



## **Request for Proposals (RFP) for New City of Solana Beach Street Banners (2024)**

Release Date: July 25, 2024

Deadline: Friday, October 18, 2024, 5:30 PM PST

The City of Solana Beach is seeking proposals from qualified artists to design a new set of street banners for the City's Street Banner Program. The Solana Beach Street Banner Program has long been a key element of the City's promotional efforts, featuring an annual rotation of banners for various events and occasions such as Fiesta Del Sol, San Diego County Fair, Del Mar Races, and the Holidays.

The City also maintains a set of City banners displayed throughout the year. The original "Solana Beach Highway 101" banners installed in 2002 were replaced in 2013 with new "Welcome to Solana Beach" designs. Now, the City aims to refresh the current City street banners with a cohesive set of designs that represent Solana Beach's diverse values and interests.

### **PROJECT DESCRIPTION:**

The objective of this project is to replace the current city street banners with new set of new street banner designs that represents these five key themes of Solana Beach:

1. **Active Transportation:** Promoting walking, biking, and other forms of sustainable active transportation.
1. **Arts & Culture:** Highlighting the vibrant arts scene and cultural events in Solana Beach.
2. **City of Kindness:** Emphasizing the City's commitment to community kindness and age-friendly initiatives.
3. **Environmental Sustainability:** Showcasing the City's dedication to environmental sustainability.
4. **Shop & Dine Local:** Encouraging residents and visitors to support local businesses

The selected artist will create a final set of 20 unique banners with a uniform look representing the five key themes. Each design will be printed three times, creating a total of 60 banners. These banners will be installed along Solana Beach's most prominent corridors, including Highway 101, Lomas Santa Fe Drive, and Stevens Avenue.

### **COMPENSATION:**

The selected artist will receive a stipend of \$5,000 for the completion of the twenty (20) street banner designs.

## **PROPOSAL SPECIFICATIONS:**

The selected artist will create a cohesive set of twenty (20) banner designs, with four (4) designs for each of the five themes. Artists are encouraged to bring their creativity and artistic vision to this project. The proposed banner designs should have a uniform look while incorporating unique elements that highlight each theme.

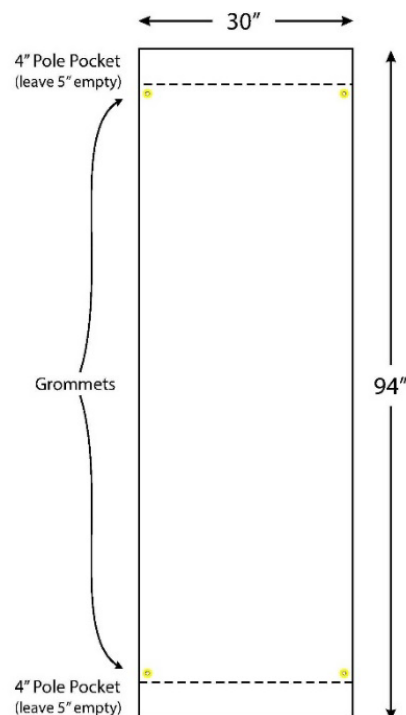
Artists may submit conceptual designs that illustrate their ideas. Submissions do not need to be fully finished works but should clearly convey the proposed design direction. Once selected, the artist will then develop the final designs.

### **Design Guidelines:**

- Reflect the coastal and community spirit of Solana Beach.
- Convey specific attributes of Solana Beach or be inspired by local landmarks
- Be appropriately scaled/configured for successful printing on the banners.
- Maintain a consistent style while reflecting the distinctiveness of each theme.
- Must incorporate the official City of Solana Beach Seal
  - [SB-City-Logo.png](#) or [SB-City-Logo.ai](#)

### **Banner Guidelines:**

- Banner size is 30" wide x 94" long
- Maximum 700 dpi, minimum 150dpi when at 100% design size
- Allow 5.5" empty margins on top and bottom to avoid typing on stitch lines.
- If artwork runs to the edge of the banner, a 1/2" bleed is required.
- Each design to be submitted in vector format and .AI .PDF .EPS extensions.
- Use CMYK color chart for digital printing



## **SELECTION PROCESS:**

All design submissions will first be reviewed by City Staff to ensure they meet the specified requirements. Proposals that do not align with the specifications will not be presented to the selection committee.

The selection committee, City Staff and the Public Arts Commission, will review all compliant proposals and recommend a finalist to the City Council for final consideration. Once the City Council approves the preferred design, staff will execute a Professional Services Agreement with the selected design team to develop more detailed designs and finalize the specifications.

Proposals will be evaluated based on the following criteria:

- **Artistic Quality & Originality:** The creativity and uniqueness of the proposed designs.
- **Relevance to Themes:** How well the designs reflect and incorporate the five designated themes.
- **Solana Beach Character:** The extent to which the designs convey characteristics specific to Solana Beach.
- **Visual Cohesiveness:** The consistency and harmony of the visual style across all designs.
- **Technical Feasibility:** The practicality of the designs for printing and installation on banners.
- **Community Engagement:** The potential for the designs to engage and resonate with the Solana Beach community.

## **INFORMATION FOR SUBMITTING PROPOSALS:**

All submissions must be made online using the SurveyMonkey platform. Do not send applications directly to the City of Solana Beach.

Application Link: [www.surveymonkey.com/r/SB-Street-Banner-Design](https://www.surveymonkey.com/r/SB-Street-Banner-Design)

The submission deadline is **Friday, October 18, 2024, by 5:30 PM.**

Pursuant to Solana Beach Municipal Code §3.08.120, the City reserves the right to reject any and all proposals and to waive any irregularities or informalities in proposals received.

If an individual, firm, partnership, or company submits the proposal, the name of the individual, firm, partnership, or company must be provided on the proposal form. Include all contact information and the current street address of the individual/partnership or business

For all questions or concerns regarding this RFP, please contact Management Analyst Kayla Moshki at [kmoshki@cosb.org](mailto:kmoshki@cosb.org) or (858) 720-2438.

**EXHIBIT A:**

**Examples of street banner designs from other cities:**

