



**Request for Quote (RFQ) for**

**Love Lock Sign**

**Danville River District**

**Issued: June 1, 2023**

**Quotes Due: July 1, 2023**

## **About the River District Association:**

The River District Association (RDA) is an independent 501(c)(3) corporation, registered as the Downtown Danville Association, and was established in 1999 to promote the businesses, attractions and history of Danville's downtown community, which is now called the River District. RDA believes that a thriving downtown is critical to enhancing the quality of life and the economic well-being of Danville and the surrounding region. The River District Association's innovative approach strengthens the regional economy, allowing all to experience Danville's high quality of life.

To support this work, RDA works closely with the City of Danville to maintain accreditation with the Virginia Main Street and National Main Street Center Programs, which are recognized nationally as the most successful formula for downtown revitalization.

RDA also has adopted Main Street America's Guiding Principles for best practices, which set the Main Street methodology apart from other redevelopment strategies. To these eight principles, RDA adds inclusivity, recognizing that the work should benefit all residents, employees and visitors to the River District.

To learn more about RDA and the City of Danville, visit: <https://www.riverdistrictassociation.com/>

## **About the proposed project:**

As seen all around the world, Love Locks sculptures are a way the people express their love to each other. While the exact origins of love locks are unknown, it rapidly gained global momentum after emerging in Rome and Paris during the 2000s. The locks have become romantic tokens – universal symbols for the commitment, strength and constancy of a relationship.

Traditionally, lovers carve their names or initials into the padlock, attach it to a permanent structure, and throw away the key as a symbol of their forever love.

“Virginia is For Lovers” was created more than 50 years ago, and it's become one of the most beloved and iconic slogans in the world. While it's meant a lot of different things to a lot of different people over the years, one thing remains the same: LOVE.

Hopefully this sculpture will prevent people from placing the locks on the bridge which can be costly for the city and dangerous for the community. RDA and the City of Danville have observed many locations but feel the best spot for people to express their love is near our Community Market and the trail bridge. If this project could be located in our downtown, it can reduce damage to our bridges, increase foot traffic, bring more art and create a more vibrant look to the area.

- 1. PROJECT OVERVIEW:** The River District Association (RDA) is seeking quotes from qualified professional artist/fabricators contractors to join with us to help create a Love Locks Sculptures at The Crossing at the Dan near the entrance to the Riverwalk Trail in the River District of Danville, Virginia.

2. **OVERALL PROJECT DESCRIPTION & SCOPE OF WORK:** The River District's purpose for issuing this Request for Quotes is to establish the cost by a professional artist/fabricator to design and build a Love Locks sculpture.

A. **Budget:** In your quote, please submit a cost estimate for the outlined design and dimensions.

B. **Location:** The location of the sculpture will be located at the entrance of the bridge to the Riverwalk at The Crossing at the Dan. **See attachment 1.**

C. **Design:** A successful quote will include a basic graphical representation of a design that meets the requirements of the Virginia Tourism Corporation LOVEWorks Program, celebrates Danville, and allows residents and visitors to attach locks. In general terms, the final design will be aesthetically appropriate in design, content and format to ensure visibility and appropriateness for audiences of all ages.

RDA would like the design to be similar in function to a project in Loveland, CO. However, the artist can propose different colors and fonts that may better capture the spirit of Danville, the River District, and The Riverwalk. **See attachment 2.**

D. **Space:** Each letter of the word LOVE will be approximately 6 ft wide by 8 ft tall. The area available for installation is approximately 30 ft by 10 ft.

E. **Artist/Fabricator Responsibilities:** The artist/fabricator would be responsible for: all design, delivery, and installation as well as sourcing all materials and labor and this should be reflected in the quote.. **RDA Would like the sculpture to say LOVE, and be able to hold locks, but the design, font, colors etc. can be the artist's design.**

F. **Ownership:** The ultimate ownership of the sculpture's design will belong to the RDA. The RDA will not grant permission for any other uses of the final design by the artist.

G. **Other Considerations:** The RDA strongly encourages local artist/fabricator contractors to provide a quote.

### 3. QUOTE SUBMISSION REQUIREMENTS:

A. **Cover Letter:** The letter must contain your quote and your residency's proximity (in miles) to Danville, Virginia. Include a statement of your firm's ability to begin and complete the work should you be awarded a contract in the future.

B. **Experience:** Include a detailed statement of the qualifications of the artist/fabricator. This should include a list of prior work, with clearly identified dates indicating the date each piece of work was completed. Qualifying activities should include some combination of the following: (1) Education and training as an artist and fabricator; (2) An exhibition record in museums, commercial art galleries, and/or non-profit art spaces; (3) Previous public or private commissions; (4) Participation in artist-in-residency programs; and/or (5) Other

related activities indicative of a professional art practice. Artists must have experience designing, creating, and installing public art sculptures.

- C. Work Examples:** Shared cloud file (shared with lashawn@riverdistrictassociation.com) or jump drive with up to 8 clearly labeled images of related past work in JPEG form.
- i. Name each image with the following format in the order you want them to appear: lastname\_firstnameimagenumber.jpg. For example: filenames for artist Pablo Picasso would be: Picasso\_pablo01.jpg, Picasso\_pablo02.jpg, Picasso\_pablo03.jpg, and so on.
  - ii. Label all files clearly with the artist's name, team name or studio name.
  - iii. An annotated image list of past works that clearly indicates the title, dimensions, materials, date of work, and locations, as well as project budget and commissioning entity, if applicable. Image names must match image names on the annotated list and be in the exact same order. A thumbnail image adjacent to each entry is highly recommended to assure the panel understands what they are seeing.
- D. Maintenance Plan:** Describe the material and processes used (so that repairs can be made) and a schedule of required maintenance (such as the replacement of an anti-ultraviolet coating, how repairs will be made, inspections, and maintenance, etc.).
- E. Fee Proposal:** The fee proposal must list the total breakdown of costs: personnel costs and all out-of-pocket expenses including the estimate for a protective coating that will be applied after completion.
- F. Timetable:** Provide a detailed timetable for the project that meets the requirements set in this RFQ.
- G. References:** Provide a minimum of three (3) references for muralist services for organizations for which you have provided similar services. The references should include, at a minimum, the name of the organization, the address, the contact person, title, email address and telephone number. References cannot include current RDA board members or staff.

#### 4. TIMELINE:

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|--|---------------|
| A. RFQ Released                                  | June 1, 2023  |
| B. Questions Due to RDA by                       | June 15, 2023 |
| C. RDA Response to Questions Due (if applicable) | June 20, 2023 |
| D. Quote Due By:                                 | July 1, 2023  |

We will follow up later this year with artists who submit quotes about the opportunity to take on the LOVE Sign Project.

5. **INSTRUCTIONS TO PROPOSERS:** Please send quotes in PDF format to [lashawn@riverdistrictassociation.com](mailto:lashawn@riverdistrictassociation.com), subject line "RFQ LOVE Locks Sculpture." Or you can submit via mail or in person.

(if in person or courier):  
River District Association  
Attn: LOVE Locks Sculpture  
208 N. Union Street  
Danville, VA 24541

(if by US Mail):  
River District Association  
Attn: LOVE Locks Sculpture  
PO Box 853  
Danville, VA 24543

6. **LATE QUOTES NOT CONSIDERED:** Quotes must be received by the time specified at the address listed above. Any Quotes received after the deadline will not be considered. Faxed or emailed submissions will not be accepted.

In case of any doubt or differences of opinion as to the services to be furnished hereunder, or the interpretation of the provisions of the Quote, RDA's decision shall be final and binding upon all parties.

7. **COST OF QUOTE:** RDA is not liable for any costs incurred by Proposers for the preparation and presentation of the quote. This includes any costs incurred during submission of a quote.

## ATTACHMENT 1: Sculpture Location

The sculpture location will be at the entrance to the RiverWalk Trail located at The Crossing at the Dan, 629 Craghead Street. The green square indicates where the sculpture will be located.



Area available for installation is approximately 10 ft by 30 ft. The City of Danville will pour the concrete pad.



**ATTACHMENT 2: Design Examples**  
RDA Would like the sculpture to say LOVE, and be able to hold locks, but the design, font, colors etc. can be the artist's design.

