

February 8, 2024

Mr. Ramon E. Chavez, P.E.
City of Laredo
1110 Houston St. (2nd Floor)
Laredo, TX 78040



RE: Proposal for Professional Services, Lafayette Overpass Public Art Project, **RFQ FY23-ENG-01**

Dear Mr. Chavez:

I hope this letter finds you well. Following the successful completion of Phase 1 of the **Lafayette Overpass Public Art Project**, UP Art Studio is eager to present our proposal for Phase 2 of this transformative initiative. We are grateful for the trust and cooperation extended by the City of Laredo during the initial phase and are excited to build upon the established foundation.

Enclosed with this letter is our comprehensive proposal for Phase 2, detailing our strategic approach, projected schedule, professional service fees, and other relevant components. We are committed to enhancing the cultural landscape of Laredo and believe that the continuation of this project will significantly contribute to the city's artistic and cultural enrichment.

Additionally, as part of our ongoing commitment to transparency and collaboration, we have included the final report from Phase 1. This document encapsulates the achievements, challenges, and learnings from the initial phase, providing a solid groundwork for the upcoming endeavors.

We look forward to the opportunity to discuss this proposal in further detail and to the prospect of continuing our partnership with the City of Laredo. Thank you for considering UP Art Studio for this exciting next phase.

Sincerely,

Elia Quiles

Elia Quiles
Principal

Noah Quiles

Noah Quiles
Principal

PROPOSAL



A. INTRODUCTION

This proposal outlines the intended approach, schedule, budget, and other key elements for Phase 2 of the Lafayette Overpass Public Art Project. Building on the success and learnings of Phase 1, we aim to further enhance the visual and cultural appeal of the Lafayette Street Overpass.

During Project Installation, we will oversee the in-house and local artists and provide full project management services to ensure a safe work environment and produce a high-quality artwork that is an asset to the community and enhances the city for many years to come.

B. APPROACH

Phase 2 will focus on the execution and completion of the public art installations (painting and lighting) of the Lafayette Street Overpass. Our approach will involve:

- Finalizing design concepts in collaboration with Council Member Cigarroa, City of Laredo, Fine Arts & Culture Commission, and selected artists.
- Coordinating with local authorities and stakeholders for necessary approvals and support.
- Implementing an efficient and safe installation process, ensuring minimal disruption to the community.
- Engaging with the community through public events and interactive sessions to foster a sense of ownership and pride.

C. SCHEDULE: STAGES and TASKS

Phase 2 is anticipated to span over a period of 3 months, with key milestones including:

- Final Design Approval: 3/1/24
- Installation Commencement: 3/14/24
- Project Completion: 6/30/24

PHASE TWO: INSTALLATION & PROJECT DELIVERY

4 MONTHS

2.1 Production and Installation (Artist and Project Management)

8 weeks

Task 10: Finalize design details for installation

- Collaborate closely with the artist team to finalize all design elements, ensuring that they align with the project vision and community feedback.
- Conduct final reviews of color schemes, materials, and scale of the artwork to ensure accuracy and aesthetic appeal.
- Schedule and hold final approval meetings with Council Member Alyssa Cigarroa, City of Laredo, and the Fine Arts & Culture Commission.

Task 11: Create and provide maintenance plan

- Develop a comprehensive maintenance plan detailing the methods and frequency of upkeep for the mural and lighting.
- Outline procedures for addressing potential weathering, vandalism, or other damages over time.
- Provide training or instructional materials to the City of Laredo staff responsible for ongoing maintenance.

Task 12: Coordinate supplies, equipment, prepare surfaces for mural installation

- Work with the City to procure all necessary supplies and equipment, ensuring quality and suitability for outdoor art installations.
- Support the City in preparing the site, which will include cleaning and priming surfaces, ensuring they are ready for the mural application.
- Coordinate with local authorities for any necessary permits or road closures during the installation period.

Task 13: Oversee artist painting of mural and installation of public art project

- Supervise the artist team throughout the painting and lighting installation process, ensuring adherence to the project timeline and quality standards.
- Implement safety protocols to ensure a safe work environment for artists and the public.
- Conduct regular progress reviews and make adjustments as needed to meet the project goals.

2.2 Documentation, Publicity and Community Celebration

4-8 weeks

Task 14: Develop communications plan and program.

- Work with Laredo PIO to create a comprehensive communications plan to promote the project, including key messages, target audiences, and media channels.
- Work with Laredo PIO to plan with a professional photographer and videographer to document the project's progress and final outcome.
- Ensure regular updates are provided to the community and stakeholders through various media platforms.

Task 15: Draft news release and written materials. Conduct Media outreach.

- Work with Laredo PIO to prepare press releases, project summaries, and other written materials for distribution to local and regional media outlets.
- Work with Laredo PIO to conduct outreach to media representatives to secure coverage of the project, including interviews, feature articles, and news segments.
- Manage media inquiries and coordinate interviews with project representatives, if applicable.

Task 16: Organize and produce community celebration.

- Work with Council Member Cigarroa to plan a community celebration event to unveil the completed mural.
- Work with City to coordinate with local vendors, performers, and speakers to create a memorable and engaging event.
- Work with PIO to promote the event within the community and to local media to ensure strong attendance and coverage.

Task 17: Project Closeout

- Compile all project documentation, including contracts, design materials, and photographic records.
- Conduct a final project evaluation with the City of Laredo and other stakeholders to review outcomes and gather feedback.
- Submit a final project report, including an overview of the process, outcomes, community impact, and any recommendations for future projects.

D. PROFESSIONAL SERVICE FEES

The budget for Phase 2 will be **\$297,500**, encompassing artist fees, specialty supplies, professional services, labor, equipment rentals, travel, and other associated expenses. A detailed breakdown of the budget is below:

Square Footage:	25,000
Description	Budget
Artist Honorariums	\$134,500
Rendering Fees	\$2,500
Artist Fee (2 - 3 professional artists)	\$90,000
Artist Assistant	\$12,000
Local Artists (2 - 3 local artists)	\$30,000
Materials/Supplies	\$7,500
Supplies	\$7,500
Support/Services	\$88,000
Project Management: Support/Communications	\$65,000
Labor - priming	\$5,000
Labor - clear coating	\$5,000
Safety Coordination	\$3,000
Local Artist Coordination/Workshop Facilitation	\$10,000
Equipment Rentals (8 weeks)	\$24,560
Aerial boom lifts (2)	\$13,842
Scissor lift* (1)	\$4,410
Mobile Power Unit (1)	\$2,808
Fuel for boom and scissor lifts	\$3,500
Travel (Lodging, Mileage, Transportation, etc.)	\$15,000
Contingency	\$27,940
TOTAL	\$297,500
/SF	\$11.90

Other items need to implement the project will be supported by the City of Laredo. This includes:

- Materials: Primer, paint, and clear coat
- Supplies: Non-specialty items (PPE, buckets, brushes, rollers, paint trays, tarps, etc.)
- Equipment: Box trucks, golf cart, fencing, port-a-potty, dumpster
- Services: Pressure washing, traffic control, public safety, photography/video
- Community engagement, celebration event
- Environmental concerns (bird netting)
- Coordination with Union Pacific

We suggest the following phases of work, which would align with the payment schedule:

- I. Planning/design
- II. Pre-construction procurement
- III. Construction – start
- IV. Construction – 50% progress
- V. Closing/post-construction

E. CONTRACT PERIOD

This project is estimated to require 4 months (approximately 120 days) for Phase 2. The contract period should be 12 months, to allow for unforeseeable delays due to external circumstances, including weather.

F. CONCLUSION

UP Art Studio is dedicated to delivering a visually stunning and culturally significant public art project for the City of Laredo. We believe that the Lafayette Overpass Public Art Project will become a landmark of the city's commitment to the arts and community engagement.