



CALL FOR ARTISTS

Oddie Boulevard Public Art Project Reno, Nevada

Deadline: June 30, 2023

The City of Reno Arts & Culture Commission (RACC) invites you to submit your qualifications to be eligible for a \$150,000 public art commission for the Oddie and Silverada district of Reno, Nevada.

Project Summary:

The RACC is seeking qualifications from artists or artist teams interested in developing a large-scale public art project in the Oddie and Silverada district that reflects the vibrancy and community of one of Reno's up-and-coming districts in conjunction with a street reorientation project led by the Regional Transportation Commission (RTC) of Washoe County. The RACC is looking to commission an artist/artist team to design, fabricate, and install large-scale sculpture at two sites. Goals of the art installation are to promote community identity, a welcoming environment, walkability, bikeability, and neighborhood interaction.

RACC seeks artists with public art experience. The \$150,000 commission will cover all services from design through final installation/implementation, including artist fee, fabrication, insurance, transportation, permitting, engineering, travel fees, and installation.

From this RFQ, three finalists will be selected by the Public Art Committee (PAC), community representatives, and the RACC. Finalists will be paid to travel to the site, meet with the community, and submit concept proposals. This process will allow the artists to learn more about the community and work with them to create a project that reflects their needs and the identity of the neighborhood. In this way, the community will feel a sense of ownership and the artwork becomes more meaningful and reflective of a broader perspective. Final selection of one artist or team will be made by the PAC, RACC, and stakeholders based on proposal presentations and interviews.

General Area:

The Oddie and Silverada district is located at the intersection of Oddie and Silverada Boulevards. The area is located northeast of downtown Reno and east of the University of Nevada, Reno. The public art project is being done in tandem with the Regional Transportation Commission (RTC) of Washoe County as part of their Oddie/Wells Corridor Project. The

project will revitalize the corridor by creating a more-livable, safer and vibrant community on Wells Avenue, from I-80 ramps in Reno and continuing on Oddie Boulevard to Pyramid Way in Sparks. The project will create connectivity between Reno and Sparks and will encourage economic development, enhance safety, and improve livability in the corridor. The location for the public art will be at the center of the street project at the site of a former pedestrian bridge.

The neighborhood in the area consists of a multiethnic community as well as a middle school, two elementary schools, Teglia's Paradise Park—a 38.9 acre Reno park with walking path and ponds, and shopping centers. The neighborhood surrounding the project site is in CDBG Eligible block group 1 with this area having an estimated population of 1,499. From this population, 79.53% of this group is considered as having low to moderate income, 43.72% of which are considered low income. The surrounding community is diverse and predominantly Spanish-speaking and visitors will find multiethnic businesses, restaurants, and activities. To the northeast of the proposed artwork site, the new "Oddie District" development will house mixed use space that includes a new home for the Reno Generator, a large-scale community maker space. The development will also have flex-tech workspaces, food and dining, retail, and a theater space for Truckee Meadows Community College.

An initial community input survey generated the following feedback on the neighborhood.

Key words: community, neighborhood, family, historical, diverse, gathering, gateway, potential.

What is valued most about the community?: how we support each other, spaces to connect with others, creativity, outdoors, mountains, families, diversity, the tranquility, clean parks and libraries close by, the walkability, restaurants and stores that connect culturally to the area.

Location:

There are two pads for large-scale sculpture being created as part of the street reorientation project. They are located on the west side of the intersection of Oddie and Silverada Boulevards on the northwest and southwest corners at the site of the former pedestrian bridge that spanned Oddie Boulevard. [Google Maps link to general artwork location.](#)

ODDIE WELLS PROJECT



Budget:

Projected budget is not to exceed \$150,000 for the entire project. This budget is inclusive of all costs associated with the design, planning, engineering, permitting, fabrication, installation, and completion of the project. This budget includes all travel costs and insurance. This budget does not include the costs for initial proposal design and travel outlined below. Please note that the footings for the sculpture and conduit for electrical will be installed as part of the RTC street project and will not be a part of this budget.

The Artist Selection Process:

- Artists/teams submit qualifications in the form of images of previous work, letter of interest, and resume online through [Submittable](#).
- The review committee will select 3 finalists.
- Finalists will visit Reno for a site visit and to meet with stakeholders (travel, lodging, and per diem for each finalist or one team member will be paid for by the RACC).
- Finalists develop proposals (each finalist/team will be paid a \$1000 stipend for their proposal).
- Finalists present proposals to the Committee and public. The Committee will select one artist/team to be awarded the \$150,000 commission.
- City Council will have final approval of the artist/team and project.

Scoring Criteria:

- Quality of past work examples—aesthetic, materials, size and scope similar to this project

- Letter of interest—addresses project approach and incorporating connection to place, people and community
- Examples of past work that has engaged and/or represented community

Timeline:

June 30, 2023 - Submission due online at 11:59 pm PT

July 2023 - Three finalists selected

September - October 2023 - Finalists site visit and community engagement

October – November 2023 - Finalists develop proposals

December 2023 - Finalists present proposals, one artist/team selected for commission

Fall 2024 - Artwork installation

How to Submit Your Qualifications:

Submit images of past work, resume, and letter of interest via [Submittable](#) at:

<https://cityofrenoartscultureandevents.submittable.com/submit>

For more information about City of Reno programs, visit www.RenoCulture.com. For questions regarding the call, please contact City of Reno Arts & Culture Manager, Megan Berner, at bernerm@reno.gov or (775) 326-6333.