



REQUEST FOR PROPOSALS

Open Call for Photographers

RFP Released: 10.24.2024

Deadline for Submittals: 5 PM
Monday, November 18, 2024

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ABOUT THE CITY OF MERCED

Merced is a dynamic community of over 90,000 people, with a friendly small-town living in a mid-size city. The University of California Merced campus, opened in 2005, provides educational and economic opportunities, adding to the already-established growth of the region. As a result, Merced's population is youthful and diverse. Located in the heart of California's agricultural Central Valley, Merced is the region's hub for education, culture, and business. The community offers pleasant neighborhoods, and tree-lined streets. Bicycle paths along creeks link major City parks. Even with recent increases in prices, Merced's housing remains affordable compared to many other California locations. In addition, Merced's revitalized downtown is emerging as the entertainment center of the area. Annual events and festivals bring regional and even national recognition.

The City's amenities include the Applegate Zoo, Art Kamangar Center at the Merced Theatre, the Mainzer Theatre and Restaurant, the Merced Multicultural Arts Center, Playhouse Merced, the Senior Community Center, the Historic Tioga Apartments, Merced College, University of California at Merced, a wide array of restaurants, various sports facilities, Lake Yosemite, plentiful public transportations, and more.

ABOUT MERCED'S ARTS & CULTURE ADVISORY COMMISSION

The Arts and Culture Advisory Commission (ACAC) was established in 2018 to advise the City Council on matters about public art, art projects, cultural programs, and activities, and the promotion of art within the City of Merced (M.M.C. section 2.54.010). The ACAC's mission is to encourage and promote programs and events that enhance the art and cultural development in Merced while engaging community members and local businesses; promote the role of art and culture in contributing to the beautification and quality of life in Merced; recognize art and cultural events and activities that enhance vitality and innovation in Merced; promote inclusion of artistic endeavors and cultural activities reflective of the Merced community; and preserve the community's artistic works and cultural identities.



1. PROJECT DESCRIPTION

The City of Merced invites local photographers to participate in “Falling in Love with Merced,” a special exhibition that captures the beauty of fall season within our community. We are seeking original photographs that capture the essence of fall landscapes – whether it’s vibrant colors of changing leaves, scenic fields, or the charm of autumn in the valley – all within Merced city limits. These works will be showcased at an event on Saturday, December 14, 2024, at Merced Civic Center.

Whether you are a seasoned photographer or just starting out, this is your chance to share your perspective and highlight the natural beauty of Merced during this time of year. This event is a great opportunity to support local talent and cultural enrichment in our community. Professional photography experience is not required.

No professional experience is required – just a passion for capturing the magic of fall.

The application submittal deadline is 5 pm (PST) Monday, November 18, 2024.

2. SELECTION PROCESS

The City of Merced invites local photographers to submit their proposals online for **"Falling in Love with Merced,"** showcasing high-quality electronic images that capture the essence of fall landscapes within Merced city limits. Each submission should include a brief photographer bio and a description of the photograph, including the location and other pertinent details.

Selected photographs will be enlarged to a 16x20 luster print and mounted on Gatorfoam to create a harmonized exhibit. Photographers will receive a stipend of \$465 for this project.

Remaining qualified submissions will be featured as part of a 4x6 photograph collage during the exhibition, which will take place at the Merced Civic Center on Saturday, December 14, 2024.

Submit your entry today to be part of this celebration of Merced’s stunning fall beauty!

3. EVALUATION CRITERIA

Selection Criteria. The Selection Panel shall use the following criteria to select a photographer and photograph:

- One submission per photographer
- Photograph must be the original work of the photographer.



CITY OF MERCED

Request for Proposals – Open Call for Photographers

- Originality and creativity of the photograph
- Relevance to the theme of a fall landscape within Merced city limits.
- Clarity and composition of the original high quality electronic image
- Additional information about submitting an electronic image:
 - 1200px max on the long side of the image digital file. It can be easily printed as a 4x6 photograph.
 - 6MB max file size in JPG format.
- Completeness and accuracy of accompany descriptions.
- Agreement to display the photograph at the event.

4. SUBMISSION REQUIREMENTS

Interested photographers must submit the following information in the order listed:

- 1) Body of email must include photographer name, phone number, and email address.
- 2) Brief biography. Tell us briefly who you are, explain your inspiration and motivation for your photography and why you are submitting your photograph for consideration.
- 3) An electronic image attached that can be easily printed as a 4x6 photograph.
- 4) Brief description including the location, and any other pertinent details you would like to share.

5. INQUIRY CONTACT & SUBMITTING QUALIFICATIONS

Direct all questions and inquiries to Senior Management Analyst/Public Information Officer, Jennifer Flachman via email, by 5 pm, Wednesday, October 30, 2024.

APPLICATION PACKAGES ARE DUE VIA EMAIL BY 5 PM (PST) ON MONDAY, NOVEMBER 18, 2024

Address proposals to:
Senior Management Analyst/Public Information Officer, Jennifer Flachman
City of Merced / Office of the City Manager
flachmanj@cityofmerced.org

Proposals will only be accepted by e-mail.



6. PROPOSED TIMELINE FOR THE OPEN CALL FOR ART PROJECTS

10/24/2024 – 11/18/2024– Post RFP on City Website:

- Allow 26 days for submissions to be received.
- Submissions will be initially screened to ensure minimum requirements are met.

11/19/2024 – Selection Panel Rates Proposals:

- Review Independently and Score
- Scores compiled for November ACAC Meeting

11/21/2024 – ACAC Meeting:

- Selection Panel makes recommendation to ACAC.

11/22/2024 – Photographer Notification

- All photographers will be notified by email. The Merced Multicultural Arts Center (MAC) will handle the production of the 15 selected images, which will be printed as 16x20 luster prints and mounted on Gatorfoam.
- Remaining photos will be displayed during the December 14, 2024, exhibition.

12/14/2024 – Exhibition at the Civic Center

- The community is invited to a free exhibition event at the Civic Center. Invitations and event advertising will be posted on the city's website and social media platforms.

7. PHOTOGRAPHER STIPEND

Fifteen (15) selected photographers will receive a \$465 stipend for this project.