

## Request for Proposals (RFP) An Artist's Perspective –Arctic Energy Alliance's Vision, Mission and Goals

### A Visual Expression of Alternative Energy, Energy Efficiency and Energy Conservation for Public Display – North Slave Region

#### Background

The Arctic Energy Alliance (AEA) is the lead not-for-profit organization helping residents of the Northwest Territories (NWT) work together to reduce their cost and environmental impacts of energy usage. This year marks 23 years of service to the residents of the NWT. The AEA employs 21 staff, delivers services through five regional offices and is headquartered in Yellowknife. See the AEA's most recent annual report at <http://aea.nt.ca/blog/2019/07/201819-annual-report>.

The AEA is seeking creative visual art, to be displayed on an exterior wall of its North Slave regional office in Yellowknife. This artwork should embody the AEA's vision, mission and goals (see below).

#### Scope of work

The successful artist(s) will design and create a piece of visual art that symbolizes the AEA's vision, mission and goals. It should also represent the cultural and natural environment of the North Slave region.

The final piece will be displayed outdoors on the AEA office building in Yellowknife.

#### *AEA's vision, mission and goals statements*

The AEA's vision, mission and goals statements are as follows;

Vision - *NWT Society will become a global leader in clean, efficient, sustainable energy practice.*

Mission - *To promote and facilitate the adoption of efficient, renewable and carbon neutral energy practices by all members of NWT society.*

Goals - *Members of NWT society will know more about the costs & environmental impacts of their energy use;*

*- Members of NWT society will want to reduce costs and environmental impacts of their energy use by adopting efficient, renewable and carbon neutral energy practices;*

*- Members of NWT society will know the AEA as the best place to go when they want to adopt efficient, renewable and carbon neutral energy practices;*

*- Members of NWT society will achieve significant reductions in their energy costs and greenhouse gas emissions; and*

*- Members of NWT society will be celebrated as leaders in efficient, renewable and carbon neutral energy practices.*

### **Themes**

The following themes may help the artist(s) develop a concept of the AEA's vision, mission and goals. The artist(s) may choose to focus on one theme, several or all together.

- Energy efficiency
- Energy conservation
- Renewable or alternative energies
- Energy and the land
- People and energy use
- Greenhouse gas reductions
- Other

### **Display requirements**

The final artwork must be

- suitable for outdoor display, using materials that will not degrade from exposure to extreme weather conditions (for example, all materials must be resistant to UV radiation, water and extreme cold)
- created on a medium that can be mounted to a building wall
- designed so that it can be removed from the building without causing damage
- viewable from 20 m away
- no larger than 4 feet by 8 feet

### **Responsibilities of the successful artist(s)**

- Sign a contract with the AEA to complete the art project based on the artist's RFP submission.
- Finalize and provide a concept of the artwork for AEA approval.
- Purchase all material and supplies to complete the project.
- Complete the artwork within the agreed upon timelines.
- Provide a description of the artwork that the AEA can use to promote it. This should be provided in English. It would be helpful if this description can also be provided in a North Slave regional language.
- Give the AEA permission to promote the artist's bio and photo on social media and in print.

### **Responsibilities of the AEA**

- Provide funding to the artist(s), through a written and signed contract based on the artist's RFP submission. Payment will be made for the contract amount upon completion of the project.
- Approve the artist's concept and design.
- Provide to the artist(s) specifications and photos of the display site.
- Manage costs and logistics associated with the following:
  - Shipping to Yellowknife
  - Mounting the artwork to the building

- Provide support to the artist to help complete the project successfully
- Promote the artwork and artist through appropriate online or print-based channels.

### Timeline

- Sept. 11 – RFP submissions due date
- Sept. 25 – Selection of successful proposal submission
- October 2 – AEA and successful artist(s) sign contract
- October 23 – AEA approval of final concept and design
- November 27 – Art work project complete and ready for shipping to AEA office location
- December 11 – Artists submission of final project invoice

### Project budget

The AEA has budgeted funding of \$8,000 for the project.

The cost of the project is one of the criteria that the AEA will use to evaluate proposals. The lower the cost, the higher the score a proposal will receive in that area. Artists are welcome to submit design options that reflect a range of prices. The AEA may choose the option that it feels is the best fit.

Note: the budget of \$8,000:

- does not include the cost of project installation or shipping (the AEA will cover these expenses separately)
- should include materials (the artists is expected to pay for these)

### Required proposal content

All proposal submissions should contain the following information:

- An initial concept drawing or image of the proposed artwork (this can be refined later)
- A description of the proposed concept (this can also be refined later)
- A description of the proposed size of the piece and the materials to be used
- A small portfolio of the artist's work
- The artist's home community
- Budget (can include options)
- A description of how the artist plans to meet the project timeline (or a proposed alternative timeline)
- At least two references

### Evaluation criteria and value

- Representation of the AEA's vision, mission and goals - 30 points
- Visual appeal – 20 points
- Representation of the culture and/or environment of the North Slave region – 15 points
- Artist's experience and portfolio – 10 points
- Artist's home community – 10 points
- Proposed cost of artwork project – 5 points;
- Proposed art concept meets project size and materials requirements – 5 points

- References – 5 points

### Proposal submission

All interested artists, art organizations and/or associations are invited to respond to this RFP by submitting a proposal to the AEA.

The AEA is not bound to accept any proposal, and reserves the right to accept the proposal which, in the opinion of the AEA, best meets their established criteria providing the best overall value. The AEA reserves the right not to choose any of the proposals submitted and not to award if, in the opinion of the AEA, it is in their best interest. The AEA reserves the right to enter into negotiations with one or more of the top-ranked proponent artists. The proponent(s) will receive an invitation to enter into direct contract negotiations with the AEA. These negotiations may include increasing the scope of the contract.

For any inquiries please contact Michelle Leger, AEA Regional Program Coordinator – North Slave, at:

- tel: 867.920.3333
- e-mail: [michelle.leger@aea.nt.ca](mailto:michelle.leger@aea.nt.ca)

Proposals must be received by the AEA no later than noon Yellowknife time on Friday, September 11, 2020. Please submit your proposal to the AEA by:

- e-mail: [info@aea.nt.ca](mailto:info@aea.nt.ca).
- mail: #101 5102 51<sup>st</sup> Street, Yellowknife, NT X1A 1S7
- fax: (867) 873-0303