

City of Laredo – Public Arts Program

Annual Public Arts Plan- Evaluation Criteria

Evaluation Panel Committee Composition

While the evaluation panel committee aims to include seven 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.

- **Three (3)** qualified Texas visual art professionals (e.g. curators, museum directors, art historians/academics, Art in Public Places program administrators, experienced public artists). These panelists shall serve for one-year or two-year terms, and shall sit on all selection panels during their terms.
- **Two (2)** representative **members of the community** where the specific project will be located
- **One (1)** member of the **Fine Arts and Culture Commission** (e.g. from the District in which the project is located)
- **One (1)** Project Designer for the CIP project (if artwork is integrated) or their designee of City Department liaison with jurisdiction.

The evaluation panel committee will provide its recommendation to the Public Art Program Manager and the corresponding Department Director.

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:

- Request for Qualification Evaluation Score Sheet
- Request for Proposal Evaluation Score Sheet
- Creative Writing Contest Evaluation Sheet
- Mini Gallery Post 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 as inspiration. Artists and organizations are encouraged to propose alternative concepts, as long as they align with one of the eight designated themes and the goals are clearly outlined in the letter of interest.

Project Themes Include	
Mental Health & Wellness	Sports & Teamwork
Education, Learning, Reading or Storytelling	Cultural Heritage & Local Pride
Motivation, Encouraging, & Positivity	Environment & Sustainability
Holiday & Seasonal	Playful and Whimsical

Themes	Design Prompts
Utility Cabinet Mini-Murals	
1. Mental Health & Wellness	- Imagine a place or feeling that makes you feel calm – how could you bring that to life on a utility cabinet? - If you're stuck in traffic, what calming image or uplifting message would you want to see?
2. Sports & Teamwork	- Imagine your community or city – what represents being part of a team? - Explore connection, collaboration, or friendship imagery through sports and teamwork. - Illustrate something a parent, coach, or teammate has said, or a scene commonly seen in sports.
3. Education, Learning, Reading or Storytelling	- Illustrate the concept of curiosity, growth, or discovery. - What does the spark of understanding look like as a scene?
4. Cultural Heritage & Local Pride	- Imagine something uniquely Laredo that might make someone smile or calm down when waiting in traffic – phrases, scenes, or local sayings. - Represent your city's culture, history, or stories in a creative way.
5. Motivation, Encouraging, & Positivity	- Create bold, bright artwork that evokes perseverance and optimism. - Represent hope, encouragement, or determination in a way that inspires passersby.
6. Environment & Sustainability	- Visualize an ecosystem, natural cycle, or planet-friendly ideas. - Imagine if nature reclaimed the city – how would it transform these cabinets?
7. Holiday & Seasonal	- Capture the essence of a season or celebration in your design. - Illustrate images that evoke home, family, and togetherness. - Transform the feelings of a holiday – joy, warmth, or excitement – into visual scenes.

8. Playful and Whimsical	- Imagine a world where anything is possible – how could it appear on a utility cabinet? Futuristic, medieval, or completely fantastical? - Create a design that makes people smile, wonder, or laugh as they pass by. - Transform ordinary objects or city scenes into something surreal, magical, quirky, or unexpected.
Footnotes: A Literal Story Walk Sidewalk Poetry	
1. Mental Health & Wellness	- Write a short poem celebrating kindness toward yourself or others, or finding light on difficult days. - Explore finding calm in a busy or chaotic day. - Share a quote or tip you'd want to hear that promotes mental health and wellness.
2. Sports & Teamwork	- Reflect on how sports, teamwork, or building community has shaped you. - Explore the power of coming together – friends, family, neighbors – to achieve something meaningful. - Write a short poem celebrating collaboration with your peers.
3. Education, Learning, Reading or Storytelling	- Reflect on how learning has changed your world – what doors has knowledge opened for you? - Share a quote or piece of advice you wish you had learned early in life. - Describe a world you've visited through books or stories.
4. Cultural Heritage & Local Pride	- Write a poem about your city and its traditions. - Explore Laredo's unique culture – its food, music, people, or history.
5. Motivation, Encouraging, & Positivity	- Write an uplifting poem encouraging someone to take a step forward. - Share a message that would make someone smile or keep going during challenging times. - Compose a short, positive poem designed to motivate and inspire others.
6. Environment & Sustainability	- Celebrate the Rio Grande, Laredo's natural beauty, or ways we can protect our home. - Share an uplifting quote or short poem about caring for the environment and keeping it clean.
7. Holiday & Seasonal	- Write a poem about the magic of holidays, family traditions, cultural celebrations, or seasonal joy.
8. Playful and Whimsical	- Write a short, playful poem that bends reality. - Explore silly, imaginative, or whimsical ideas in your poetry. - Use words in surprising ways to make readers see the everyday differently.
Jumpstart Creativity: Ground Hopscotch Murals	
1. Mental Health & Wellness	- Create uplifting affirmations or mindful creative, playful steps.
2. Sports & Teamwork	- Design steps inspired by different sports, movements, or playful "plays." - Create a path that encourages healthy activity, motion, and fun.

3. Education, Learning, Reading or Storytelling	- Incorporate creative learning elements, such as identifying plant elements, learning the planets, a book with each step a word, etc. - Design imaginative story-themed paths – example: stepping stones leading to a castle with mushrooms, fairies, or magical elements throughout.
4. Cultural Heritage & Local Pride	- Highlight local landmarks, cultural symbols, or historical facts within each square.
5. Motivation, Encouraging, & Positivity	- Design each square with a motivational word, phrase, or symbol in a unique, creative style.
6. Environment & Sustainability	- Design a creative nature trail featuring animals, trees, or other natural elements for players to follow. - Incorporate motifs like leaves, rivers, or the sun to make each step engaging. - Include prompts such as “Care – Grow – Bloom” or sustainability messages like “Reduce – Reuse – Recycle.”
7. Holiday & Seasonal	- Design a festive hopscotch with seasonal shapes, colors, or patterns. - Incorporate elements like snowflakes, flowers, foods, or piñatas to represent the season creatively in each square.
8. Playful and Whimsical	- Design a hopscotch path with unusual shapes, twists, or imaginary steps. - Incorporate playful movements, unexpected colors, or magical elements that make kids and adults smile. - Make each square a mini “adventure” or whimsical experience.
Mini Gallery Posts: (Any small form of art or medium)	
1. Mental Health & Wellness	- Produce artwork that shows how you recharge, find peace, or support mental well-being.
2. Sports & Teamwork	- Produce small artworks that illustrate the connection between play, sports, exercise, and community.
3. Education, Learning, Reading or Storytelling	- Create artwork that encourages reading or symbolizes knowledge, growth, and discovery. - Produce a scene that illustrates adventurous stories inspired by books.
4. Cultural Heritage & Local Pride	- Illustrate Laredo’s landmarks, traditions, or cultural motifs through your art. - If you’re not from Laredo, showcase something significant from your own heritage.
5. Motivation, Encouraging, & Positivity	- Create small-scale artwork celebrating compassion, helping hands, and positivity. - Explore how acts of encouragement and kindness can be visually represented.
6. Environment & Sustainability	- Depict wildlife, nature, or eco-friendly practices in imaginative ways. - Create art about recycling, green spaces, or your favorite part of the natural world.
7. Holiday & Seasonal	- Illustrate how your community celebrates meaningful traditions.

	- Capture seasonal celebrations or holiday spirit in a small, engaging artwork.
8. Playful and Whimsical	- Create artwork full of whimsy, exaggeration, or imagination – surreal or dream like pieces. - Explore fantastical landscapes, humorous characters, or otherworldly scenarios.
Library Murals	
Education, Learning, Reading or Storytelling	- Design a mural that celebrates reading as a gateway to new ideas, knowledge, and imaginative worlds. - Show how books can open minds, spark curiosity, or transport readers to new places. - Illustrate the transformative power of learning and storytelling in creative, inspiring ways.



ESTABLISHED 1916

City of Laredo – Public Arts Program
Request for Qualification Evaluation Score Sheet

Project Title: _____

Artist/Organization Name: _____

Project Theme	
☐ Mental Health & Wellness	☐ Sports & Teamwork
☐ Education, Learning, Reading or Storytelling	☐ Cultural Heritage & Local Pride
☐ Motivation, Encouraging, & Positivity	☐ Environment & Sustainability
☐ Holiday & Seasonal	☐ Playful and Whimsical

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 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 at least 3 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	
<u>Images of completed work</u>		
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	
<u>Avoid unaccepted proposals</u>		
Only submit images of work that has been completed or in in progress, no proposed pieces that were rejected.	_____/10	
Section Totals	_____ /30	

4. Technical & Project Experience (30 points)

Category	Score (1–10)	Comments
<u>Project management experience</u>		
Document your experience with past projects, including working collaboratively with design teams, adhering to budgets, and meeting deadlines.	_____/10	
<u>Technical Expertise</u>		
Explain your experience working with architectural, engineering, and design specifications, particularly for public art projects.	_____/10	
<u>Material and Construction</u>		
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

ESTABLISHED 1916

City of Laredo – Public Arts Program
Request for Proposal Evaluation Score Sheet

Project Title: _____

Artist/Organization Proposal: No. _____

Project Theme	
☐ Mental Health & Wellness	☐ Sports & Teamwork
☐ Education, Learning, Reading or Storytelling	☐ Cultural Heritage & Local Pride
☐ Motivation, Encouraging, & Positivity	☐ Environment & Sustainability
☐ Holiday & Seasonal	☐ Playful and Whimsical

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

1. Artistic Merit (35 points)

Category	Score (1–5)	Comments
<u>Creativity and Originality (15 points)</u>		
Does the proposal demonstrate a high level of creativity and originality?	____/5	
<u>Quality of Previous Work (10 points)</u>		
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	
<u>Artist's Vision (10 points)</u>		
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
<u>Community Engagement (10 points)</u>		
Does the proposal include plans for community engagement and participation?	____/5	
Does the project foster community interaction, dialogue, or civic pride?	____/5	
<u>Cultural Significance (10 points)</u>		
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	
<u>Educational Value (10 points)</u>		

Does the project have educational components or benefits?	____/5	
Are there educational or awareness-raising goals associated with the artwork?	____/5	
Section Total	<u> /30 </u>	

3. Feasibility (25 points)

Category	Score (1–5)	Comments
<u>Technical Feasibility (15 points)</u>		
Is the project technically feasible within the proposed timeline?	____/5	
Is the proposed project have an accurate budget allocation?	____/5	
<u>Maintenance (10 points)</u>		
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> /25 </u>	

4. Artist/Organization Qualifications (10 points)

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

5. Other

Category	Score (0-1)	Comments
Has the artists/organization attended the City of Laredo's Artist Workshop? *		N/A
Is the artist/organization local to Laredo? *		N/A
Section Total	<u> </u>	

Information will be provided by Public Arts Program Manager

Overall Total	<u> /100 </u>
----------------------	--------------------------------

Creative Writing Contest Evaluation Sheet

Submissions must be a maximum of 10 lines, 40 characters per line including spaces, and 400 characters overall including spaces and punctuation.

Category (circle one): Poetry / Positive Quote/ Other: _____

Entry Title: _____

Artist/Organization Name/No.: _____

Evaluator's Name: _____

Date: _____

Project Theme	
☐ Mental Health & Wellness	☐ Sports & Teamwork
☐ Education, Learning, Reading or Storytelling	☐ Cultural Heritage & Local Pride
☐ Motivation, Encouraging, & Positivity	☐ Environment & Sustainability
☐ Holiday & Seasonal	☐ Playful and Whimsical

Score each category from 1 to 10 – 10 being the highest:

Category	Score (1–10)	Comments
Creativity & Originality	____/10	
Theme Relevance (Positive Message, Upliftment, etc.)	____/10	
Emotional Impact / Inspiration	____/10	
Language & Word Choice (Imagery, tone, etc.)	____/10	
Structure & Clarity (Flow, coherence, readability)	____/10	
Grammar & Mechanics (Spelling, punctuation)	____/10	
Cultural Significance/ Educational Value	____/10	
Total Score	____/70	____%

Overall Impression:

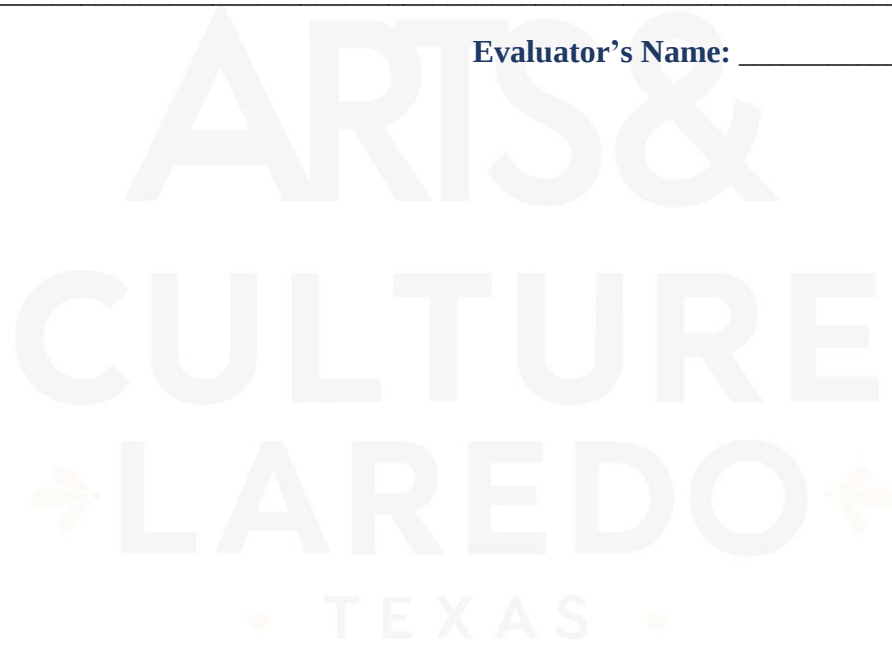
- ☐ Excellent
☐ Very Good
☐ Good
☐ Fair
☐ Needs Improvement

Would you choose this for sidewalk poetry? ☐ Yes ☐ No

****If yes, where do you think it would fit best?** _____

Evaluator's Final Thoughts or Feedback:

Evaluator's Name: _____



ESTABLISHED 1916

Mini Gallery Post Evaluation Score Sheet

Submissions must fit within the dimensions of the post: 24" x 24" x 14". Multiple pieces may be submitted as long as they fit within the allotted space.

Category (circle one): 2-D / 3-D/ Other: _____

Medium Type: _____

Entry Title: _____

Artist/Organization Name/No.: _____

Evaluator's Name: _____

Date: _____

Project Theme	
☐ Mental Health & Wellness	☐ Sports & Teamwork
☐ Education, Learning, Reading or Storytelling	☐ Cultural Heritage & Local Pride
☐ Motivation, Encouraging, & Positivity	☐ Environment & Sustainability
☐ Holiday & Seasonal	☐ Playful and Whimsical

Criteria	Description	Points Available	Points Awarded	Comments
Artistic Quality	Originality, creativity, technical skill, and overall visual impact	20	_____/20	
Theme & Relevance	How well the piece aligns with project goals, city identity, or community engagement	20	_____/20	
Community Engagement	Potential to engage, inspire, or educate the public	15	_____/15	
Feasibility	Size, weight, and installation requirements within city resources	15	_____/15	
Durability & Material Suitability	Appropriateness of materials for outdoor display and longevity	10	_____/10	
Professional Presentation	Neatness, completeness of submission, and adherence to guidelines	10	_____/10	
Public Announcement & Competence	Alignment with public messaging, suitability for community announcement, and appropriateness for display in the designated area	10	_____/10	
Total Score		_____/100	_____%	

Turn page to complete form.

Overall Impression:

Would you choose this for mini gallery display? ☐ Yes ☐ No

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Needs Improvement

****If yes, where do you think it would fit best?** _____

Evaluator's Final Thoughts or Feedback:

Evaluator's Signature: _____

Date: _____

