

## City of Echo

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Echo, OR 97826

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### **Echo Public Art Request for Proposals**

The City of Echo is holding a contest to solicit proposals for Public Art to be installed around Echo. The City will be awarding at least three cash awards to the proposals the Echo Art Committee selects as the top proposals

**Eligibility:** This RFP is open to artists and artist teams over the age of 18, who currently reside in the Northwest (Oregon, Washington, Idaho, Montana & Northern California).

**Proposed Artwork Concept.** This proposal shall include conceptual design drawings, sketches and/or maquettes, sufficient to communicate the artist concept. It should include a budget and describe the specifications for the artwork related to materials, size, weight, installation requirements and maintenance guidelines. The budget shall include all cost: Artist's commission, materials and installation.

**Letter of Interest,** no more than one page in length, which explains your interest in the competition. Please include your name and contact information and state the format of your sample submittal (CD or DVD). Address the themes in the narrative you are using and discuss how the selection criteria apply or don't apply to you.

**Artist's Statement,** no more than 200 words in length, describing your work.

**Current Resume.** If submitting as a team, an individual resume should be submitted for each team member.

**References:** A list of at least two (2) professional references or clients familiar with your work and working methods. The list must include complete addresses and telephone numbers.

**Work samples on CD or DVD of your work.** Artists applying as a team should submit work samples of each individual artist's work. All work samples must be submitted in either of the two following formats:

a. A minimum of eight digital images saved on one CD. In JPEG file formats. All JPEGs must be sized at 250 dpi, 5"x7". You must number and title each JPEG and include a description sheet with corresponding numbers. The sheet should list your name and the titles, dates, media, and dimensions of your work.

b. Video(s) on a standard NTSC formatted DVD that plays in a DVD player. Video should be no more than fifteen minutes in length and each video on the DVD should be a single chapter. The committee will not view QuickTime files. Clearly mark the outside of the DVD with your name and title(s) of the work(s). Do not submit original work. Note: if you are submitting video on DVD, you may send up to two additional images supporting your qualification to create public artwork. Each JPEGs must be formatted as instructed above and sent on a separate labeled CD with a description sheet.

Optional: Each artist may include up to three selections of support materials such as reviews, news articles, web links and other related information.

Any proposals selected by the committee shall become the property of the City of Echo. Those proposals not selected will be returned to the artist.

**Award:** Prizes of \$600; \$400, & \$300 shall be awarded to the winning artists. The city reserves the right to reject any proposals that do not meet criteria established here and to expend the deadline if a minimum of ten qualified proposals are not received. While the committee will rank the proposals by their favorites, this doesn't guarantee that the art work will be commissioned in that order as both then cost and logistics may impact which pieces are developed first.

**Application Deadline:** Applications must be delivered by mail or by hand or received electronically by **May 9, 2104, 4:00 pm Pacific time**.

Submit to Diane Berry, City of Echo, PO Box 9, Echo, OR 97826  
PH: 541-376-8411; [ecpl@centurytel.net](mailto:ecpl@centurytel.net).

## **SELECTION CRITERIA**

A selection committee will review all submittals. They will use the following criteria in the selection process as well as their own ethetics and personal perspective on what they feel best represents the themes discussed in the narrative:

- Submittal of all required application materials as outlined in the RFP;
- Attention to context: architectural, historical, geographical, and cultural;
- Ability to create distinctive site specific artwork as exhibited by past work;
- Originality: creativity and uniqueness of proposed artwork concept for this project;
- Quality and craftsmanship of product as exhibited by past work;
- Maintainability: structural and surface soundness, durability and resistance to vandalism, weathering, excessive maintenance, repair costs;

- Appropriateness for placement on an urban pedestrian site and ability for artwork to withstand public interaction where it can be touched and climbed upon;
- Public safety, and compliance with the Americans With Disabilities Act; and
- Feasibility: artist's proven track record/ability to complete the work on time and within the budget.
- Cost.

### Echo Millennium Public Art Project Narrative



Echo is a community small in size, but with big ideas and goals. This spirit dates back to the town's forefathers, who built a city hall building that included a community center, when even the large towns in the area were not doing so. Echo's city hall included space for the library, Boy Scout meeting room, a movie theater and a 4,000 sq. ft. ball room. It is this spirit, which led to the completion of the \$500,000 renovation of that same city hall building in 2000. This was a project many people thought the city would not be able to complete. It is the same spirit that allows the town to be the smallest Tree City USA in Oregon (since 1989), win several state Forestry Awards and seven Tree City Growth awards in the last 10 years and the America in Bloom Program smallest cities category in 2009, 2010 & 2013.

With this history, it is not surprising that the community came up with an ambitious Public Art Project. The White House Millennium Cities Program, the art work along the Park Blocks in Portland, the public art in Joseph, Oregon and Pendleton's Cattle Drive all were inspiration for this project.

After reading about the White House's call for communities across the country to become Millennium Cities, the Echo City Council decided that Echo should start a Millennium Program. The Millennium Cities project called on cities across the country to develop projects that will leave a legacy in light of our entry into the 21st century. The city put notices in the city newsletter asking for input on Millennium Projects. The Echo Millennium Public Art Project and Echo Millennium Art Committee were the out growth. Now fourteen years later, we are still working to implement this plan not as a Millennium Project, but as a means to develop our community into a center for arts and culture. In the interim a downtown rejuvenation was completed and from this and the Millennium Art Project grew an effort to public art to the community, especially in the downtown core. Sites that are targeted for Public Art are: Main Street, in the George Park, ½ block from Main, the Fort Henrietta Park and the Echo Bank

Pocket Park. The downtown project included widening sidewalks, adding rounded curb extensions with brick pavers along the edges. Vintage-style street lights and sign posts were also added. Custom benches using horseheads designed by Chris Huffman, the Hermiston, Oregon artist who designed the horse sculptures on the I-84, exit 188 overpass between Echo and Stanfield and the Echo Koontz entry signs. Huffman is also made planters that feature the horseheads and bike racks that have the Echo Koontz image. There are 8- 7 ft wide circular concrete planters in each curb extension. These are bench height with pavers along the top for further seating. These planters will be a perfect location for public art.



### Objective

One of the major reasons for this project, is to help preserve our community. Echo is one of those special places that retains a special look and atmosphere that is unique to Echo. While Echo has many historic buildings in the downtown, including 7 National Register buildings, the diversity of the periods (1860 to 1920) and styles (Western False Front to BeaxArts) represented, make Echo unique. If places like Echo are not preserved, our world will be homogenized. Already most moderate size communities are losing their individual looks as they become a business district of Wal-Marts and McDonalds along a main highway. This project will continue

to build on Echo's special look and personality and help preserve those special features we already have. Among the objectives the community hopes to achieve through this project: 1. Enhance the look and pride in the community through placement of public art at public facilities. Creating a place where visitors want to visit and linger. 2. Provide an inspiration, creative opportunities and employment for local artists, thus stimulating interest in our community as an attractive place for artists to live and work. 3. Ensure that our Main Street stays alive and vital, not boarded up and abandoned as has happened in other small towns. 4. Echo is in a rural area, which



in the last 50 years has had little exposure to or development of visual art. We hope this project will expose residents of Echo and the surrounding counties to visual art and hope-fully stimulate their interest in and appreciation of the arts. This is especially important for our low income residents, who have few opportunities for such exposure. 5. Enhance tourism. Joseph has had a reputation in recent years as being a center for arts, particularly sculpture, because of the foundries located there. Their Main Street project, and the art work placed along it, have enhanced this image and will attract even more visitors. If we are able to create the artwork on our list, it will help to attract visitors to Echo beyond the dedicated Oregon Trail buffs already passing through. 6. When people think of art in relation to Eastern Oregon, they usually see

western art centered around round-up scenes or the Oregon Trail. We feel that there is a spirit in Echo that makes it special and that the same goes for Eastern Oregon. We hope that this project will allow us to capture some of this spirit, essence or feeling, whatever it may consist of in diversified art projects, not just stereotypical works. 7. There is an historical heritage of public art in the community, which has been dormant since the town's golden years ended. Hopefully this project, will re-awaken the community to this heritage, and stimulate an interest in adding to it with new projects.



### **Echo City Hall**

The Echo City Hall/Community Center is a tourist attraction, as well as a source of community pride. The long tall hallways and walls of the auditorium display art work mostly by local artists. These compliment the historical displays such as Native American Artifacts, Fort Henrietta/Utilla Indian Agency Artifacts, antique books and vintage clothing. The south hall has a display of seven copies of by Daniel Webster Bowman, drawings. Bowman was a pointillist-style artist and farmer, who's family still lives in the community

### **Artistic Opportunity**

The project envisioned by the Echo Art Committee would not only provide a variety of artwork to enhance public appreciation of art and tourism, but a way to promote and encourage local artists to develop art using local themes, to provide work for local artists and stimulate ideas for art work. There is a need, not only from the perspective of artists, struggling to develop markets or interest in their works, but to provide a broader audience for art work. It will

also expose rural Oregon to visual arts. While there is a broad base of support for performance art there is little exposure to the visual arts.

The Echo Arts Committee is proposing to send out Requests for Proposals to local art councils, colleges and universities, artists and the Crow Shadow Art Institute asking for artists to submit proposals for each of the projects identified below.

**Theme:** "The Echo Millennium Art Committee is asking for artists to submit ideas for art projects that represent Eastern Oregon in general, and/or the Echo area specifically. It is our belief that both Echo and Eastern Oregon have a distinct and unique look and spirit. Whether it is the light, the people, the climate or environment that makes us unique, or a little bit of all these factors, we encourage artists to capture it and submit proposals that represent it. As such we are calling on artists to suggest works of art that will represent this region and our community whether it is through depictions of the local landscape, wildlife, history, people and spirit or through more abstract works." Possible Themes from Echo's history are: Oregon Trail, Utilla Indian Agency, Fort Henrietta/Militia, Native American encampment (Echo area was a hub where numerous Indian Trails intersected), Railroad/ Transportation, Sheep, Cattle Drives, Agriculture/Ranching; Portuguese Settlers, Music; People, Irrigation, America In Bloom, Umatilla River, Native Vegetation & wildlife. The committee is interested in classical or traditional, as well as innovative works. ,

The Echo Millennium Art Committee will screen and select the artwork. The specific

projects are listed below:

**NEW:** Provide art for the downtown including six of the 7 foot in diameter circular planters on Main Street. (See photo of page 4 of planter with bicycle)

1. **Logo/Signing.** Develop a logo as recommended by Oregon Arts Commission Staff using the image of Echo Koontz. Thus providing a logo that is both attractive and unique to Echo. Use this logo on historical markers for all 10 National Register buildings and historic sites. (OAC grant) **Completed**

2. **Welcome/Gateway.** Develop an attractive community gateway from both I-84 exits that would feature landscaping, the Echo Koontz Image and Artwork. Currently, as noted in the Oregon Arts Commission Staff report, the entry sign is undersized and does not do justice to the town.



There has been no effort to create a entry or welcome sign coming into Echo from the Echo exit. However the city has an area where they can access power and water at the base of Golf Course Road where the existing golf course sign is located. This site can be used for an attractive gateway on the east side and golf course on the west side. **Completed at Main & Thielsen; North entry; East Entry.**

3. **George Park Public Art.** The George Park is the attractive park mentioned above. It is a small formal park of 15,000 s.f. with a unique gazebo designed by City Administrator Diane Berry, rose garden, a fenced courtyard with a pond and waterfall, a memorial water feature in the rose garden. Because of the more formal look of this park, statuary or sculpture could be incorporated into the park gardens. Per Paul Sutinen, the diversity of the Trees in the park is a work of art in and of itself. Bill Flood commented that the use of galvanized metal planters around the frame of an old wagon between the museum and city hall, is a form of rustic art. This area leads to the park. Trees or floral art to work with the park landscape might work for this area. The park is bisected by a diagonal paved pathway. Sutinen suggested an art project would be to create a mosaic pathway. Echo people and possibly even those who used to live here would be asked to provide China or porcelain pieces that could be used on the pathway. If durability is an issue, another possibility might be to create a section of wall with the China mosaic.

4. **Fort Henrietta Park Public Art.** The Fort Henrietta Park has been named a National Historic Oregon Trail Site by the National Park Service. It is the site of a number of historic displays such as an Oregon Trail Wagon Display, replica Fort Henrietta Block House, examples of historical signs once used to mark the trail. There are two interpretive panels provided by NPS and historical story boards funded by a small Grant from Meyer Memorial Trust. The original Umatilla County Jail, a 1860 puncheon log building is located in the park next to the Oregon Trail wagon/Vintage Fire Equipment displays (L-shaped building with a wing for each). With all of this going on in this park, the committee would like to see artwork that would blend with the existing historical themes in this park such as the Umatilla Agency, Oregon Trail, Fort Henrietta and/or Native Americans. Access to the Umatilla River is provided via a path starting behind (south of the block house) a sign with a chainsaw carved Heron on the post marks the

trail head).

5. **Public Fountain.** The committee would like to see a public fountain. Possibilities might be one of the curb extensions, the Bonanza Street Museum Garden or the Museum Pocket park.

6. **Music.** Music was important in rural western communities in the days before television. Echo shared this tradition from the days of the gatherings at Nolin (6 miles east of Echo on old Hwy 30/Reith Road) where families from miles around would gather and camp on the valley floor for horse races and dances where musicians like Pryor Yokum and Happy Jack Morton became celebrities.

The popularity of these gatherings lead to locals calling it Happy Canyon and according to Col. JH Raley in his history of Umatilla County, this was the inspiration for the original Happy Canyon pageant written by his son Roy Raley. Echo was named for Echo Koontz Miller, daughter of JH Koontz who platted Echo in 1880 along with WW Brassfield. Echo and her sister Elizabeth Koontz Hendley, were both musicians. Echo studied piano and voice at the New England Conservatory of Music in Boston. Echo played at many Echo events and even had recitals at her parents home. An Echo News article told of Elizabeth playing the piano in her 80s as “beautifully” as ever. The Echo city council upgraded the plans for the city hall ballroom to make sure it had a maple dance floor. The Echo Commercial Club leased the ball room from the city in those early days and



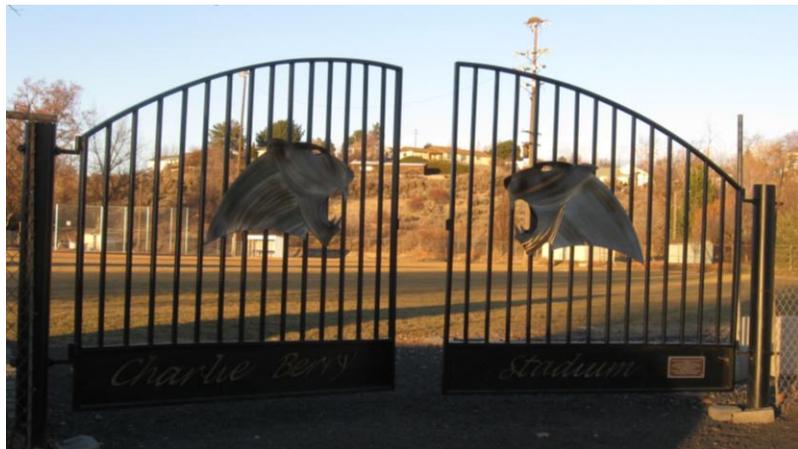
brought in entertainment such as travelling minstrels to entertain Echoites and their neighbors. The Echo Volunteer Fire Department held monthly dances to raise money for equipment and when funds were being raised for the renovation, many of the donors sited that the memories of the dances of their youth at city hall leading to their donation. They wanted to make sure it was preserved for future generations to have memories of event there. Doc Severinsen, who was raised in Arlington, Oregon played at dances in the ball room with his Blue Notes played there in the 1940s as did Echo/Pendleton Rod Esselstyn and his Big Band-style group. Today, the Sno Road Winery is becoming a center of entertainment and music performed twice a month, primarily by local musicians.

Two ideas commemorating the history of music in Echo are use of cut outs of musicians that could be placed along the wall on a building (possibly the brick wall on the museum facing the pocket park) depicting a Happy Canyon fiddler, a lady in a Victorian (Echo) costume singing and a 1940s Big Band musician playing a trumpet. A second idea was a statue of a musician such as a fiddler that would be placed on one of the curb extensions.

7. **Commemorating Ranching/Farming and early settlers:** Another committee suggestion is for a project that would involve the community. Echo residents and especially farm and ranch families would be asked to provide pieces of farm equipment, primarily metal

pieces such as a pair of sheep shears, part of a wagon, an old leather punch or hay hook, a wheel, or gear, etc. that would be incorporated into a sculpture. The names of early farmer or ranch pioneers and those operating today could be added, maybe ceramic pieces impressed into the sculpture along with the farm artifacts. If not a sculpture, possibly this could be a wall.

8. **Gate at Echo Memorial Field.** This part of the project is also supported by the school district, and Echo Quarterback Club. We have already raised a little over \$600 towards this project. This project was the brainstorm of Echo School Industrial Arts Teacher Al Olsen. He had his students design a brick and iron gateway for the school athletic field, which the community enthusiastically supported. He stated that since the field is located near the gateway to the community from I-84 exit 193, he always has thought the dilapidated cyclone fence and gate were an eyesore. We have included this project here, as we would like the gateway, and overhang over the gateway to be designed to work with project #9 Arboretum Artwork and Gateway. The proposed athletic field gate would include two planters on each side of iron gates and brick or river rock columns in between that would be topped with lights. An arch over the gate would either feature a design or wording such as the name of the complex. **Completed: A**



**private party has commissioned Chris Huffman to complete a memorial gate for the Athletic field in memory of Charles Berry, installation tentatively Fall 2012**

9. **Arboretum Artwork and Gateway.** Lil McCallum of the Echo Art Committee suggested this project, which quickly gained support from the entire committee. She feels that the Oregon Trail Arboretum (partially funded by a Small Grant from the Meyer Memorial Trust) is a little jewel that few people know about. The arboretum is located just east of the school athletic field, but does not come all the way to the highway. A 15 ft. wide 100 ft. long easement –Neely Lane–provides access to the site. Because this entry is so narrow, few people notice the sign. The committee would like to see an iron and stone entry gate constructed in line with the proposed school athletic gate that would attract visitors and make the arboretum more visible. The committee would also feel that the arboretum is the perfect site for a scattering of sculptures. Iron cut outs of birds or wildlife, classical statues, modern abstract sculptures could all be placed among the trees in the arboretum to provide little surprise feature along the arboretum paths that would be an adventure for residents and visitors alike to explore. **Partially Completed.** The Echo Benefit Plan has provided a grant to commission Chris Huffman to build a new sign & tree motif metal sculptures to be placed in three openings on the gazebo.

10. **City Hall Gutter.** Because of the design of the city hall building gutters were only provided on the north side where they are not visible. The east and south sides have parapets at each corner with a hipped roof in between. As a result if gutters were installed, there would have to be down spouts installed down the front of the building about 15 feet in from the corners. This would be unsightly and intrusive. There are artists who design downspouts out of copper, brass, and tin that are works of art. Some combine various finishes and designs from a swan to a fish to a flower, natural copper to verdi to brass. The committee would like to see such downspouts for

city hall that would be functional, but would not detract from the historical look of the building.

11. **Red Express Building Mural.** Recreate an advertising mural similar to the one originally on the side of this historic building. (Hires Rootbeer)

12. **Trees.** Echo has been Oregon's smallest Tree City since 1989 and one of only 3 in Eastern Oregon. Development of a permanent work of art with a tree theme, that might be developed by Echo youth either through an artist in residence program through the school or library might be a way to achieve this.

13. **People.** Many communities have statues depicting important people in the history of the community. Joe Cunha, immigrant from the Azores, JH Koontz, town founder, Echo Koontz, town namesake are possible people that might be recognized in sculpture.

14. **Golf Course.** At the junction of Golf Course Road and Smith Drive is a triangular parcel that is currently an area that poses a problem to keep clear of brush and weeds. The city is planning to landscape this area with rocks and boulders and has identified it as a potential site for public art.



15. **Pest House.** Just below the cemetery is a site (private property) where the city had a pest house for quarantine residents. The existence of this building was part of oral histories from Mildred and Fred Dorn and Mildred Berry. No historical record has been found yet, but the story seems to be confirmed by the finding of a large collection of rusted iron head and footboards from beds piled near a rough wood corral like enclosure. Proposed would be use of these bed parts to create a sculpture with an interpretive panel telling about Pest Houses. It would not be located on site, but might be placed near the cemetery.

16. **Echo Museum Pocket Park.** The first Echo Bank, (later post office) was a wooden western false front building located on a 25 by 100 foot lot next to the Bank of Echo (Echo Museum). While the building is gone, the lot is now a pocket park about 25 by 75 feet owned by the Museum Board. When the museum was established, the Echo Garden Club members developed a park on this lot. In 2008 the city took on rehabbing the garden as an America in Bloom Project. More perennials and concrete curbs were installed. However the fence remains a cyclone fence that doesn't promote it as a public space. One proposal is to remove the fence and create a court yard or custom arbor/gate or something to enhance this as a welcoming space and a potential location for public art.

17. **Echo School.** The Echo school grounds is a potential site for art whether a mural, an athletic related sculpture, etc. is open to debate. Possibly one of the pieces of art suggested above could be sites there.