Convention and Visitor’s Association

- Propose City “Arts Walks” led by volunteer architects, artists and Arts Commissioners (could blend with historic homes tours, etc.)
- Propose local arts initiatives (example: tie-in for possible art contest from Alexandria City Website “...Listed amongst the "Top 20 Most Romantic Cities in the US" by Amazon.com and hailed as a "Best Place for a First Date" by Washingtonian magazine...”)
- To develop, write and incorporate City-approved news releases for commercial and social news media, organizations and city channels (for posting on organization Websites)
- To proactively develop articles, evergreen features, artist profiles, time-sensitive op eds and other commentary which—with City approval—could be pitched to commercial and social media
- To increase community outreach and education by the development of an Alexandria Commission for the Arts “Speaker’s Bureau” to organize a list of available volunteer Commission speakers to address civic and other groups and members of the news media

### **Timeline**

### **Status Reports**

Monthly Communications and Outreach Committee reports will be delivered at each Commission meeting.

###

*Submitted by G. Converse, 1.26.15/Updated 10.15.15*

## **Art Education Committee Report for Tuesday, 10-20-15**

### **Art in City Hall**

- Monday, September 28th 4:30–5:30, Mayor Euille presented the ACA student award to Caroline Curran, a senior at SSSAS.
- Matthew spoke at the reception

### **All-City High School Fine Art Exhibition**

- Convergence Gallery
- March 11th, 2016 - April 10th, 2016
- Reception date tentatively set for Friday, April 1st

### **Recruitment of new members**

- We are still seeking names of community members with arts education experience who we can reach out to.

### **Petition from the Americans for the Arts**

- There is still time to sign the petition sent out by AFTA. I re-sent the link to the commission on Sunday.
- Shirley drafted a letter from the Art Ed sub-committee and the Commission signed by Kate and Matthew to be sent to the House and Senate Education Members

### **Next Quarterly Meeting**

- Wednesday, December 9th, 2015

### **Meeting dates for 2016**

- Wednesday, March 9th, 2016 at 7:00pm
- Wednesday, June 8th, 2016 at 7:00pm
- Wednesday, September 14th, 2016 at 7:00pm
- Wednesday, December 14th, 2016 at 7:00pm

**Waterfront Public Art Contribution  
for  
500 & 501/ Robinson Terminal North**

To: Alexandria Commission for the Arts  
From: Shirley Downs, Waterfront Commission Liaison  
Date: October 20, 2015

As you know at our last Arts Commission Meeting we voted to send a letter to the Planning Commission and the City Council expressing our views relating to the development of Robinson Terminal North (RTN).

Between the time that we sent the letter and the Planning Commission Meeting on October 8, 2015 the developer agreed to provide \$10,000 a year for 5 years to help activate the pier and promenade with festivals, temporary art exhibits and other exhibits and through art and cultural organizations. This funding compliments similar funding from the developers of Robinson Terminal South.

Below is the language on Public Art accompanying the City Planning Staff Report on the Robinson Terminal North (RTN) DSUP 2014-0007 which was approved by the City Council on Saturday October 17, 2015. Please also note that the pier and promenade in front of the buildings will be built and improved by the developer and that five years after it is completed it will become the property of the City of Alexandria.

**Public Art:**

“ 9. Per the City’s Public Art Policy, adopted December 13, 2014, provide an equivalent monetary contribution to be used toward public art within the Small Area Plan planning area, to the satisfaction of the Directors of RP&CA and P&Z. Given the location and scope of this project, the in-lieu contribution shall be calculated at a rate of \$.30 per gross square foot, with a maximum contribution of \$75,000 per building: West building\$42,593.10; East building \$35,724.30, for a total of \$78,317.40. The contribution shall be provided prior to the issuance of the first Certificate of Occupancy. \*\*\* (RP&CA)(P&Z)

10. To comply with the site activation as recommended in the Waterfront Plan, work with staff to identify opportunities to activate the pier and promenade with festivals or temporary art exhibits and other programming through local art and cultural organizations. The applicant shall sponsor and fund a minimum of 6 activities and/or exhibits per year to the greatest extent possible for 5 years following the release of the final Certificate of Occupancy. The cost of these activities shall be equal to but not exceed \$10,000 per year. During the initial 5 year period, no programmed activity shall occur on the pier or open space

without the express written consent of the applicant. In the event there are funds remaining at the end of the year, the balance shall be credited to the applicant for use during subsequent years to the satisfaction of the Director of RP&CA. (RP&CA)(P&Z)”

### **History:**

While our Commission is not responsible for the history portion of the Waterfront Plan many members of our group are interested in the history issues and common elements. Listed below is Staff Report language related to those issues.

“15. Provide material, finishes, and architectural details for all retaining walls, seat walls, decorative walls, and screen walls. Indicate methods for grade transitions, handrails, if required by code, directional changes, above and below grade conditions. Coordinate with adjacent conditions. Design and construction of all walls shall be to the satisfaction of the Directors of RP&CA, and/or P&Z, and T&ES. \* (RP&CA)(P&Z)(T&ES)

16. In conformance with the Waterfront Plan and Phase I Schematic Design, both of which contain strong art and history/cultural components, work with staff and the landscape designers to incorporate and interpret elements of the historical character and archaeological findings into the design of the open space and to prepare interpretive elements, which shall be erected as part of the development project. The site plan shall indicate themes and locations of interpretive elements, and the final site plan design shall generally follow what is depicted in West’s Point Design Development – Interpretive and Environmental Enhancements packet, dated May 12, 2015. Final determination of the themes, interpretative elements and locations of these elements shall be completed during the Final Site Plan process, in consultation with City staff, and to the satisfaction of the Directors of P&Z, and/or RP&CA and the City Archaeologist. \* (Archaeology)(P&Z)(RP&CA)”



DEPARTMENT OF RECREATION, PARKS  
AND CULTURAL ACTIVITIES

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Alexandria, Virginia 22314-3999

Phone (703) 746-4343

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James B. Spengler  
Director

ALEXANDRIA COMMISSION FOR THE ARTS

Date: October 2, 2015

Re: The Public Art Contribution from 500 & 501 N. Union St. (Robinson Terminal North)

Dear Planning Commission,

The Alexandria Commission for the Arts wishes to acknowledge and applaud the decision of the developers' contribution for Robinson Terminal North of \$78,317.40 (\$45,593.10 for west building, \$35,724.30 for east building, per Public Art Implementation Plan and Policy rate of \$.30 per gross square foot).

The City Council approved Public Art Implementation Plan outlines three creative directions for public art in Alexandria: Time and Place; Neighborhoods and Gathering Places; and the Urban Natural Environment. We are fortunate that the Small Area Plan for the Waterfront includes a rich and varied plan outlining how public art can enhance the cultural and historic experience of this environment. The Commission for the Arts was deeply involved in developing this part of the Waterfront Plan, which was approved by City Council in January, 2012.

This developer contribution will help to celebrate and enhance the experience of the Waterfront for both local residents and visitors to our city. It is also an example of the important role that private business can play in helping to enrich the cultural life of our city. A vibrant ambiance also contributes to the economic value of the both the development and local businesses.

We also wish to thank the City staff who have worked diligently to move this project forward. The Commission for the Arts will continue to work closely with the Office of the Arts and other City staff to improve, enrich and enhance the experience of the Waterfront for everyone.

Sincerely,

Matthew Stenstrud  
Chair, Alexandria Commission for the Arts

cc: City Council  
Mark Jinks, City Manager  
Emily Baker, Deputy City Manager  
James Spengler, Director, Recreation, Parks & Cultural Activities  
Karl Moritz, Director, Department of Planning & Zoning  
Diane Ruggiero, Deputy Director, Recreation, Parks and Cultural Activities  
alexandriava.gov



## **PUBLIC ART PROJECTS**

### Contemporary Art in Historical Context Program Development

**Lead Agency**

Office of the Arts

**Project Scope**

Develop a program plan for contemporary public art in historic settings as recommended in the Plan.

**Update**

Via Partnership (Meridith McKinley) has been hired to develop the program plan and to curate the first exhibit in Spring, 2016. Meridith met with staff from the Office of Historic Alexandria (OHA) and visited the museums/sites that OHA operates.

**Next Steps**

Meridith will continue with her research as she develops the plan.

**Anticipated Completion**

Spring, 2016 (with exhibit)



### Simpson Park

**Lead Agency**

Office of the Arts

**Project Scope**

Add a public artist to the design team to integrate and install public art as part of the playground restoration.

**Update**

The RFQ (request for qualifications) for the public art professional has been released and is being managed through Café (Call For Entry). Applications are due by November 8, 2015. Seven applications have been received (as of 10/16/15). The RFP (request for proposals) for the design team has been closed. Staff is currently reviewing proposals. RFQ is attached.

**Next Steps**

Finalize the Task Force (in November) and have Task Force review the RFQ proposals (December). 2-3 finalists will be invited to Alexandria to be interviewed by the Task Force and to visit the site and provide feedback.

**Anticipated Completion**

FY17

## **PUBLIC ART MAINTENANCE**

### King Street Gardens Park Artwork

**Lead Agency**

Office of the Arts

**Project Scope**

Begin the development of a restoration plan for the artwork.

**Update**

Staff has been in discussion with the original artist team and the KSGP Foundation to about the process.

**Next Steps**

Staff has met with representatives from the Office of Environmental Quality (OEQ) to assess the options related to the restoration of the raingarden. They will begin their assessment this fall.

**Anticipated Completion**

The plan will be developed in FY16 with work lasting 5 or more years.

### Brio

**Lead Agency**

Office of the Arts

**Project Scope**

Per the Public Art Condition Assessment, inspect the base of the structure and move stones into place.

**Update**

Staff will hire a conservator for the inspection. This work will be done in conjunction with the WWII memorial.

**Next Steps**

Hire a conservator to do the inspection and stone replacement.

**Anticipated Completion**

Unknown

### Alexandria War Dead Memorial

**Lead Agency**

Office of the Arts

**Project Scope**

Per the Public Art Condition Assessment, inspect the base of the structure and move stones into place.

**Update**

Staff will hire a conservator for the inspection. This work will be done in conjunction with Brio.

**Next Steps**

Hire a conservator to do the inspection and stone replacement.

**Anticipated Completion**

Unknown

## **PROGRAMS & ACTIVITIES**

### Cultural Plan

**Lead Agency**

Office of the Arts

**Project Scope**

The development of a comprehensive citywide cultural arts plan that shall define the role of the City in supporting, producing, defining, and sustaining arts and culture initiatives throughout the City to accomplish the City's broader goals.

**Update**

Cultural Planning Group (CPG) had their first visit to Alexandria on October 5<sup>th</sup> – 6<sup>th</sup>. During that visit they received a tour of the City, met with key City staff (including Deputy City Manager Emily Baker and RPCA Director Jim Spengler). They also lead the first Steering Committee meeting. All members of the Steering Committee were present for the meeting.

**Next Steps**

CPG will work with staff and the Steering Committee to finalize dates for upcoming Committee meetings. CPG will develop a Dropbox site for easy communication with the Committee. Staff is developing a webpage specifically for the Cultural Plan.

### Grant Program

**Lead Agency**

Office of the Arts

**Project Scope**

Administering the City of Alexandria's Arts Grant Program

**Update**

Final reports are now able to be submitted electronically (similar to the grant applications). This will streamline the process for grantees as well as for staff.

**Next Steps**

Staff will bring a Task Force roster to the Commission in November. Staff will continue to work with IT to get the applications uploaded in time to go live on January 4, 2016.

## PROGRAMS & ACTIVITIES, cont'd

### Mobile Art Lab

#### **Lead Agency**

Office of the Arts

#### **Project Scope**

Activating public space with innovative arts programming and connecting art with people. Performance measures include: how many hours of programming per week (goal = 15-20), how many artists have we hired, (2-5 per week), and geographic diversity (how many different locations has the Lab visited). Although the program requires some planning, they are meant to serve as pop-up style programs that go to where the people are and not require people to travel to the programs. Similar programs may be offered multiple times but in different locations. All programs are free and accessible.

#### **Upcoming Scheduled Programs**

- October horror movie series: 8:30pm Oct. 16 at 4 Mile Run Conservatory (Night of the Living Dead), 8:30pm Oct. 23 at Witter Field Parking Lot (Rocky Horror Picture Show), 8:30pm Oct. 30 at All Veterans Park (Double Feature: Frankenstein, Bride of Frankenstein)
- Liquitex Partnership: Friday, October 30 4-6pm (Old Town)
- Carlyle Vitality Initiative: weekly programs in Carlyle
- Burke Library: October 26 4-6pm
- Field Fest: October 24 11am – 4pm



### First Fridays at Durant Art Center:

#### **Lead Agency**

Office of the Arts

#### **Project Scope**

Activating public space with innovative arts programming and connecting art with people. Performance measures include: how many hours of programming per week (goal = 15-20), how many artists have we hired, (2-5 per week), and geographic diversity (how many different locations has the Lab visited). Although the program requires some planning, they are meant to serve as pop-up style programs that go to where the people are and not require people to travel to the programs. Similar programs may be offered multiple times but in different locations. All programs are free and accessible.

#### **Upcoming Scheduled Programs**

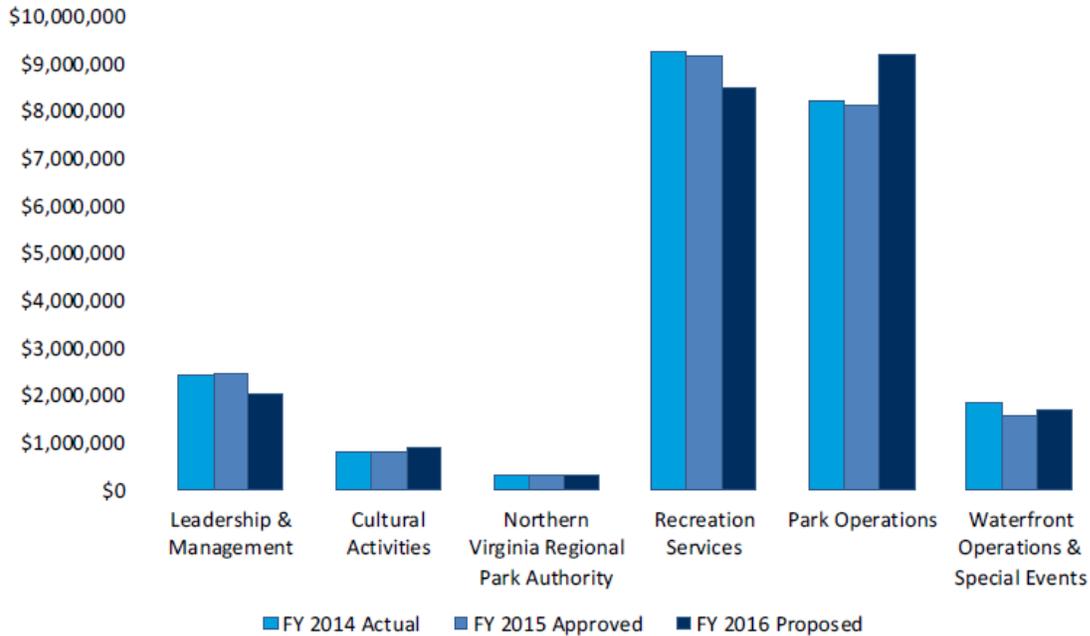
Friday, November 6, 6pm – 8:30pm, Sadie Hawkins Dance, featured caller Peter Kasper, spotlighting The Boomerangs Square Dance Teaching Council

Friday, December 4, 6pm – 8:30pm, Season of Celebrations, celebrating Hanukkah, Christmas and Kwanzaa. Advance reservations: \$5 resident; \$10 nonresident. At the door: \$10 resident; \$15 nonresident

## Quarterly Financial Update

The FY 2016 Proposed budget for Recreation, Parks & Cultural Activities (RPCA) as a department increases by 0.7% or \$156,528 over FY 2015 levels. This is primarily due to the additional expenditures needed to maintain current services as well as the maintenance and operation of five new park areas. In addition, \$25,000 has been included in the RPCA budget to support strategic planning efforts for the Torpedo Factory, the art center located in Old Town.

### ALL FUNDS SUMMARY BY PROGRAM FOR DEPARTMENT



### Operating Budget:

Cultural Activities Operating Budget	ACCOUNT DESCRIPTION	ORIGINAL APPROPRIATION	YTD ACTUAL	AVAILABLE BUDGET	% USED
Arts Grant	NON-PERSONNEL	\$174,000	\$140,269	\$33,731	80.60
Office of the Arts	PERSONNEL	\$366,956	\$86,015	\$280,941	23.40
	NON-PERSONNEL	\$170,875	\$22,094	\$155,448	9.00
Durant Center	PERSONNEL	\$56,354	\$14,174	\$42,180	25.20
	NON-PERSONNEL	\$79,403	\$9,784	\$69,224	12.80
	<b>Revenue Total</b>	-\$140,000	-\$11,860	-\$128,140	8.50
	<b>Expense Total</b>	\$847,588	\$272,337	\$581,523	31.40

## Quarterly Financial Update, cont'd

### Capital Budget:

Collaborating Department	Project	CIP/non CIP	Perm/Temp	Artist/Curator	Budget	FY15	FY16	FY17	FY18	Planning District	
T&ES	Manhole covers	CIP	perm	artist		put on hold				city wide	
	Utility box wraps	CIP	temp	artist	\$25,000	\$22,000	\$25,000	\$25,000	\$25,000	city wide	
	Rapid Transit Corridor C	CIP	perm	artist	\$100,000			\$10,000	\$65,000	Area III	
	Lake Cook	CIP	perm	artist	\$100,000		\$10,000	\$45,000	\$45,000	Area III	
P&Z	Eisenhower West Small Area Plan	non-CIP	temp	artist/curator	cancelled				Area I		
	Old Town North Small Area Plan	non-CIP	temp	artist/curator	\$25,000	\$25,000	completed		Area I		
Park Planning & T&ES	Trails & Paths	CIP	perm/temp	artist	\$70,000		\$20,000	\$30,000	\$20,000	city wide	
Park Planning	Simpson Park Playground	CIP	perm	artist	\$100,000	\$100,000		completed		Area I	
	Warwick Pool	CIP	perm	artist	\$50,000		\$10,000	\$40,000		Area II	
	Oronoco Bay Stairs and Observation Deck	CIP	perm	artist	cancelled				Area I		
	Beach Park Amphitheater	CIP	perm	artist	cancelled				Area II		
	Fitzgerald Square	non-CIP	temp	artist/curator	annual			\$100,000	\$100,000	Area I	
	Park Planning & ACPS	Patrick Henry	CIP	perm	artist	\$75,000			\$10,000	\$65,000	Area III
Office of Historic Alexandria	Time & Place	non-CIP	temp	curator	\$75,000	\$75,000			\$50,000	city wide	
DPI & T&ES	Potomac Yards Metro	CIP	perm	artist	TBD					Area I	
<b>Subtract for Patrick Henry/RTC C</b>								-\$10,000	-\$65,000		
<b>Total project expenses</b>							<b>\$222,000</b>	<b>\$65,000</b>	<b>\$250,000</b>	<b>\$305,000</b>	
<b>carryover from previous FY</b>							\$150,000	\$78,000	\$13,000	\$13,000	
<b>CIP Appropriation</b>							\$150,000	\$0	\$250,000	\$300,000	
<b>balance/contingency</b>							\$78,000	\$13,000	\$13,000	\$8,000	

## Task Force Placement

### **Public Art Annual Workplan**

Expired Sept. 2015

1. Allison Nance\*
2. Allison Heck\*

### **Simpson Park Public Art**

1. Betsy Hennigan\*
2. Michelle Kozlak\*

### **Cultural Plan**

1. Beth Coast\*
2. Suzie Cohen\*
3. Gayle Converse\*
4. Gwen Day-Fuller
5. Michelle Kozlak\*
6. Dawnielle Miller
7. Robin Havens-Parker
8. John Porter
9. Jordan Potash

### **Time & Place**

Form Sept. 2015

1. Kate Elkins\*
- 2.

### **Lake Cook**

Form Nov. 2015

- 1.
- 2.

### **Traffic Box Wraps**

Form Nov. 2015

- 1.
- 2.

### **Grants Task Force**

Form Nov. 2015

- 1.
- 2.
- 3.
- 4.

### **AftA Arts & Economic Prosperity Study V**

Form Nov. 2015

- 1.
- 2.
- 3.

### **Trails & Paths**

Form Dec. 2015

- 1.
- 2.

### **Poet Laureate & Dashing Words**

Form Dec. 2016 (expires Mar. 2016)

- 1.
- 2.

### **Waterfront / Fitzgerald Square Public Art**

Form Feb. 2016

- 1.
- 2.

\*Arts Commissioner

The Office of the Arts staff works collaboratively with the Department of Planning and Zoning to manage the development conditions through which a developer is expected to include public art in their development. The public art review process is carefully integrated into the overall development review process to provide predictability to the developer, staff and the general public.

The Office of the Arts staff participates in interagency reviews, the drafting of conditions, reviewing of artist selection and concept development, ensuring that conditions have been met, and monitoring for compliance. Below is a list of the projects that Staff has provided comments for within the past month.

Project	Phase	Public Art or Payment in Lieu (PIL)	Condition/Notes
King & Beauregard	Standard Conditions	Public Art	Per the City's Public Art Policy the next submission shall identify the location, type and goals for public art. Prior to release of the final site plan, the applicant shall have selected the artist, have locations and medium finalized and provide a schedule for the art installation. The art shall be installed prior to the issuance of the first Certificate of Occupancy, to the satisfaction of the Directors of P&Z and/or RP&CA. (RP&CA) (P&Z)
1800 Mt. Vernon Ave	Completeness	PIL	Per the City's Public Art Policy, the applicant shall provide a monetary contribution of \$16,342.80 (a rate of \$.30 per gross square foot of 54,476 sq. ft.) to be used toward city-acquired public art within the Small Area Plan planning area (Potomac West). The payment will be due prior to the issuance of the Certificate of Occupancy. **** (P&Z) (RP&CA)

## **REQUEST FOR QUALIFICATIONS: NATIONAL CALL TO ARTISTS FOR PUBLIC ART PROJECT AT SIMPSON PARK**

**Request for Qualifications (RFQ):** The City of Alexandria, Virginia invites artists to submit their qualifications to be considered for a public art project as part of the Simpson Park Playground and Passive Space Renovation.

**Project Overview:** The Selected Artist will join an interdisciplinary project team (Design Team) that is contracted to provide the landscape architectural design services for the Simpson Park Playground and Passive Space Renovation. Members of the Design Team will be chosen through a separate Request for Proposal (RFP) process. The Selected Artist and Design Team will work closely together to form a cohesive public art proposal that aligns with the Design Team's overall renovation design and layout of the site. The Selected Artist will work with the Design Team to integrate public art into the Design Team's drawings and presentations. In collaboration with the Design Team, the Selected Artist will attend public meetings and present a minimum of three (3) concept designs and, based on public comment, refinements to a chosen design. After a final concept design is approved, the Selected Artist will oversee the fabrication and installation of the public art.

**Budget:** The artist fee is \$30,000. The budget for the fabrication and installation of the public art is \$65,000.

**Eligibility:** Established professional artists are invited to submit their qualifications. Artists must have experience with comparable projects.

**Deadline:** November 8, 2015 at 11:59pm CST

**Background:** Founded in 1749, the City of Alexandria, Virginia, is an urban community of 15.75 square miles with a population of 148,892. With its stable residential neighborhoods, its historical districts, and its proximity to Washington, D.C., the city continues to attract new residents, tourists, and businesses.

Eugene Simpson Stadium Park, located at 425 E. Monroe Avenue, is an integral 15-acre open space that connects various points of the Del Ray neighborhood. Del Ray residents regularly gather in Simpson Park facilities, including the playground and dog park. Residents often walk or bike through the park. Sports players and spectators, including the T.C. Williams High School baseball team and the Congressional Softball League, travel from elsewhere in the city and region, mainly by vehicle, to use the popular sports fields. A community focused, recreational use of the park was what the City envisioned when the park was created in the 1950s.

**Site Location:** The boundary of the restoration project sits at the northwest corner of Simpson Park, near the intersection of Leslie and E. Duncan Avenues. See site map.

**Public Input and Meetings:** A City staff meeting will precede each of the public meetings by at least one (1) week to review the meeting content and offer comments. Additional meetings, conference calls, and other communications are to be mutually agreed upon by the City and Design Team based upon project needs and project budget. The Selected Artist shall attend the following public meetings:

## **REQUEST FOR QUALIFICATIONS: NATIONAL CALL TO ARTISTS FOR PUBLIC ART PROJECT AT SIMPSON PARK cont'd**

Kick-off meeting: The project kick-off meeting will include a presentation by the Design Team of applicable precedents for the site based on an initial analysis and review of the park plan. A tour of the site will be held at a time that the park is in high use.

Presentation of Conceptual Alternatives: The Design Team and Selected Artist shall present a minimum of three (3) concept designs to the public, Park & Recreation Commission and Alexandria Commission for the Arts. The artist's concept designs and physical artwork must align with the Design Team's conceptual design and layout for the overall renovation project.

Presentation of Selected Alternative: The Design Team and Selected Artist shall present a refinement of the previously selected concept designs based on comments from the public, Park & Recreation Commission and Alexandria Commission for the Arts.

Final Presentation: The Design Team shall present the final concept design to the Park and Recreational Commission. The Design Team and Selected Artist shall present the final concept design to the Alexandria Commission for the Arts.

**Alexandria's Vision for Public Art:** Public art in Alexandria is about the city's past, present and future. Public art will enrich the experience of Alexandria's past, celebrate the spirit of Alexandria's present, and shape the identity of Alexandria's future. Public art in Alexandria may:

- Foster exploration and generate dialogue about Alexandria's multiple and many layered stories
- Engage the past in contemporary ways
- Connect people to art that enriches their lives
- Provide opportunities for people to have hands-on encounters with art
- Foster conversations among people throughout the city
- Create whimsy and delight in everyday places
- Establish a distinctive identity for Alexandria's evolving communities
- Enhance parks, gathering places and neighborhood focal points
- Enhance new infrastructure and community facilities.

**Artist Selection Criteria:** Applicants must demonstrate the following qualifications:

- Artistic merit of body of work
- Experience working with communities to design engaging artwork that is appropriate for the scope and scale of the project in collaboration with communities
- Experience in collaborating with City staff, stakeholders, and design and engineering professionals
- Probability of successful execution of the project

Artist Statement: In no more than 500 words, applicants must clearly describe their general approach to public art.

Letter of Interest: In no more than 1000 words, applicants must clearly describe their interest in this project and how their approach to public art might relate to Alexandria's Vision for Public Art. Also,

**REQUEST FOR QUALIFICATIONS: NATIONAL CALL TO ARTISTS  
FOR PUBLIC ART PROJECT AT SIMPSON PARK cont'd**

include relevant experiences with projects of a similar scale or scope, as well as collaborations with interdisciplinary design professionals and community stakeholders.

Resume: Four (4) pages maximum.

**Top Three Applicants:** The Project Task Force will review artist qualifications and, based on the Artist Selection Criteria listed above, choose three (3) semifinalists. The Project Task Force includes members of the Alexandria Commission for the Arts and others with expertise specific to the task at hand. The top three applicants will be invited to visit Alexandria at the City's expense to inspect the site and meet with City staff and the Design Team. The Project Task Force will choose the finalist based on their application, interview, and post-interview statement.

Post-Interview Statement: After their interviews and site visit, the Top Three Applicants must clearly describe, in one thousand written words or less, their thoughts about the potential for public art at Simpson Park.

**Additional Information:** The Selected Artist will be required to sign a contract with the City of Alexandria. The Selected Artist will be required to obtain a Certificate of Insurance for general liability coverage for the fabrication and installation of the public art.

**Resources:**

- [Citywide Parks Improvement Plan 2014](#), regarding Simpson Park, see pages 89-102.
- [Public Art Implementation Plan](#), regarding neighborhoods and gathering places, see pages 12-13.

**How to Apply:** Call for entry information must be submitted to CAFÉ c/o Simpson Park Public Art.

Please submit any questions to Matthew Harwood, Public Art Manager, City of Alexandria, c/o Simpson Park Public Art by email to [matthew.harwood@alexandriava.gov](mailto:matthew.harwood@alexandriava.gov).