



PUBLIC ART OPPORTUNITY

ISSUED: March 3, 2025

Bruce's Beach Park



OVERVIEW

This public art opportunity is a Request for Qualifications (RFQ) for a sculptural commission for Bruce's Beach Park within the City of Manhattan Beach, CA. The artwork is intended to serve as a key feature of the city's growing public art collection.

This RFQ seeks to identify an artist to design and fabricate a permanent commemorative sculpture dedicated to the history and legacy of Bruce's Beach neighborhood. Pedestrian-scale figurative artwork is encouraged; however, non-literal interpretations conveying a

message of reflection, connection, and healing are welcome. The artwork shall not include any integrated text, moving parts, water, lighting, or interactive components.

The selected artist will collaborate with the City to refine the final proposal in order to address the project goals. To assist the design process, City has predetermined the optimal artwork site, height and weight parameters within the park. For convenience, the City will also install the artwork. This project has been guided by the research and recommendations of a History Advisory Board and Task Force.

SUBMITTAL DEADLINE

Submittals are due no later than 11:59pm PT on April 21, 2025.

ELIGIBILITY

This public art opportunity is open to all practicing professional artists experienced in large scale sculpture, public art, land art/landscape art. Candidates must be able demonstrate experience in designing, creating large-scale, durable, three-dimensional (3D) artworks.

If two or more individuals are involved in a team, the submission must clearly delineate the respective areas of authority and responsibility of each party in project execution. Artists applying as a member of a team are not eligible to also apply as an individual.

Galleries are encouraged to submit an application on behalf of an artist or artists that they represent.

Submitters may not submit more than one application nor be listed as lead artist for more than one submission.

Artists must be over the age of 21 and a U.S. resident, eligible to work in the United States with have a valid U.S. Social Security or Tax Identification Number at the time of application submission.

Black artists, and those with a connection to the project site are encouraged to apply.

City staff elected or appointed City officials, and immediate members of their families are not eligible for this project.

PROJECT BACKGROUND

The Bruce's Beach neighborhood once featured a popular resort for the Black Community and included several homes for minority families. These structures were condemned through eminent domain in 1924 with the justification of creating a public park.

The racial reckoning of 2020 provided the City of Manhattan Beach with specific opportunities to remember and confront the past and tackle the difficult but necessary steps forward. The history of Bruce's Beach provides a focus and space for this renewed work. As such, the artwork will serve as a lasting symbol of remembrance, reflection, and restorative justice; and it will stand as a physical symbol conveying that the City of Manhattan Beach now stands for diversity, equity, inclusion, and good will.

PROJECT SITE

Bruce's Beach Park is nestled in a quiet suburban area, where residents and visitors alike enjoy beachfront views and a restful atmosphere. It is located on a steep hill, a few blocks from the beach and is terraced into five sections with trees, shrubs, seating, and recreation areas.

The upper terrace adjacent to Highland Ave hosts a newly installed plaque, commemorating the events that led to the creation of this park. In recent years, this plaque has become a place of gathering and pilgrimage, where families lay flowers, photos, and mementos in solidarity with the history of Black Americans in the area.

While this small park does not lend itself to large gatherings or events, it is heavily used for field games and dog walking (mainly on the lowermost terrace), basketball games and



other activities on the middle concrete terrace (Bayview Drive), and recreationally to walk, rest, exercise, and view the ocean.

SITE HISTORY

The City of Manhattan Beach created the Bruce's Beach Task Force to further research and properly acknowledge the City's racially motivated eminent domain action to dispossess Willa and Charles A. Bruce, Major George and Mrs. Ethel Prioleau, Elizabeth Patterson, Mary R. Sanders, Milton and Anna Johnson, as well as white property owners, of their property in the 1920s. The Task Force and the History Advisory Board (a subcommittee of the Task Force) drafted a History Report (see Additional Resources below) and subsequently the City Council adopted plaque language to be installed at Bruce's Beach Park.

The following statement is taken directly from the language of the newly installed plaque at the top terrace in Bruce's Beach Park.

"After being turned away from other coastal cities, Willa and Charles Bruce acquired property along the Strand in Manhattan Beach to create a beach resort for the Black community on February 19, 1912. By 1916, the resort known as "Bruce's Beach" was a thriving fixture for the Black community, with a restaurant, dancehall, changing rooms, and showers.

Soon after, several other Black families purchased property near the current park location. Major George Prioleau and Mrs. Ethel Prioleau, Elizabeth Patterson, Mary Sanders, Milton and Anna Johnson, John McCaskill and Elzia Irvin, and James and Lula Slaughter built homes on their property.

Unfortunately, not everyone in Manhattan Beach welcomed the Bruces' enterprise and its crowds of Black patrons in that era of Jim Crow and racial segregation.

The Bruces, their patrons, and the other Black property owners faced harassment, intimidation, and discrimination by some, including City Hall. These actions aimed to make Manhattan Beach inhospitable to Black residents and visitors.

Enough White residents ultimately pressured the City Council to exercise its power of eminent domain to acquire the land for use as a public park. As a result, the City condemned the properties of the Bruces, the Prioleaus, the Johnsons, Ms. Patterson, and Ms. Sanders. In addition, twenty-five white-owned properties that sat undeveloped among the Black-owned properties were also condemned.

The City's action at the time was racially motivated and wrong. "Today, the City acknowledges and condemns those past actions and empathizes with those whose

property was seized. We are not the Manhattan Beach of one hundred years ago. We reject racism, hate, intolerance, and exclusion.

This park is named Bruce's Beach and in recognition of Manhattan Beach's next hundred years as a City of respect and inclusion."

Additional information regarding the history of this site can be found below and in the Bruce's Beach History Report linked to the Additional Resources section.



ABOUT MANHATTAN BEACH

Located southwest of downtown Los Angeles on the southerly end of Santa Monica Bay, Manhattan Beach is home to an impressive beachfront immortalized in the Beach Boys classic, "Surfin' U.S.A." This laid-back community is popular with families and outdoor enthusiasts and has a population of approximately 34,668.

Recognized for its scenic parks and open spaces, the City has 40 acres of scenic recreational beach area that includes *The Strand* bike path, volleyball courts and the historic Manhattan Beach Pier and aquarium. There is a charming small downtown area studded with many eateries and cafes recognized for their innovative cuisine.

Manhattan Beach combines opportunities for the appreciation of its spectacular beaches with a focus on wellness and the excellence of its arts and culture experiences. The City's Cultural Arts Division develops and presents artistic and educational programs and exhibitions that directly relate to the contemporary urban life of its constituents, while maintaining the highest standards of professional, intellectual, and ethical responsibility. The public art commissioned by the City is intended to instill a greater sense of identity and understanding of where we live, work, and visit — creating memorable experiences for all residents and visitors to Manhattan Beach.

ABOUT THE BRUCES BEACH TASK FORCE

In the wake of the killing of George Floyd on May 25, 2020, the City Council directed staff to research and present the history of Bruce's Beach for discussion at a City Council meeting in August 2020. Following the presentation and discussion, the City Council voted to create a resident-led task force to further research and properly acknowledge the City's racially motivated eminent domain action to dispossess Willa and Charles A. Bruce, Major George and Mrs. Ethel Prioleau, Elizabeth Patterson, Mary R. Sanders, Milton and Anna Johnson, as well as White property owners, of their property in the 1920s. On October 20, 2020, the City Council appointed 13 members and two alternates to the Bruce's Beach Task Force. The Task Force has since been disbanded and direction was given to the History Advisory Board to complete the History Report and prepare language for two plaques at Bruce's Beach. The information developed is reference material for this project. More information can be found in Attachment B.

PROJECT GOALS

- Provide a landmark artwork that meaningfully honors the contributions and aspirations of the Bruce Family and others who were marginalized from the site by evoking positive themes of serenity, respect, resilience, and hope
- Furnish a design that harmonizes with the natural beauty and tranquility of the park
- Design to a scale and proportion that compliments the park, the adjacent beach, and the surrounding neighborhood
- Not disrupt view of the ocean, prevent park activities, nor significantly alter existing landscaping

- Fabricate with robust methods and materials suitable for a permanent outdoor installation, taking into account inherent resistance to theft, vandalism and weathering
- Mitigate maintenance requirements by minimizing potential vulnerabilities to weather conditions within a marine environment and recreational zone
- Comply with all aspects of accessibility, public safety, City infrastructure, and any other regulatory codes
- Manufacture all major components in the United States
- Complete the project within the allotted budget and schedule
- The artwork shall be unique and an edition of one, and shall contribute to the City's collection in terms of artistic quality and diversity of artists represented

PROJECT BUDGET

The total available funding for the artist's contract is **\$175,000**. This amount is inclusive of artist design fees, fabrication, transportation, and oversight during installation. The City has a separate pool of funds for the City to provide engineering, permits, site preparation, installation, contingency and the dedication event hosting and communication.

PRELIMINARY PROJECT SCHEDULE *(ESTIMATED AND SUBJECT TO CHANGE)*

RFQ Issued by City	March 3, 2025
Deadline for RFQ questions or requests for clarification	April 14, 2025
RFQ Responses Due by 11:59 pm	April 21, 2025
Qualification Evaluation Phase	Spring 2025
Proposal Evaluation Phase	Spring/ Summer 2025
City Approvals	Summer 2025
Contract Commencement	Fall 2025

EVALUATION PROCESS

The Arts in Public Places Committee (APPC) will be convened to review the applications received and make contracting recommendations to the Cultural Arts Commission (CAC) for the City Council to approve. The APPC is comprised of: City staff, previous Bruce's Beach Task Force members, Council members, and art specialists. The City's designated consultant will facilitate the selection process.

Qualification Phase

All submissions will be reviewed by the City and their designees for eligibility, completeness, and responsiveness to the RFQ criteria. Qualifying submissions will be presented to the Art Advisory Panel which will rank candidates using the evaluation criteria in order to short-list finalists to develop conceptual site-specific proposals.

Proposal Phase

The City will provide all project technical criteria and detailed proposal requirements such as budget, imagery, and material samples, etc.; finalists may need to communicate their intentions for evaluation. Finalists will also have the opportunity to participate in an orientation session and a mid-point review with relevant City representation and project advisors to help ensure that they stay on task with their proposal. The APPC will reconvene to consider the finalists' proposals in an interview format. Each finalist will receive a \$1,500 honorarium to offset proposal development and prepare for their interview with the Art Advisory Panel. There is no additional reimbursement for travel expenses. Finalists will be ranked by the Art Advisory Panel using the stated evaluation criteria.

City Approval

The APPC will be convened to review the applications received and make contracting recommendations to the CAC for the City Council to adopt. All APPC, CAC and City Council meetings are open to the public and are posted on the Arts Commission website at least 72 hours in advance of the meeting. To check the meeting schedule for public art projects, please go to our calendar. [Bruce's Beach | City of Manhattan Beach](#)

All submitters will be notified by the City after the selection process is completed and an artist is recommended for a contract award.

EVALUATION PROCESS

QUALIFICATION PHASE

- Artistic merit, originality, and technical mastery evidenced in portfolio provided: 40 points
- Professional recognition, experience and skill as evidenced by submitted resume: 25 points
- Appropriateness of the artist's medium, subject matter and style to the project: 25 points
- Experience with projects of similar scope, budget and scale: 10 points

PROPOSAL PHASE

- Artistic merit, originality, clarity and vision: 40 points
- Potential to create a relevant, impactful and sensitive design for this site: 25 points
- Feasibility of materials, methods, budget & schedule: 25 points
- Flexibility and willingness to work with City staff to execute the project: 10 points

GENERAL SCOPE OF WORK

Milestone 1: Design Development

The artist will develop a comprehensive design that includes detailed drawings and renderings to scale, material specifications, fabrication methods, and addresses conservation needs, ensuring that the artwork can be completed within budget and on schedule. The artist will subcontract with an engineer to finalize the design for permitting and construction. This may involve further detailing of drawings, creation of construction documents, and addressing any engineering or conservation challenges specific to the project site. The City will help the selected artist facilitate community engagement during this phase.

Milestone 2: Plan Check, Permitting, and Early Site Work

The artist will work with the City to obtain all necessary permits and approvals from relevant departments and agencies for the construction and installation of the artwork. The artist will also provide input to the City on any early site work for the artwork foundation, footings, attachment and lighting that will be furnished by the City.

Milestone 3: Fabrication

The artist will subcontract a fabricator to ensure the artwork is constructed according to the final design specifications and meets all quality standards. This may involve periodic site visits, review of fabrication processes, and communication with the fabricator to address potential issues.

Milestone 4: Shipping, Delivery; and Installation Oversight

The artist will work with the fabricator to ensure the artwork is packed and crated for delivery to the project site. The artist will work with the City to oversee the installation of the artwork on the designated site, working with an installer contracted by the City to ensure proper execution according to the final plans. This will include working with the City to address outstanding issues before completion.

Milestone 5: Project Close Out and Artwork Dedication

The artist will work with an art conservator provided by the City to develop a comprehensive manual for the care and protection of the artwork. The artist will work with the City on project documentation, media coverage and public relations, and will be required to participate in the dedication ceremony for the completed project.

HOW TO APPLY

Submitters should read the entire RFQ thoroughly before entering or uploading the items below. All sections must be complete. Only the file types specified will be accepted. Do not make a specific proposal for a new commission at this time.

Only electronic items submitted via the City's online portal will be accepted. No mail, email, hand delivery, courier, file share service, telephone or facsimile submittals will be accepted.

The RFQ submission portal includes:

Candidate Form: Contact details and other pertinent information.

Statement of Interest: A brief statement about why you are attracted to this project, your relevant skills and experience, and the impact you envision your artwork will make. Artists may share any cultural competency and/or significant connection between the artist and the project, or particular experience enabling the artist to meet project goals. One (1) page maximum; PDF format.

Resume or CV: A professional resume detailing the Artist's education, training, exhibition and commission history, and any noteworthy awards, review or other commendations. Up to two

resumes are allowed if submitter is artist team. Three (3) page maximum per artist; PDF format.

Portfolio: Provide ten (10) images including descriptions of relevant prior artwork and public art projects that showcase your artistic excellence and originality. Image formats accepted include PDF and JPEG. Each image file must be labeled with artist's last name and a number (1-10) e.g. smith_1.jpg, smith_2.jpg. An artist's name or any descriptive text should NOT appear on the image. Please provide details, close-ups or multiple viewpoints of large or complex artworks. Artists applying as a team must split the allotted number of work examples between themselves.

Portfolio Descriptions: Descriptions must be in PDF format and include the title, client name and contact information, date completed, materials, dimensions, location, project cost and a few sentences describing the project. Artist teams are limited to the ten (10) images. Proposal images are not required and will not be dismissed for evaluation. One (1) document, two (2) page maximum; PDF format.

References: Two (2) professional references from previous entities who have commissioned similar work as described in this RFQ. Include the Reference's name, agency or firm, phone and email contact information. One (1) page maximum ; PDF format.

THIRD PARTY ART CONSULTANT

The City has designated its Art Consultant, Susan F. Gray and Company to support City staff in the oversight of this project.

QUESTIONS & ADDENDA

All questions or clarifications related to this RFQ shall be submitted in writing to ebrinkman@manhattanbeach.gov on or before, Monday, April 14, by 11:59 pm. Please include the RFQ section title for each question, if applicable, in order to ensure that questions asked are responded to correctly. All questions submitted and answers provided shall be posted electronically along with this RFQ. Any resulting modifications to the RFQ will be made by addenda and will also be posted electronically.

Any oral communication by City staff or designee concerning this RFQ is not binding on the City and shall in no way modify this RFQ or any obligations arising hereunder.

CONFLICT OF INTEREST

The selected artist will be required to notify the City in advance of any real or potential conflicts of interest (including any that of any submitter subsidiary or affiliated entity), including any posed by new clients or opportunities the submitter may be considering.

FORM OF AGREEMENT

The City's standard contract is provided as Exhibit A. Submitters must be willing to provide the required insurance and accept the terms of the agreement in compliance with all City, State and Federal laws and regulations.

WITHDRAWAL AND SUBMISSION OF MODIFIED SUBMITTAL

A submitter may withdraw a submittal at any time prior to the submission deadline by submitting a written notification of withdrawal signed by the submitter or their authorized agent and a new submittal may be submitted prior to the deadline. A submittal may not be changed after the designated submittal deadline.

CITY RESERVED RIGHTS

1. The issuance of this RFQ does not constitute an award commitment on the part of the City.
2. The City shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization in the preparation of a response to this RFQ.
3. The City reserves the right, in its sole discretion, to take any of the following actions at any time before the approval of an award: waive informalities or minor irregularities in any submittals received, cancel the RFQ, or modify and re-issue the RFQ.
4. The City reserves the right to select the submittal and/or proposal, which, in its sole judgment, best meets the overall project goals (merit, cost, functionality, etc.), as determined by City.
5. The City reserves the right to reject any or all submittals or proposals for any reason, including, without limitation, City's desire to enter into agreements with other entities. The City also reserves the right to reject any recommendation of the Art Advisory Panel, and to reissue the RFQ for additional candidates for any reason.
6. The City reserves the right, in its sole discretion, to disqualify a submitter that fails to furnish all information requested or to follow the submission format. False, incomplete, mis-

leading or unresponsive statements in a submittal may also be sufficient cause for a submittal's rejection.

7. The City may, during the evaluation process, request from any submitter additional information which the City deems necessary to determine the submitter's ability to perform the required services. If such information is requested, the submitter shall be permitted three (3) business days to submit the information requested.
8. The City may request clarification from a submitter on any item in a submittal that the City believes to be in error.
9. The submitter must demonstrate, to the City's satisfaction, that they can produce high quality work. The City may perform additional verification of qualifications during the RFQ/RFP evaluation process, through whatever means necessary (references, online research, review of catalogues, studio or museum visits, etc.) to ascertain that the submitter meets the requirements specified herein.

ATTACHMENTS

Exhibit A: Artwork Contract Standard Terms and Conditions

Exhibit B: Bruce's Beach History Report

Exhibit C: Links to other resources (include link to Dr. Lee Video)