

# The City of Oklahoma City and its Trusts

Request for Qualifications

RFQ-OCITY-178 Public Art for the 100th Anniversary of  
Route 66



# The Opportunity

## *Route 66 100<sup>th</sup> Anniversary Public Art Summary*

The City of Oklahoma City announces a call to artists for a major work of public art commemorating the 100<sup>th</sup> Anniversary of the official designation of historic U.S. Route 66, at a site on or near the original 1926 route that traverses the city core. The art award is \$875,000 (Eight hundred seventy-five thousand dollars) and the deadline for responses to the RFQ is Wednesday June 25, 2025, at 4 pm CT.

## *Background*

No other highway in America matches the legendary Route 66 for pop culture appeal as it has long symbolized American individualism, travel, and the freedom of the open road made possible by the rise of America's automobile culture. The Mother Road celebrates its 100<sup>th</sup> anniversary in 2026 with events from Chicago to Los Angeles. Oklahoma City is the largest city between the highway's endpoints and includes more miles of Route 66 than any other city on the highway. OKC is home to iconic Route 66 landmarks including the Gold Dome, the Milk Bottle Building, the Tower Theatre, and the Oklahoma State Capitol. The intersection of NW 23<sup>rd</sup> Street and Classen Boulevard is one of the most captivating intersections along Route 66 in Oklahoma.

## *Goals*

"Oklahoma City looks mighty pretty." That's what Bobby Troup wrote and what Nat King Cole and other artists have sung for decades urging one and all to get their kicks on Route 66. This is quite literally the theme for this public art project which will celebrate the highway's anniversary.

The City of Oklahoma City invites artists and multi-disciplinary teams to imagine designing, fabricating, coordinating, installing, and implementing a work of art and cultural artifact incorporating the following elements:

- the lyrics "Oklahoma City looks mighty pretty" graphically spelled out
- musical notes graphically depicted
- significant public participation in the actual fabrication and/or installation of the work
- a public event to take place during and/or immediately after the installation of the work

The sculpture resulting from this call to artists will be a permanent fixture and cultural talisman that attracts Route 66 travelers for decades to come as it communicates the historic spirit of the highway and complements other nearby landmarks.

# Scope of Services

## *Description of Services*

The selected artist and/or a multidisciplinary team (Artist) will:

- design, fabricate, and install a permanent work of art
- utilize public participation in the fabrication and/or installation of the work
- design and coordinate the selection of participants who may be from anywhere in the world
- design and implement a public event during or immediately following the installation process in coordination with the Office of Arts & Cultural Affairs and the Public Information Office of the City of Oklahoma City

### *Contract Management Expectations*

The Artist, either personally or through their agent(s), is responsible for project management. The Art Award/Project Budget covers all aspects of the entire project as noted above in the Description of Services, including but not limited to design, engineering, construction, foundation, footing, installation, rental, liability insurance, workers' compensation insurance, transportation, shipping, travel, lodging, design district review, public participation and events, and other incidental expenses.

**Note: this project has an aggressive schedule that will require close attention and constant coordination with City Staff. If you doubt your ability to successfully complete the work on time and at budget, please consider bypassing this opportunity.**

### *Contract Payment*

The total Art Award of **\$875,000** includes all costs for designing, creating, and installing the artwork and designing and implementing the public event, including but not limited to materials, engineering, research, fabrication, travel, transportation, required insurance, programming, and any necessary permits.

## **How We Choose**

### *Minimum Qualifications*

This opportunity is open to all practicing artists who are at least 18 years of age. Artists selected as finalists must attend the required in-person site visit. Artist teams may include artist apprentices younger than 18, when prior written permission is provided from the apprentice's parent or guardian.

### *Selection Process*

Selection involves a three-step process: initial review by an evaluation committee; first selection by the full selection committee resulting in choosing finalists who will create and present conceptual design reports; final selection by the full selection committee after finalist presentations. The selection committee may include but is not limited to Arts Commissioners, a professional art consultant, and stakeholders.

### *Evaluation Criteria*

Criteria to be applied and interpreted by the Selection Committee include:

- Artistic excellence and originality, as evidenced by representation of past work in images and other supporting materials
- Evidence of ability to handle a project of this size and scope through providing images of past work and supporting materials
- Appropriateness of Artist's approach and style to the Project's intent and site
- Stated availability to work within the Project time frame and to be present for required meetings; and
- Price and current market value of Artist's work in relation to the scope and value contemplated for this commission





The site will be located within the area of the yellow oval, along the original 1926 route of Route 66 (red)



## Project Schedule

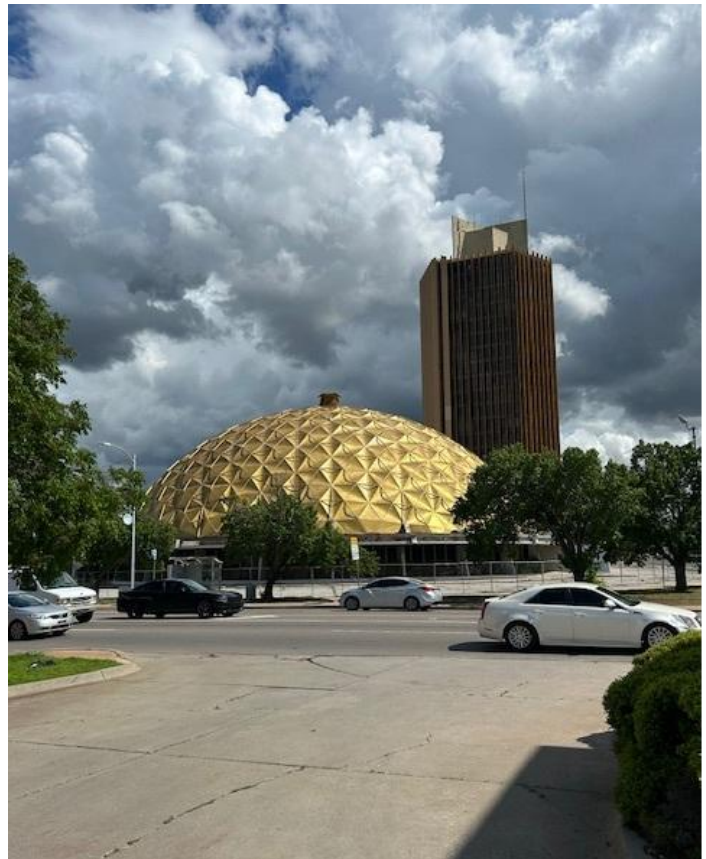
Schedule of events for RFQ-OCITY-178. **By responding to this RFQ applicants acknowledge that they are available to meet on the dates designated in this Project Schedule.** The City reserves the right, as deemed necessary, at its sole discretion, to adjust this schedule by written notice to all the Artists who have timely responded to the RFQ. Each Artist shall provide a valid email address in the required forms for notification purposes.

RFQ-OCITY-178 announced		Wednesday June 4, 2025
Deadline for Q & A in Bidnet	*	4:00:00 pm CT Wednesday June 18, 2025
<b>Deadline for submissions</b>		<b>4:00:00 pm CT Wednesday June 25, 2025</b>
First selection meeting		Monday June 30, 2025
Site visit for finalists	In person required	1:00 pm Monday July 7, 2025
Finalists' presentations	Online required	August 11, 2025
Arts Commission meeting		Monday August 18, 2025
City Council approval		Tuesday September 9, 2025
Installation and public event		Summer, 2026

\*All questions about the project must be asked in the Q&A section of the RFQ in Bidnet, with the exception of questions about how to navigate the bidding process itself.



The Milk Bottle at NW 24<sup>th</sup> and Classen Boulevard



The Gold Dome with Citizen's Tower at NW 23<sup>rd</sup> and Classen

## Submittal Instructions & Content

We recommend that all submission materials, except for the eight full size .jpg photos, be combined into a single .pdf then submitted together. Send only the completed, filled-in forms found in the **Required Forms for RFQ-OCITY-178** pdf in this packet, plus resumes and photos.

1. **Artist names, roles, contact information, and references**
2. **Artist Statement:** In 500 words or less make the case for yourself to be selected as a finalist. Think about what you uniquely bring to this project; how you would approach the design and implementation of the work; what single work in your portfolio gives us the best insight what you could propose for Route 66? Only one artist statement per team.
3. **Image list:** Upload up to eight (8) images of representative work. Note: Use digital images in .jpg or .pdf format, not to exceed 2MB in size. Enter image file names and thumbnails where indicated on the image information form, numbered and ordered consecutively.
4. **Resumes:** Please provide succinct one-page resumes for each team member, up to five members. Highlight recent work and work that is relevant to this project.

We highly recommend that you begin the registration process as soon as possible, to ensure you have adequate time to properly complete your registration, and to upload required items.

### First time registration in Bidnet Direct / Register for free:

1. Visit: <https://www.bidnetdirect.com/oklahoma/cityofoklahomacityandtrusts> and click on the “Register Now” button.
2. Select the Limited Plan at no cost.
3. Select Oklahoma in the state field and click on Save and Continue.
4. You will enter your company information.
5. Your Username will be prefilled with your e-mail address. Write down your password as you will need when you activate your account.
6. Click on the “I agree to Terms & Conditions”.
7. Click on Finalize Registration.
8. This will take you to a confirmation page that you have subscribed.
9. You will receive an e-mail notification to enter your username and password. This will log you into the site. This needs to be done within 48 hours or Bidnet will need to reset for you.
10. Create a company profile to receive bid invitations from agencies. Go to Working Categories and search for Public Art and add the NIGP Code 91886 – Public Art Consulting to your profile. This will allow you to receive alerts for these RFQ’s.
11. Bidnet Direct has a webinar on how to register and other training links on the City’s Bidnet page at: <https://www.bidnetdirect.com/oklahoma/cityofoklahomacityandtrusts>

## Notices

- See Sample Public Art Commission Agreement attached in Bidnet. The Agreement includes non-discrimination and non-collusion requirements and information about the Oklahoma Open Records Act and Confidential Information, and a sample VARA waiver. Submission to this RFQ indicates that the bidder is familiar with and accepts the terms as generally stated in the Agreement.

- The Artist selected for the Project shall retain all rights under 17 U.S.C. §101 et seq. (the Copyright Act of 1976), subject to rights of attribution and certain other specific rights, as well as all other rights in and to the Work, ***except ownership and possession. City shall have ownership and possession of Work pursuant to this Agreement, but shall not own the copyright to the Work, which shall be retained by Artist.*** No Work created by Artist for City, pursuant to this Agreement or any other Agreement, shall be considered a “work made for hire” as defined by Title 17, U.S.C §§ 101 and 201(b) (the United States Copyright Act of 1976). 17 U.S.C. §106(a) The Visual Artists Rights Act of 1990, “VARA”) See sample VARA Waiver in Exhibit H in the Public Art Agreement (sample) following Section X below.
- The City reserves the right to amend or withdraw this RFQ-Call to Artists at any time and for any or no reason. Receipt of submission entries by City, or submission of an Artist’s entry to City, or selection of an Artist for purposes of negotiating a contract, confers no rights to any person nor obligates City in any manner. City reserves the right, at its sole discretion and for any reason, to reject all submission entries and not award any contract, and to solicit additional or different submission entries at any time. City incurs no obligation regarding this Call to Artists, or any contract resulting there from, until a Public Art Commission Agreement is fully negotiated and approved by the City Council of Oklahoma City, and all documents have been properly submitted and executed by all parties.
- The costs of developing a submission entry are solely the responsibility of the Artist. City shall not provide reimbursement for such costs. City shall not be liable for any Artist’s preparation costs for any reason, other than the \$5,000 fee paid to an Artist or Artist team invited by the Selection Committee to produce a Conceptual Design Report for the Selection Interview. The \$5,000 fee is the only amount paid for production of a Conceptual Design Report, whether there is one Artist, or several Artists as part of a team submittal. **Submission of an entry shall constitute acceptance of the terms, conditions, criteria, requirements, and evaluations set forth in this Call to Artists, and operates as an offer and a waiver of all objections and Proposer-originated modifications to the contents of this Call to Artists.**
- All information in submissions to this RFQ, and any resultant Conceptual Design Reports by finalists for this project are considered to be public record by the Oklahoma Open Records Act.
- All entries properly submitted shall be received and reviewed by City. City reserves the right to reject any entry deemed to be non-responsive for failure to comply fully with the terms of the Call to Artists. However, City reserves the right, at its sole discretion, to request clarifications, corrections, or additional information and to waive irregularities in execution or delivery of the entry, provided it is in the best interest of City.
- The Selectee must identify a locally based (living within a 100-mile radius of the Project site) Project Representative, who is the main Project contact, and who can be on site or react on 12 hours’ notice as needed for construction meetings and other contingencies. Artists may designate themselves, if locally based.