

City of Laredo – Public Arts Program

Annual Public Arts Plan FY26- Evaluation Criteria *Amendment No. 1*

Evaluation Panel Committee Composition

While the evaluation panel committee aims to include five members, it will always consist of an odd number and no fewer than three evaluators to ensure diverse perspectives and minimize score clustering.

For public art projects requiring a formal bid process, the evaluation panel committee will be composed of City of Laredo employees, with panelists selected according to the project's scope and location.

- **Two (2) qualified City staff members** with expertise in the visual arts (e.g., curators, museum directors, art historians or academics, marketing, program administrators, or experienced artists). Preference will be given to individuals residing near the project location.
- **Two (2) representatives** from the Arts & Culture Division or Library Department.
- **One (1) project staff member** from the CIP project team (if artwork is integrated) or a designated liaison from the City department with project jurisdiction.

The evaluation panel committee will provide its recommendation to City Council for design approval.

Conflict of Interest

Evaluators must disclose any actual, potential, or perceived conflict of interest with any artists and/or organization. Any conflict requires immediate recusal from discussion, evaluation, and scoring to ensure a fair and impartial selection process. All evaluators, artists and/or organizations are required to sign the City of Laredo Conflict of Interest Clause before participating.

AI Disclaimer

Submissions generated by Artificial Intelligence (AI) tools must be the original work of the submitting artist, organization, or writer and may not rely solely on AI-generated content. AI may be used as a supportive tool (for editing, or refining ideas), but the final entry must clearly demonstrate the artist's or writer's own creative work. Works that are entirely AI-generated will not be accepted.

Evaluation Scoring

Each submitted proposal will be reviewed by an objective evaluation panel committee. Evaluations will be based on the key criteria outlined in the following documents:

- Project Recommendation Design Approach
- Request for Qualification Evaluation Score Sheet
- Request for Proposal Evaluation Score Sheet

Proposals should also consider the recommended design approach, as detailed in the following section.

City of Laredo – Public Arts Program

Project Recommendation Design Approach

The design prompts are provided for inspiration. Artists and/or organizations are encouraged to propose alternative concepts, provided they align with creating work that enhances and beautifies the surrounding area.

Location	Design Prompts
Water Tower Art Project	
1. FM 1472 (Mines Road)	<ul style="list-style-type: none"> - Create an iconic design that says “I ♥ Laredo” using creative imagery, symbolism, or color – how would you express love for your city visually? - Include the “Laredo” logo.
2. 8711 McPherson Road	<ul style="list-style-type: none"> - Think of how your design could become an iconic photo spot, a symbol local recognize and feel proud of every time they see it. - Incorporate symbols of unity and pride – community gatherings, landmarks, music, or celebrations that define the spirit of Laredo. - Envision the water tower as a “beacon of pride” – what message or imagery would make residents feel represented and visitors feel welcomed?
<i>Alternative Prompts</i>	<ul style="list-style-type: none"> - Transform the tower’s shape into an integral part of your design, letting its form guide the artwork. - Merge the physical form of the tower with imaginative elements to create a dynamic, eye-catching piece. - Highlight Laredo’s unique blend of cultures and traditions that connect past, present, and future. - Represent local heritage through traditional patterns, architecture, or folkloric elements that feel timeless yet contemporary. - Imagine the tower as a storyteller – what story about Laredo would it tell if it could speak?

Request for Qualification Evaluation Score Sheet

Artist/Organization Name: _____

1. Professional Information (20 points)

Category	Score (1–5)	Comments
<u>Contact Sheet</u>		
Include your Name, Address, Phone number, and email. Any social media or website, if curated to your artwork.	_____/5	
<u>Proof of Eligibility</u>		
You must be a resident of the United States, eligible to work, and at least 18 years old. Public employees may be ineligible	_____/5	
<u>Artist or Contractor Biography and Resume</u>		
A summary of your education, awards, exhibitions, and career highlights. For a team application, a resume is required for each member.	_____/5	
<u>Reference</u>		
Provide the names, phone numbers, and email addresses of <i>at least 3</i> professional references who can attest to your qualifications.	_____/5	
Section Totals	_____/20	

2. Artistic Statement & Vision (20 points)

Category	Score (1–10)	Comments
<u>Artist Statement</u>		
A short, written description of your artistic practice, motivations, and the primary themes of your work. This should be personal and authentic, avoiding jargon.	_____/10	
<u>Conceptual Basis</u>		
Describe the conceptual framework for your body of work. For a specific project, you may need to detail how your approach aligns with the project’s goals or location for public art.	_____/10	
Section Totals	_____/20	

3. Portfolio of Past Work (30 points)

Category	Score (1–10)	Comments
<u>Image list</u>		

Submit a sheet that has a thumbnail or preview of your selected artwork (minimum 3 artworks) that includes: title, medium, dimension, location, year of completion, and budget for each image.	_____/10	
<i>Images of completed work</i>		
Submit minimum of 3 completed artworks (e.g. 3 to 10) that showcase your best work, with an emphasis on projects that are similar in scale or technique to the one you are applying for.	_____/10	
<i>Avoid unaccepted proposals</i>		
Only submit images of work that has been completed or in progress, no proposed pieces that were rejected.	_____/10	
Section Totals		_____/30

4. Technical & Project Experience (30 points)

Category	Score (1–10)	Comments
<i>Project management experience</i>		
Document your experience with past projects, including working collaboratively with design teams, adhering to budgets, and meeting deadlines.	_____/10	
<i>Technical Expertise</i>		
Explain your experience working with architectural, engineering, and design specifications, particularly for public art projects.	_____/10	
<i>Material and Construction</i>		
Adhering to the Standard Operating Procedures, you will need to address the durability, maintenance, safety, and security related to your proposal material.	_____/10	
Section Total		_____/30

Overall Total	_____/100
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City of Laredo – Public Arts Program
Request for Proposal Evaluation Score Sheet

Project Title: _____

Artist/Organization Proposal: No. _____

Rating scale for each question: 1 (lowest) to 5 (highest)

1. Artistic Merit (35 points)

Category	Score (1–5)	Comments
<i>Creativity and Originality (15 points)</i>		
Does the proposal demonstrate a high level of creativity and originality?	____/5	
<i>Quality of Previous Work (10 points)</i>		
Does the artist/organization have a portfolio of high-quality previous work?	____/5	
If the artist/organization has worked with the City of Laredo previously, how was the overall execution and outcome of the project? (If applicable)	____/5	
<i>Artist's Vision (10 points)</i>		
Is the artist's vision for the project clear and compelling?	____/5	
Does the proposal align with the public announcement?	____/5	
Section Total	_____	_____

2. Relevance and Impact (30 points)

Category	Score (1–5)	Comments
<i>Community Engagement (10 points)</i>		
Does the proposal include plans for community engagement and participation?	____/5	
Does the project foster community interaction, dialogue, or civic pride?	____/5	
<i>Cultural Significance (10 points)</i>		
Does the project reflect or enhance the cultural identity of the community?	____/5	
Does the artwork reflect or celebrate the identity, values, or diversity of the community?	____/5	
<i>Educational Value (10 points)</i>		
Does the project have educational components or benefits?	____/5	
Are there educational or awareness-raising goals associated with the artwork?	____/5	
Section Total	_____	_____
	_____	_____

3. Feasibility (25 points)

Category	Score (1-5)	Comments
<i>Technical Feasibility (15 points)</i>		
Is the project technically feasible within the proposed timeline?	____/5	
Is the proposed project have an accurate budget allocation?	____/5	
<i>Maintenance (10 points)</i>		
Is there a clear and ongoing maintenance plan for the proposed project?	____/5	
What is the expected longevity of the artwork?	____/5	
Section Total	<u> </u>/25	

4. Artist/Organization Qualifications (10 points)

Category	Score (1-5)	Comments
<i>Experience (5 points)</i>		
Does the artist/organization have relevant experience in public art projects?	____/5	
References and Reputation (5 points)		
Does the artist/organization have positive references and a good reputation?	____/5	
Section Total	<u> </u>/10	

Overall Total	<u> </u>/100
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