

City of Laredo – Public Arts Program

Annual Public Arts Plan- Evaluation Criteria

Evaluation Panel Committee Composition

While the evaluation panel committee aims to include seven members, it will always consist of an odd number and no fewer than three evaluators to ensure diverse perspectives and minimize score clustering. For public art projects requiring a formal bid process, the evaluation panel committee will be composed of City of Laredo employees, with panelists selected according to the project's scope and location.

- **Three (3)** qualified Texas visual art professionals (e.g. curators, museum directors, art historians/ academics, Art in Public Places program administrators, experienced public artists). These panelists shall serve for one-year or two-year terms, and shall sit on all selection panels during their terms.
- **Two (2)** representative **members of the community** where the specific project will be located
- **One (1)** member of the **Fine Arts and Culture Commission** (e.g. from the District in which the project is located)
- **One (1)** Project Designer for the CIP project (if artwork is integrated) or their designee of City Department liaison with jurisdiction.

The evaluation panel committee will provide its recommendation to the Public Art Program Manager and the corresponding Department Director.

Conflict of Interest

Evaluators must disclose any actual, potential, or perceived conflict of interest with any artists and/or organization. Any conflict requires immediate recusal from discussion, evaluation, and scoring to ensure a fair and impartial selection process. All evaluators, artists and/or organizations are required to sign the City of Laredo Conflict of Interest Clause before participating.

AI Disclaimer

Submissions generated by Artificial Intelligence (AI) tools must be the original work of the submitting artist, organization, or writer and may not rely solely on AI-generated content. AI may be used as a supportive tool (for editing, or refining ideas), but the final entry must clearly demonstrate the artist's or author's own creative work. Works that are entirely AI-generated will not be accepted.

Evaluation Scoring

Each submitted proposal will be reviewed by an objective evaluation panel committee. Evaluations will be based on the key criteria outlined in the following documents:

- [Design Contest Evaluation Score Sheet.....2](#)
- [Creative Writing Contest Evaluation Sheet.....4](#)
- [Mini Gallery Post Evaluation Score Sheet.....6](#)
- [Formal Request for Qualification Evaluation Score Sheet.....8](#)
- [Formal Request for Proposal Evaluation Score Sheet.....10](#)

Proposals should also consider the recommended design approach, as detailed in the following section.

Design Contest Evaluation Score Sheet

Artist/Organization Proposal: No. _____

Project Theme	
☐ Mental Health & Wellness	☐ Sports & Teamwork
☐ Education, Learning, Reading or Storytelling	☐ Cultural Heritage & Local Pride
☐ Motivation, Encouraging, & Positivity	☐ Environment & Sustainability
☐ Holiday & Seasonal	☐ Playful and Whimsical
☐ Other: _____	

Rating scale for each question: 1 (lowest) to 5 (highest)**1. Artistic Merit (35 points)**

Category	Score (1–5)	Comments
<u>Creativity and Originality (15 points)</u>		
Does the proposal demonstrate a high level of creativity and originality?	____/5	
<u>Quality of Work (10 points)</u>		
Is the project design complete?	____/5	
Does it reflect a high standard of quality?	____/5	
<u>Artist's Vision (10 points)</u>		
Is the artist's vision for the project clear and compelling?	____/5	
Does the proposal align with the public announcement?	____/5	
Section Total	_____	

2. Relevance and Impact (30 points)

Category	Score (1–5)	Comments
<u>Community Engagement (10 points)</u>		
Does the project design have elements/plans that includes community engagement and participation?	____/5	
Does the project design foster community interaction, dialogue, or civic pride?	____/5	
<u>Cultural Significance (10 points)</u>		
Does the project reflect or enhance the cultural identity of the community?	____/5	
Does the artwork reflect or celebrate the identity, values, or diversity of the community?	____/5	
<u>Educational Value (10 points)</u>		

Does the project have educational components or benefits?	____/5	
Are there educational or awareness-raising goals associated with the artwork?	____/5	
Section Total	____/30	

3. Feasibility (25 points)

Category	Score (1-5)	Comments
<u>Technical Feasibility (15 points)</u>		
Is the project technically feasible within the proposed timeline?	____/5	
Is the proposed project design have a realistic budget allocation?	____/5	
<u>Maintenance (10 points)</u>		
Does the design incorporate color choices that support lower maintenance requirements?	____/5	
Section Total	____/25	

4. Submission Requirements (10 points)

Category	Score (1-5)	Comments
<u>Design Guidelines (5 points)</u>		
Does the project design fall within the scope of being appropriate for public viewing by audiences of all ages?	____/5	
<u>Adherence (5 points)</u>		
Does the submission meet all specified requirements, including the provision of high-resolution photos?	____/5	
Section Total	____/10	

5. Other

Category	Score (0-1)	Comments
Has the artists/organization attended the City of Laredo's Artist Workshop? *		N/A
Is the artist/organization local to Laredo? *		N/A
Section Total	____	

Information will be provided by Public Arts Program Manager

Overall Total	____/100
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Creative Writing Contest Evaluation Sheet

Submissions must be a maximum of **300-words**, OR **1,000-characters** including spaces, the author's name, the date, and punctuation.

Category (circle one): Poetry || Short Story || Positive Quote || Other: _____

Entry Title: _____

Artist/Organization Name/No.: _____

Evaluator's Name: _____

Date: _____

Project Theme	
☐ Mental Health & Wellness	☐ Sports & Teamwork
☐ Education, Learning, Reading or Storytelling	☐ Cultural Heritage & Local Pride
☐ Motivation, Encouraging, & Positivity	☐ Environment & Sustainability
☐ Holiday & Seasonal	☐ Playful and Whimsical
☐ Other: _____	

Score each category from 1 to 10 – 10 being the highest:

Category	Score (1–10)	Comments
Creativity & Originality	_____/10	
Theme Relevance (Positive Message, Upliftment, etc.)	_____/10	
Emotional Impact / Inspiration	_____/10	
Language & Word Choice (Imagery, tone, etc.)	_____/10	
Structure & Clarity (Flow, coherence, readability)	_____/10	
Grammar & Mechanics (Spelling, punctuation)	_____/10	
Cultural Significance/ Educational Value	_____/10	
Total Score	<u> </u> /70	<u> </u> %

Overall Impression:

Would you choose this for sidewalk poetry? ☐ Yes ☐ No

☐ Excellent

****If yes, where do you think it would fit best?** _____

☐ Very Good

☐ Good

☐ Fair

☐ Needs Improvement

Evaluator's Final Thoughts or Feedback:

Evaluator's Name: _____

ARTS &
CULTURE
LAREDO
• TEXAS •



Mini Gallery Post Evaluation Score Sheet

Submissions must fit within the dimensions of the post: 24" x 24" x 14". Multiple pieces may be submitted as long as they fit within the allotted space.

Category (circle one): 2-D / 3-D/ Other: _____

Medium Type: _____

Entry Title: _____

Artist/Organization Name/No.: _____

Evaluator's Name: _____

Date: _____

Project Theme	
☐ Mental Health & Wellness	☐ Sports & Teamwork
☐ Education, Learning, Reading or Storytelling	☐ Cultural Heritage & Local Pride
☐ Motivation, Encouraging, & Positivity	☐ Environment & Sustainability
☐ Holiday & Seasonal	☐ Playful and Whimsical

Criteria	Description	Points Available	Points Awarded	Comments
Artistic Quality	Originality, creativity, technical skill, and overall visual impact	20	_____/20	
Theme & Relevance	How well the piece aligns with project goals, city identity, or community engagement	20	_____/20	
Community Engagement	Potential to engage, inspire, or educate the public	15	_____/15	
Feasibility	Size, weight, and installation requirements within city resources	15	_____/15	
Durability & Material Suitability	Appropriateness of materials for outdoor display and longevity	10	_____/10	
Professional Presentation	Neatness, completeness of submission, and adherence to guidelines	10	_____/10	
Public Announcement & Competence	Alignment with public messaging, suitability for community announcement, and appropriateness for display in the designated area	10	_____/10	
Total Score		/100 %		

Turn page to complete form.

Overall Impression:

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Needs Improvement

Would you choose this for mini gallery display? ☐ Yes ☐ No

****If yes, where do you think it would fit best?** _____

Evaluator's Final Thoughts or Feedback:

Evaluator's Signature: _____

Date: _____



Formal Request for Qualification Evaluation Score Sheet

Artist/Organization Name: _____

Project Theme	
☐ Mental Health & Wellness	☐ Sports & Teamwork
☐ Education, Learning, Reading or Storytelling	☐ Cultural Heritage & Local Pride
☐ Motivation, Encouraging, & Positivity	☐ Environment & Sustainability
☐ Holiday & Seasonal	☐ Playful and Whimsical
☐ Other: _____	

1. Professional Information (20 points)

Category	Score (1–5)	Comments
<u>Contact Sheet</u>		
Include your Name, Address, Phone number, and email. Any social media or website, if curated to your artwork.	_____/5	
<u>Proof of Eligibility</u>		
You must be a resident of the United States, eligible to work, and at least 18 years old. Public employees may be ineligible	_____/5	
<u>Artist Biography and Resume</u>		
A summary of your education, awards, exhibitions, and career highlights. For a team application, a resume is required for each member.	_____/5	
<u>Reference</u>		
Provide the names, phone numbers, and email addresses of at least 3 professional references who can attest to your qualifications.	_____/5	
Section Totals	_____/20	

2. Artistic Statement & Vision (20 points)

Category	Score (1–10)	Comments
<u>Artist Statement</u>		
A short, written description of your artistic practice, motivations, and the primary themes of your work. This should be personal and authentic, avoiding jargon.	_____/10	
<u>Conceptual Basis</u>		
Describe the conceptual framework for your body of work. For a specific project, you may	_____/10	

need to detail how your approach aligns with the project's goals or location for public art.		
Section Totals		_____/20

3. Portfolio of Past Work (30 points)

Category	Score (1–10)	Comments
<u>Image list</u>		
Submit a sheet that has a thumbnail or preview of your selected artwork (minimum 3 artworks) that includes: title, medium, dimension, location, year of completion, and budget for each image.	_____/10	
<u>Images of completed work</u>		
Submit minimum of 3 completed artworks (e.g. 3 to 10) that showcase your best work, with an emphasis on projects that are similar in scale or technique to the one you are applying for.	_____/10	
<u>Avoid unaccepted proposals</u>		
Only submit images of work that has been completed or in in progress, no proposed pieces that were rejected.	_____/10	
Section Totals		_____/30

4. Technical & Project Experience (30 points)

Category	Score (1–10)	Comments
<u>Project management experience</u>		
Document your experience with past projects, including working collaboratively with design teams, adhering to budgets, and meeting deadlines.	_____/10	
<u>Technical Expertise</u>		
Explain your experience working with architectural, engineering, and design specifications, particularly for public art projects.	_____/10	
<u>Material and Construction</u>		
Adhering to the Standard Operating Procedures, you will need to address the durability, maintenance, safety, and security related to your proposal material.	_____/10	
Section Total		_____/30

Overall Total

_____/100

Formal Request for Proposal Evaluation Score Sheet

Artist/Organization Proposal: No. _____

Project Theme	
☐ Mental Health & Wellness	☐ Sports & Teamwork
☐ Education, Learning, Reading or Storytelling	☐ Cultural Heritage & Local Pride
☐ Motivation, Encouraging, & Positivity	☐ Environment & Sustainability
☐ Holiday & Seasonal	☐ Playful and Whimsical
☐ Other: _____	

Rating scale for each question: 1 (lowest) to 5 (highest)**6. Artistic Merit (35 points)**

Category	Score (1–5)	Comments
<u>Creativity and Originality (15 points)</u>		
Does the proposal demonstrate a high level of creativity and originality?	____/5	
<u>Quality of Previous Work (10 points)</u>		
Does the artist/organization have a portfolio of high-quality previous work?	____/5	
If the artist/organization has worked with the City of Laredo previously, how was the overall execution and outcome of the project? (If applicable)	____/5	
<u>Artist's Vision (10 points)</u>		
Is the artist's vision for the project clear and compelling?	____/5	
Does the proposal align with the public announcement?	____/5	
Section Total	_____	

7. Relevance and Impact (30 points)

Category	Score (1–5)	Comments
<u>Community Engagement (10 points)</u>		
Does the proposal include plans for community engagement and participation?	____/5	
Does the project foster community interaction, dialogue, or civic pride?	____/5	
<u>Cultural Significance (10 points)</u>		
Does the project reflect or enhance the cultural identity of the community?	____/5	
Does the artwork reflect or celebrate the identity, values, or diversity of the community?	____/5	

<u>Educational Value (10 points)</u>		
Does the project have educational components or benefits?	____/5	
Are there educational or awareness-raising goals associated with the artwork?	____/5	
Section Total	<u>/30</u>	

8. Feasibility (25 points)

Category	Score (1–5)	Comments
<u>Technical Feasibility (15 points)</u>		
Is the project technically feasible within the proposed timeline?	____/5	
Is the proposed project have an accurate budget allocation?	____/5	
<u>Maintenance (10 points)</u>		
Is there a clear and ongoing maintenance plan for the proposed project?	____/5	
What is the expected longevity of the artwork?	____/5	
Section Total	<u>/25</u>	

9. Artist/Organization Qualifications (10 points)

Category	Score (1–5)	Comments
<u>Experience (5 points)</u>		
Does the artist/organization have relevant experience in public art projects?	____/5	
<u>References and Reputation (5 points)</u>		
Does the artist/organization have positive references and a good reputation?	____/5	
Section Total	<u>/10</u>	

10. Other

Category	Score (0-1)	Comments
Has the artists/organization attended the City of Laredo's Artist Workshop? *		N/A
Is the artist/organization local to Laredo? *		N/A
Section Total	<u>_____</u>	

****Information will be provided by Public Arts Program Manager****

Overall Total	<u>/100</u>
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