



REQUEST FOR QUALIFICATIONS

BRIAN HEAD, UT – PUBLIC ART PROJECT

Application Deadline: May 7, 2021

Submission Form Link: <https://forms.gle/yVwop85PKkUVAz5s7>

Project Budget: up to \$100,000

OVERVIEW:

Background

Brian Head Town is a small but growing mountain resort community in Southern Utah, about 40 minutes east of Cedar City. Outdoor recreation and tourism form the basis of the local economy – skiing and snow sports in the winter and mountain biking, hiking, and motorsports in the summer. Most of the 1,400 condos and cabins in Brian Head are second homes and rental units.

The Brian Head Town Council recently reviewed several potential economic development initiatives the Town might consider to make the area more attractive for visitors. One such idea was to commission a public art piece that would be iconic in nature – something that serves as a major visual focal point of the Town and an organic social media marketing feature.

A survey of Brian Head Town businesses, residents, and property owners showed broad support for the concept, as well as a variety of suggestions for what type of art piece might work well in Brian Head (see attached survey results).

Brian Head seeks qualified artists to design, construct, and install a public art piece in Brian Head that accomplishes the above-described vision.

Eligibility

This RFQ is open to all professional artists and/or artist-led teams residing in the western United States region, which include the following states: Utah, Arizona, New Mexico, Colorado, Wyoming, Montana, Idaho, Washington, Oregon, California, & Nevada. To be considered, artists must have demonstrated experience accomplishing work of similar scope and scale, and using appropriate materials for climate at 10,000 ft. elevation.

All applicants will be considered regardless of race, gender, gender variance, sexual orientation, national origin, age, religion, marital status, political opinion or affiliation, or mental or physical ability.

Goals

The Brian Head Public Art Project Selection Committee seeks an artist or artist-led team to create site-specific artwork that:

- Possesses high aesthetic merit, iconic nature, and marketability.
- Relevance and connection with Brian Head's area and community.





- Preferably includes sturdy interactive elements.
- Overall safety of the design is accessible, with minimal hazards.
- Low degree and cost of maintenance.
- Compliant with all applicable codes and or ordinances.

** Site plan, clearances, constraints, dimensions and additional details will be detailed in the artist contracts during the RFP stage (see process below).*

Location Options:

Brian Head Town is open to creative ideas regarding the best possible location for this public art project. We recognize that the nature of the proposal itself may influence a decision about its location. While it would be simpler to locate the project on Town owned property for reasons of public access and long-term maintenance, there may also exist the opportunity to locate it on private land. And while the vision of the project – namely our desire to have this piece be a focal point of the community – would support the idea of having the project located centrally, we would also be open to locating it more remotely if the nature of the proposal lends itself to it.

That said, a recent community survey asked where locals believed a public art project should be located, and two locations received an overwhelming majority of the votes. These two locations are described below:

I. Bristlecone Park & Pond

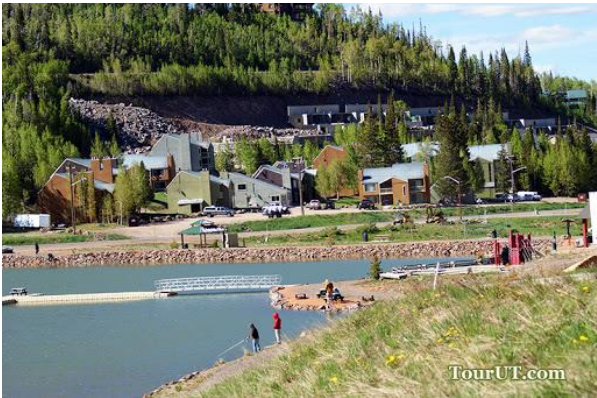


Formerly an undeveloped marshy meadow, Bristlecone Park and Pond were constructed in 2013. While the concept was originally developed as a water rights maneuver, the area has quickly become the summer focal point of the town. At any given moment in the summer, “the Pond” hosts a couple dozen or so fishermen, kids tramping about the playground, teenagers shooting hoops, or couples just going for a walk around the newly paved trail. The water is a bit chilly, but some folks





will brave it on a paddleboard or kayak. There are several picnic pavilions, new restrooms (one of which has a mural painted on the outside of it), volleyball, basketball, and pickleball courts, a decent sized parking lot, and more trees being planted each year. A rebuilt zig-zag cowboy fence creates a perimeter between the park and the highway, and there is a park sign and an old plow in the northwest corner.



The park is heavily used in the summer, particularly on holiday weekends. The Town shoots fireworks over the pond on July 4th, which can attract crowds of several thousands. In the winter, the pond freezes over and the park and pond are covered with snow. Snowmobiles trek through the area, sledgers will slide down the banks of the pond, and the occasional ice fisherman will set up a hut, but there aren't large numbers of people braving the snow to recreate there. The parking lot stays full with skiers who

access the chair lift which drops down into the park on the south end.

II. *Village Core Meadow*





Before Brian Head became a ski town in the 1960s, the area was basically unsettled with only a few cabins here and there. The area was used for a few different industries over the years, namely sheep herders who grazed their sheep in the meadows along what is now Highway 143 which formed the base of the little valley between the two mountain ridges on the west and east sides of Brian Head. The meadows, sometimes referred to as Bear Flat, were lush and green in the summer often adorned by all sorts of wildflowers.



Many of the locals who helped create the ski industry in Brian Head over the past 50 years have fond memories of the “the Meadow” from the early days. Much of the Meadow has been encroached upon by development over the years, most notably the development of the Giant Steps Parking Lot, Brianwood Condominiums, and Bristlecone Pond. Only one large chunk of the Meadow remains undeveloped and is owned by the Town and County. It runs along the west side of the Village Core (an area the Town has zoned for dense commercial development) between Highway 143 and Village Way. The Town Council’s current policy is to preserve this remaining meadow area as a buffer to the commercial development and as a natural and historic reminder of what Brian Head used to be.

Only one building currently exists in the Village Core Meadow – a pumphouse for one of the Town’s wells. While it is a relatively new building, it is attractive and much photographed. It was built to be reminiscent of the sawmill industry which briefly existed in Brian Head prior to the ski industry. The Town currently has plans to pave a trail along the north and east boundaries of the Meadow.





SELECTION PROCESS AND CRITERIA:

Step 1. Request for Qualifications (RFQ)

Interested artists will be asked to submit their qualifications for review (submission form link below) which includes:

- Letter of Intent
- CV / Resume
- Portfolio of Past Work & Projects
- 2 Professional References

All documents should be in PDF format.

All will be taken into consideration for a selection of a maximum of 5 finalists.

Application Deadline for Request for Qualifications:

Submit Form Link: <https://forms.gle/yVwop85PKkUVAz5s7>

Step 2. Request for Proposals (RFP)

The Brian Head Public Art Project Committee will review all properly submitted (RFQ) applications and select no more than 5 finalists to complete an artwork proposal for review.

The selection of an artist or artist-led team as finalists to draft proposals will be based on having met some or all of the following criteria:

- Process and work is compelling and relevant.
- Professional experience demonstrates a developed and successful body of site-specific public art projects of a similar scope and scale, or the ability to understand site specific design as demonstrated by visual documentation;
- Ability to work within deadlines, budget and professional manner;
- Has an authentic relationship/connection to the content/community involved in the work;
- Has created works of permanent nature that do not require excessive maintenance or repair costs and meet public safety requirements.

Each of the chosen finalists (maximum 5 finalists) will:

- Enter into an agreement with the Brian Head Town local government body.
- Be paid a stipend and given 1 month to produce a design concept and budget for review.
- Present their design to a selection committee.
- May be asked to travel to Brian Head to aid additional deliberation between finalists. Travel expenses will be covered and arranged by Brian Head Town.

**The successful proposal will be announced July 31, 2021. Brian Head Town reserves the right to extend this deadline if need be.*

After proposal presentations, the Brian Head Public Art Project Committee will recommend an artist or artist-led team to Brian Head Town Council for final approval.





PROJECT BUDGET DETAILS:

The total commission of up to \$100,000 is inclusive of artist’s fees and related expenses for design, supplies, fabrication, insurance, delivery of work(s), travel, permits, and installation. Any fees incurred for design/artwork related engineering, electrical, infrastructure modifications and assistance from the contractors shall be the responsibility of the artist. The artist should include a contingency plan of at least 10% of the project’s commission in the budget for their final proposal. The stipends paid to finalists do not come from the commission budget.

PROJECT SCHEDULE:

Step 1 Applications Due (RFQ):	May 7, 2021
Finalists Announced:	May 29, 2021
Step 2 Proposals Due (RFP):	July 3, 2021
Interviews/Presentations:	July 12-16, 2021
Winning Artist & Design Announcement:	July 31, 2021
Artwork Fabrication/Installation Completed by:	Early Summer 2022
Unveiling to the Public:	Mid-Summer 2022

QUESTIONS:

Questions regarding this Request for Qualification may be directed to Bret Howser, Brian Head Town Manager, at the email address listed below. Emails and questions after the deadline (May 7, 2021) will not be answered.

Applicants may be disqualified if any unsolicited contact related to this RFQ is made with a member of the Brian Head Public Art Project Committee after the submission deadline and during the selection process.

All communication between Brian Head Public Art Project Committee and applicants will occur electronically via email.

Contact: Bret Howser, Town Manager, bhowser@bhtown.utah.gov

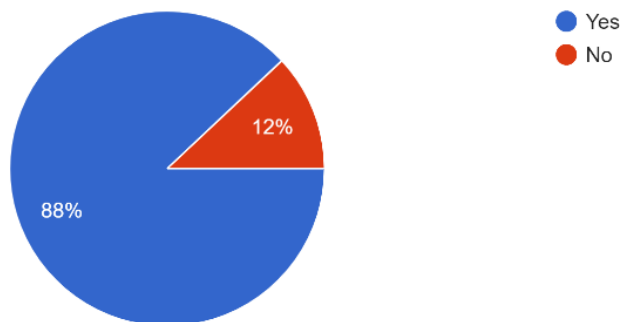
Website: <http://brianheadtown.utah.gov/>



Question 1:

Do you feel Brian Head's local economy might benefit from an iconic public art piece or program?

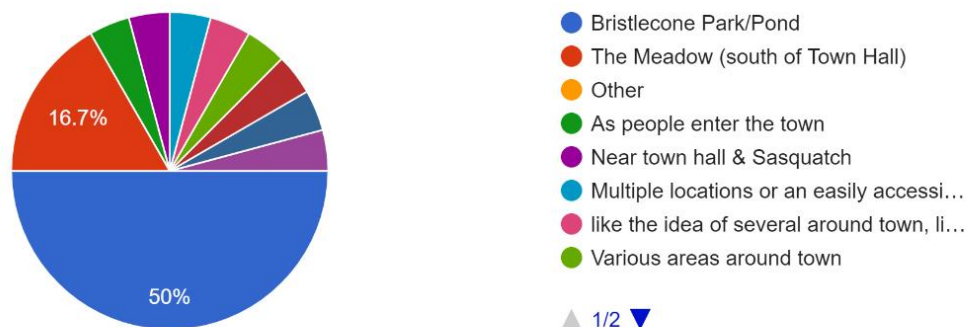
25 responses



Question 2:

Where should a public art piece be located?

24 responses



Question 3:

What do you see the art piece looking like? What are your creative suggestions for a unique public art piece or program for Brian Head?

24 responses

- Deers? Moose? Bears? A local animal?
- Many towns have large painted animals. For example, West Yellowstone has painted buffalos throughout the town. Others have painted horses. In Oregon, they have painted seals. Everyone here loves our foxes so what if we had different painted fox sculptures around town. One at the pond, one at giant steps, one at Navajo?
- I suggest we do something related to the night sky - out of all the things "Brianhead", Cedar Breaks and the crystal-clear night sky are unique in the world - thanks for asking...
- a sculpture which represents biking, skiing, and hiking
- A single piece won't do anything, but many pieces will provide another reason to visit
- A large bald eagle soaring over Brian Head Peak looking down over the quaint family centered town of Brian Head
- Sheep, sheep farming is a historic part of the mountain so something to do with sheep.

- My kids would love to see a giant Sasquatch that's made entirely out of recycled material. If not a Sasquatch, they said whatever is made should be constructed from recycled material. What a fun project for the city
- how about a huge pair of skis standing 50 ft high. They would be crisscrossed. People could stand under them and take photos. Ok maybe 30 FT.
- Something that promotes the fact that we are at such a high altitude. That's something people would post on social media. Like possibly something that says "highest xxx in the xxx". Then "ski-ride-hike-bike-camp-paddle-fish-EXPLORE! So people know we are year round and there's something for everyone to do. That's just a simple (and very affordable) sign idea. For art, I think something similar to what they have in Cedar City and Parowan, where they have things like the wagons and other settler type pieces would be cool and keeping in the spirit of the local area. Make them big and something people can climb up on and get inside of. Let them be in multiple places throughout town and have each one lead to another and let there be a story that gets told as you move from piece to piece. Have them lit up at night so they glow and attract attention even in the evening. Maybe the lights create shadows that spell something out. Maybe the story is of a local Indian tribe instead and there is a big tee pee without the material and a giant animal they may have worshipped (or eaten) at the next stop, then a huge horse or weapon...you get the point. Or, maybe go the energy route and have some type of energy centering sculpture or a make a wish medallion you lay in or burn the paper with your worries on it eternal flame - all large. Maybe do all 3 in different places. It's about creating an identity and campaign we can market and then having the art pieces play into that. Are we a settlers or Indian town or an energy force town (think Taos) or something else. What's our identity? What would attract people? Our resources are the stuff listed above - our altitude and the plethora of activities that we offer YEAR ROUND. Maybe focus on how Brian Head allows for amazing ACTION based activities and we market it like ACTIVATE , ELEVATE, REJUVENATE yourself in Brian Head, Utah! Activities for everyone, year round! Get out! Get activated! in Brian Head, UT. Focus your energy on fun! Create our identity as THE ENERGY CENTER OF UTAH! Use those all as the tag lines for the City over the course of a 10 year marketing campaign. Always listing the numerous activities we offer (beyond just seasonal skiing) so people see or hear it in every ad. Maybe the pieces are interactive sculptures that are themed around activate, elevate, and rejuvenate. Like the activate one is some type of energy themed sculpture where it looks like you're holding a lightening bolt when you take the picture at certain times of the day based on where the sun is (but always looks great), and the elevate one makes you look like you're sitting on a huge cliff just from the camera angle, and the rejuvenate is...I'm out of ideas for that one, but again, you get the picture. All with the city's name and marketing. Maybe the three words get symbols assigned and those are part of the logo for the City. The art pieces and the City identity that is created by them should be something that attracts people from all over. Like because of the highest peak we have a special ENERGY in Brian Head where you find your natural self through activities, family time, and relaxation. Focus a lot on family time as that's something we have over larger places like Park City or Vegas (the closets competitors for the families expendable income). People never get quality family time in those locales because there is never any down time. A stand alone piece that would be a huge hit is large sculpture of something that breathes fire or erupts fire at certain times of the day/week but also looks cool when it's not. Maybe it shoots out lasers instead of fire (downside to lasers is they are only fun at night). Maybe lasers at night and fire during the day to save on cost. Like the giant fire breathing praying mantis that is at the entrance to Downtown Container Park in Las Vegas. It gets ENORMOUS social media posts. Tony Hsieh re-developed that part of Downtown Las Vegas and brought the fire breathing sculpture from Burning Man. He has just relocated to Park City, UT buying up a bunch of businesses and over \$100 million in real estate there. It will be fun to see what his impact is on Park City, creatively and commerce wise. Make sure the sculptures or whatever the pieces that are eventually created are able to be mobile (like disconnected and moved on a trailer if need be, even if a crane is needed) just in case a new location is chosen for them eventually. ***As a side note, can someone work on some type of activity or show plan for 4th of July now, so that if fireworks get cancelled people still come up the mountain to celebrate? It's such a huge weekend for Brian Head but commerce gets impacted when fireworks get cancelled. People will stop making Brian Head a family 4th of July destination each year if there isn't something special happening to allow kids and adults to celebrate somehow without fireworks. Think along the lines of a large glow parade using glow sticks. Or hire the legitimate laser company out of Salt Lake City to create a laser show each year (a better effort than the last attempt). Multiple ski resorts already hire the company for 4th of July laser shows. Or even something simple like colored spotlights on the mountain creating a show. Or lit up drones from a drone show company. Or a glow parade night ride on the chairlifts for a few hours where the chair lifts are all light up glowing. Even something like "the worlds biggest 4th of July BBQ would help, and would raise money. With judging of the different BBQ trucks or vendors. Like a 4th of July food truck fest even that culminates in a concert of patriotic songs only at 9pm. Even if people can't see the concert they'll be able to hear the music throughout town. Heck why not just do a small fair entry 4th with small rides and stuff? We have the numbers of people coming up the mountain that day, why not let the City make a bunch of money off of it? Just anything to make the evening of the 4th have ANY kind of

special event culmination as a community in the event fireworks are cancelled. Cut the exceptionally long fireworks show in half (everyone' would still be really happy and would get used to it after the first year) to fund the backup activity. All just random thoughts that were train of thought and written down as quickly as they came. Thank you all SO much for what you do for our town!

- Something interactive
- Bronze Snowboarder, Biker, and Hiker
- A giant clock, possibly a giant cuckoo clock (maybe using a local bird like the clarks nutcracker) that is mechanized like the ones they have in Europe. It becomes a spectacle at certain times of the day that people will travel far to see. See <https://theculturetrip.com/europe/germany/articles/the-most-famous-cuckoo-clocks-in-germany/> <https://www.greatvaluevacations.com/travel-inspiration/famous-clocks-of-europe>
- Interactive art Like a clock tower you can climb to top and take selfies of the views. Or Art that will be interesting in winter or summer like a snowflake windmill that produces Electric power.
- a short chair lift with 4 chairs with representatives of the 4 seasons; i.e. Mtn. bikers, skiers, hikers, fishermen etc.
- something local, like red rocks, bristlecone, aspen or sheep
- Ski -snowboard trees (shape like pine/Xmas tree) maybe with lift chairs by each for photos
- A GIANT old-fashioned chair lift (branded with Brian Head) 2) An arch made of a variety of old skis (similar to Jackson Hole's antler arch) 3) A number of stag statues — each one different, painted by local Utah artists — placed throughout town.
- Unique historic backdrop with old school ski lift to sit on for pictures
- I don't think we need one
- I think the money could be spent for more important projects
- Chairs and/or benches with skis as a backrest, these should be cast and not wood. Each chair should highlight one of Brian Head's unique features (skiing, hiking, fishing, hunting, snowboarding, etc.)
- We need more shops :/ something for the non-sporty... coffee shop, boutiques, more restaurants. Everyone is always asking for these things. I LOVE what you guys did with the pond and the trail around it, it's wonderful Thank you
- How is this artwork being paid for? Has someone donated money for the project or are we (the taxpayers) the ones footing the bill?
- Maybe a Huge chairlift that folks could sit on and take photos. Something like "Edith-Ann" from the Lily Tomlin days