



**Greater St. Albert
Catholic Schools**

REQUEST FOR PROPOSAL

21-001

St. Kateri Tekakwitha Academy Legacy Project

Date Issued: April 9, 2021
Due Date: 1:00 pm (local time), April 30, 2021

Contact Name: Iva Paulik
Email address: ipaulik@gsacrd.ab.ca

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Attachment: Visual Identity & Guidelines



Request for Proposal

St. Kateri Tekakwitha Academy Legacy Project



Artist Opportunity

Greater St. Albert Catholic Schools is seeking proposals from professional artists and artist teams to create an original piece of art that honours the namesake of a new Catholic school, St. Kateri Tekakwitha Academy in the community of Morinville, Alberta. This K-5 school opened in September 2020 and honors the legacy of St. Kateri Tekakwitha. This call for proposal is open to all professional artists practicing in the region and all forms of art will be accepted based on the artist's interpretation of the vision and goals for the available space.

St. Kateri Tekakwitha Academy Legacy Project Overview

The namesake of the school highlights the historical connection to the Division and to the Catholic faith. St. Kateri is the first Native American to be canonized in the Church and while her life was short, she died at the age of 23. St. Kateri is affectionately called the "Lilly of the Mohawks." Her name Tekakwitha means "putting things in order." St. Kateri was canonized to sainthood in 2012. She was an inspiring leader and outstanding witness and model of the Catholic faith.

The division wishes to celebrate its history and the namesake by commissioning an artist to reflect this rich tradition of Catholic education and Indigenous culture in an original piece of art that would be visible to the school community. Information on the namesake, background, and rationale for selection is available in Appendix A. Additional information is provided regarding the visual identity and brand guidelines for the school in the attachment.

Greater St. Albert Catholic Schools Context and History

St. Albert Roman Catholic Public District No. 3, formed in 1885, and later known as St. Albert Catholic School District No. 3. A legacy of teaching began in the district when the Sisters of Charity (founded by Ste. Marguerite d'Youville in 1737 and more commonly known as the Grey Nuns) arrived in St. Albert from Lac Ste. Anne in 1863. Construction of a small convent that served as schoolhouse and hospital when needed, was completed in 1864. Students were taught primarily by the Sisters of Charity. Instruction in French, English, grammar, mathematics, and Catechism was carried out however it was their philosophy of practical, moral, and religious learning that was emphasized. Boys learned agriculture, woodworking, and carpentry while girls concentrated on sewing, cooking, and gardening. Our heritage of excellence dates back to 1893 when students won several awards at the Chicago World's Fair.

In 1994, discussions began among three neighbouring school districts on regionalization including Thibault RCSSD #35 in Morinville and Legal School District #1738. On January 1, 1995, all three formerly independent school jurisdictions began to operate under the corporate name Greater St. Albert Catholic Regional Division No. 29.

On July 1, 2012, new legislation came into effect and the Greater St. Albert Catholic Schools legal name changed to Greater St. Albert Roman Catholic Separate School District No. 734.

The District continued to operate under the Greater St. Albert Catholic Schools name. With the new Roman Catholic Separate School status in the region, existing non-operating 4 by 4 districts of Cardiff and Cunningham were now included in the new district's area. The region expanded in 2017 to include the Carbondale and Namao area later the area of Bon Accord. St. Kateri Tekakwitha Academy is the first elementary school in the Morinville community to open in more than two decades reflecting the growing population in the area.

On September 1, 2019, the *Education Act* came into effect, replacing the *School Act*. This new *Act* prompted the removal of numbers from all school divisions' names. Officially we are now The Greater St. Albert Roman Catholic Separate School Division.

Project Overview, Expectations and Design Parameters

As a single artist or team of artists, the proponent will commission a new work of Art aligned with the goals of the project, the designated space(s) in the school available for artwork and the budget requirement for this project.

Further to this, it is expected that the artist or artist team would

- Attend the mandatory Virtual Conceptual Site Meeting, unless officially exempted.
- Work with the Legacy Project Committee and stakeholders.
- Develop a proposal that includes an estimated budget and detailed design.
- Be responsible for fabrications and installation of the artwork.

- Provide instructions on how to maintain their work and warranty information to preserve the integrity of the art pieces.
- Attend the official unveiling event.

Project Goals

1. Create a piece / or pieces of art that reflects the spirit of St. Kateri and the legacy of Indigenous culture and Catholic faith in the community.
2. Engage the key stakeholders in the process to gain an understanding of the varying perspectives to portray a legacy piece of art.
3. Select a dedicated and qualified artists and/or artist teams who can demonstrate artistic excellence while completing this project on time and within an approved budget.

Project Budget

The St. Kateri Tekakwitha Academy Legacy Project Committee has established a maximum budget ceiling in the amount of \$50,000 inclusive of all taxes for all artistic submissions selected.

- Each piece of artwork must be accompanied by a proposed single budget value.
- The proposed price for the artistic piece must include all Artist fees – which may include: design, research, administration, studio, materials and installation expenses, travel, concept plan, renderings, insurance, and any taxes.
- Payments will be disbursed as follows: 20% upon awarding the contract; 30% on interim billing, and the final 50% upon installation of the completed artistic piece.

Project Installation Area Options

The division has identified areas in and outside the school that would be suitable spaces for art installations. These areas are intended to maximize the exposure of the successful art pieces. To assist with submitting your proposal we are including images and the approximate measurements for the areas. Please see Appendix B for area options.

Project Timelines

The following is a proposed schedule of the project timeline, which may be subject to change:

Project Milestones	Proposed Dates
Conceptual Site Virtual Meeting (1 hour)	April 20, 2021 (4:00 pm)
Request for Proposal Deadline	April 30, 2021
Artist Interviews & Invited Presentations	May 7, 2021
Final Selection	May 31, 2021
Design and Production	4 months - TBC
Installation Target Date	August/September 2021
Official Unveiling	October 2021

Committee Members for Selection Process

- Board of Trustees Representatives; Board Chair, Noreen Radford, Trustees René Tremblay and Joe Becigneul
- Alexander First Nation Representative, Verna Arcand
- Superintendent, Clint Moroziuk
- Secretary-Treasurer, Iva Paulik
- Principal, St. Kateri Tekakwitha Academy, Cheryl LaBuick
- Vice-Principal, St. Kateri Tekakwitha Academy, Lisa Giacobbo
- Operations & Maintenance Manager, Ron Gamache
- Communications Representative(s)

Intent to Submit Proposal Form

1. Due by 1:00 pm, April 16, 2021 (See Page 7)

Submission Requirements & Instructions

1. Submissions of the application process must include the following information:
 - i) Project Application Form (see page 8)
 - ii) Project Proposal details as follows:
 - describe the artwork concept, content, materials and visual impact.
 - describe what is required to maintain the artwork over its lifespan (minimum 25 years).
 - iii) Detailed drawing and written submission accurately presenting a representation of the proposed concept.
 - iv) Structural considerations taking into account the proposed location for the install. This may include some or all of the following: structural support and anchoring points to the artwork's support system, vandalism (moving/removal of artwork), public safety (sharp protrusions or jutting sections) as well as consideration for exposure to fluctuations in sunlight, temperature and humidity.
 - v) Curriculum Vitae and Portfolio Samples
 - vi) Maximum of 5 image files of previous artwork and/or artwork commissions, labeled with artist's name
 - vii) Outline a preliminary budget for the proposed project.
 - viii) Two professional references with contact information, including current telephone number and e-mail address
2. Two (2) separately bound copies of the complete submission are required per piece of artwork in addition to a complete submission on a USB drive. Proposals are to be submitted in an envelope, sealed and clearly marked as follows:

St. Kateri Tekakwitha Academy Legacy Project, RFP 21-001

Submissions must be complete with Artist contact information. Submitters are completely responsible for ensuring that their proposals reach the correct final location prior to the proposal submission deadline. E-mail and fax submissions will not be accepted.

3. Submissions will be accepted if received at or before 1:00 pm (as per the clock in Division Office, at the address below), April 30, 2021 at:

Greater St. Albert Catholic Schools
 6 St. Vital Avenue, St. Albert, Alberta T8N 1K2
 Attention: Iva Paulik, Secretary-Treasurer

4. Prior to the submission deadline, all questions or concerns regarding technical or other aspects of the project or the proposal process shall be submitted to:
 Iva Paulik, 780.459.7711 Ext. 128 | Email: ipaulik@gsacrd.ab.ca

Selection Process

Interviews and Presentations: will be limited to successful candidates. A presentation and/or interview with the selection committee will be scheduled on May 7, 2021 to review project proposals and detail design concepts with the panel, prior to final selection. The interviews and presentations will be held virtually.

Criteria for Evaluation

1. Submissions will be reviewed by an evaluation committee with consideration of the following criteria:

i) Location and structural considerations, public safety	Pass/Fail
ii) Budget accuracy and feasibility	Pass/Fail
iii) Artistic merit	40
iv) Achievement of project goals	30
v) Sustainability of the artwork to the proposed site	15
vi) Resources and additional costs required to provide adequate care and access	<u>15</u>
	<u>Total: 100</u>

St. Kateri Tekakwitha Academy Legacy Project – Intent to Submit Proposal

Deadline to submit this form electronically to ipaulik@gsacrd.ab.ca : On or before April 16, 2021 – 1:00 pm

Artist Name: _____

Date: _____

Address: _____

City: _____

Province: _____

Telephone: _____ Email: _____

I understand attendance is mandatory at the Conceptual Virtual Site Meeting on April 20, 2021 via [Zoom](https://us02web.zoom.us/j/88591270010?pwd=ejFrYjV3anhvZDFONCt1bE1VUUUpwQT09) (<https://us02web.zoom.us/j/88591270010?pwd=ejFrYjV3anhvZDFONCt1bE1VUUUpwQT09>).

Yes, I/we will attend _____

of people attending _____

No, I/we are not able to attend and request official exemption _____

Reason for Requesting Exemption: _____

Project Application Form – St. Kateri Tekakwitha Academy Legacy Project

Artist Name: _____

Date: _____

Address: _____

City: _____ Province: _____

Telephone: _____

Email: _____

Website: _____

Project Submission Checklist - must include the following:

- Project Application Form (page 8)
- Project description
- Images and examples of previous work
- A color representation of the proposed artwork
- Itemized budget, including time and materials
- Maintenance Plan for artist work and warranty information
- Artist Certification of Authenticity (page 9)

Artist Certification of Authenticity

As an applicant for the opportunity to complete this legacy art project for Greater St. Albert Catholic Schools, I certify that all works submitted, represented as my work, are the product of my creation and no other. I further certify that all statements made in this application are true to the best of my knowledge.

I understand that Greater St. Albert Catholic Schools may make duplicates of my images and application materials for the purpose of the consideration of my application.

I understand that any liability for loss or damage to my application or images is not the responsibility of Greater St. Albert Catholic Schools or the selection committee installed to review applications.

Applicant signature: _____

Date: _____

Standard Terms and Conditions

I. Terms and Conditions

1. All pricing will be quoted in Canadian dollars. Price adjustments due to currency fluctuations, or any other reason, will not be accepted.
2. Pricing quoted will be firm and unchangeable after the time and date of RFP closure.
3. All prices quoted shall be exclusive of the Goods and Services Tax (GST). The successful bidder will be required to show the GST separately on their invoices. All other taxes, including tire tax if applicable, will be included in the bid price.
4. Disbursement of Funds will be as specified in the RFP: 20%, 30%, and 50%
5. There is no expressed or implied obligation on the part of Greater St. Albert Catholic Schools to reimburse respondents for any expenses incurred in the preparation or delivery of the submissions.

II. Acceptance of Submissions

1. Unless explicitly stated otherwise, submission of a proposal indicates acceptance of the terms and conditions contained in this RFP.
2. The Division reserves the right to withdraw, at its discretion and at any time, this RFP. The Division will not be held liable for any expenses, costs, loss or damage incurred or suffered by any Proponent as a result of such withdrawal.
3. The Division reserves the right, without prejudice, to reject any or all proposals.

III. Accuracy of Information

1. All information contained in this document with respect to operations, qualities, quantities, values, description of properties, losses, etc., are reasonably and realistically accurate to the best of the Division's knowledge, however, is not guaranteed by the Division. It is each artist's responsibility to obtain and verify to the best of their ability the information required to respond accurately to this RFP.

IV. Confidentiality, Security and Release of Records or Information

1. Any information or knowledge gained or obtained by the Artist as a result of this process will be maintained in confidentiality and will not be sold, distributed or in any way used for profit.
2. All submissions to the Division become the property of the Division in their entirety. Submissions and the information contained within will be held in confidence as much as is reasonably possible and subject to the disclosure

provisions contained in the Freedom of Information and Protection of Privacy Act (FOIPPA Act).

3. The Artist acknowledges that the FOIPPA Act applies to all information or Records, as defined in the FOIPPA Act, which are collected or created for the purposes of this Contract and within the Artist's custody or control.

V. Negotiation and Termination of Contract

1. To a reasonable degree, the Division reserves the right to negotiate the final contract with the successful Artist outside of the defined scope of services indicated in the RFP.
2. At any time and at the sole discretion of the Division, the Division reserves the right to terminate any and/or all services provided by the successful Artist should the services provided be deemed to be unsatisfactory.

VI. Conflict of Interest

1. Artists are required to disclose to the Division any direct or potential conflict of interest in their RFP submission. The disclosure will detail the nature and degree of the direct or potential conflict. The Division reserves the right to reject a proposal and/or to cancel the award of contract if, in the Division's sole opinion, any interest disclosed from any source could give the appearance of a conflict of interest or cause speculation as to the objectivity of the awarding of the contract.

VII. Compliance to City Bylaws and Policies

1. The artist shall comply with all applicable bylaws found on the Town of Morinville website: <https://www.morinville.ca/Modules/bylaws/Bylaw/Search>

VIII. Ownership and Title

1. At a distinct point in time, solely at the discretion of the Division, the successful artist will unconditionally and irrevocably transfer ownership and title of the artwork to Greater St. Albert Catholic Schools.

IX. Insurance

1. The artist is required to obtain commercial general liability insurance in the minimum amount of \$2,000,000 with the Greater St. Albert Catholic Schools added as an Additional Insured. Insurance is to be kept in force until the title has been transferred to the Division.

Appendix A:

St. Kateri Tekakwitha Academy School Background and Namesake Rationale

St. Kateri was canonized to sainthood in 2012. She lived from 1656 – 1680. Affected by smallpox, she died at the age of 23. She never married, was vowed to celibacy, and converted to Roman Catholicism at the age of 19, when she moved to a Jesuit mission south of Montreal.

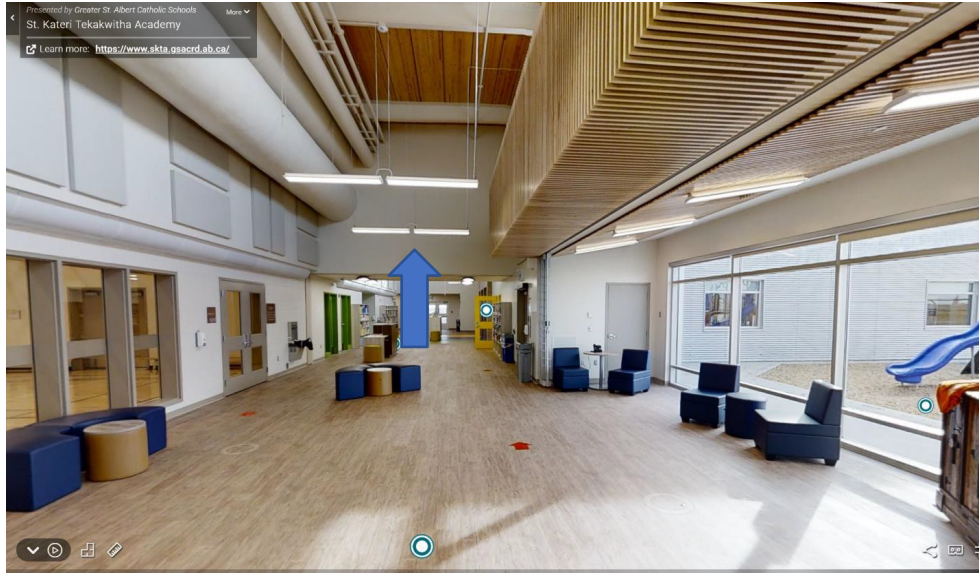
Upon her death, witnesses say that her small-pox scars faded, making her face radiant and beautiful. Through the years, various miracles have been attributed to her intercession. St. Kateri is the first Indigenous saint of North America to be canonized in the Church.

St. Kateri is affectionately called the Lilly of the Mohawks. Her name Tekakwitha means “putting things in order.” She put her life and priorities in order in a short time. When she moved from the American Colonies to Canada, and worked for the Jesuits, by caring for the sick and the old and prioritizing the education of children.

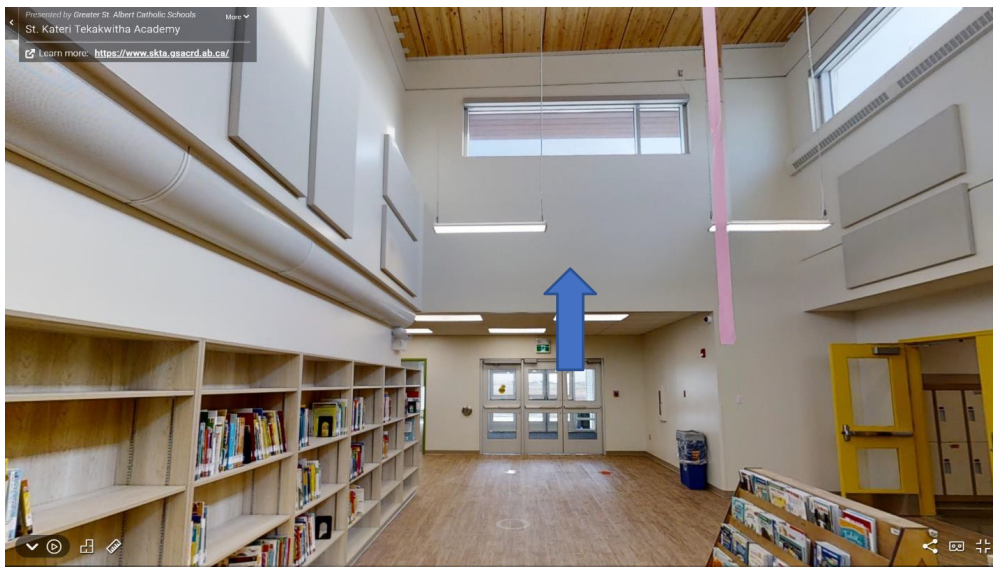
Appendix B: Installation Areas – Options

Inside Wall Options

Option A - 12' wide X 7' high (maximum area)



Option B - 12' wide X 8' high (maximum area)



Option C - 12' wide X 8' high (maximum area)



Option D - Pod area – 3 walls (5' wide X 3' high each)

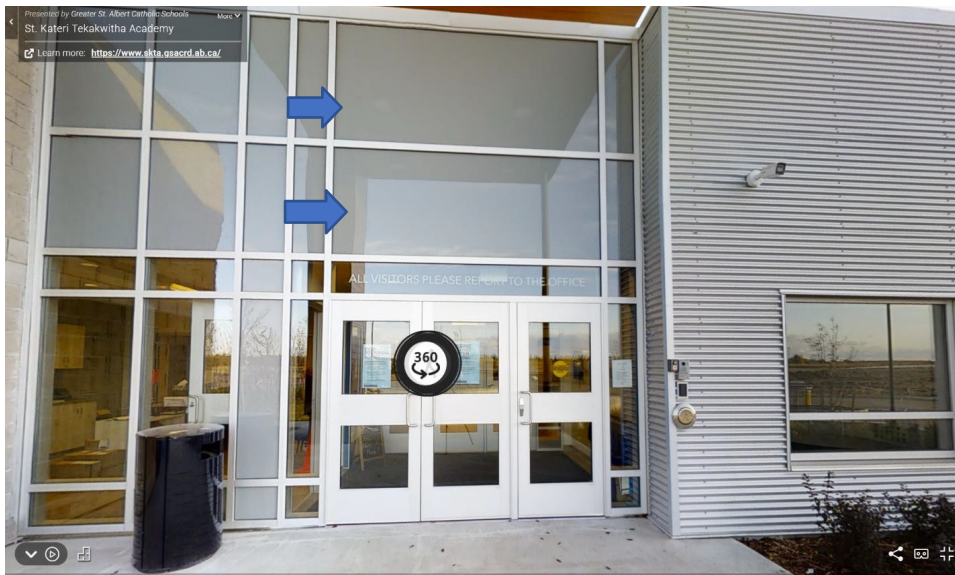


Inside Window Options

Option E – 6' wide X 7' high (top window) & 6' wide X 1' high (lower window)



Option F - Measurements **TBC** (p2 panels above entry doors)



Outdoor Area Option

Option G - 10' wide X 16' high (maximum area)





VISUAL IDENTITY GUIDELINES

VISUAL IDENTITY GUIDELINES

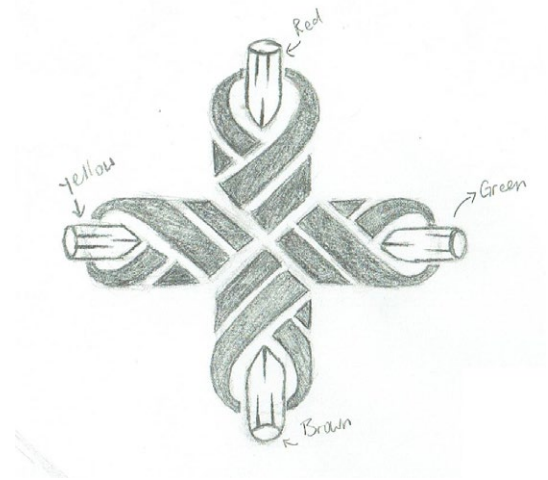
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THE CONCEPTION OF THE LOGO

INTRODUCTION

The St. Kateri Academy visual identity was designed and developed through a strategic process which included a team of invested stakeholders formed in a committee in collaboration with Brian Holdsworth of Holds Worth Design Inc. The final identity exemplifies several important qualities of the school that were gleaned from that process. The goal of the logo was to appeal to and establish an appropriate impression with the important target audiences including teachers, administrators, parents, and especially, students. The team recognized that the logo needed to capture several elements of the school's vision and identity, especially as it relates to its namesake - St. Kateri. Several components of that identity and vision were defined including the Catholic faith, ecology, indigenous culture, as well as artifacts from St. Kateri's life including a wooden cross and a blue blanket.



THE LOGO



THEMES

Themes that emerged through the creative process included:

1. THE WOODEN CROSS

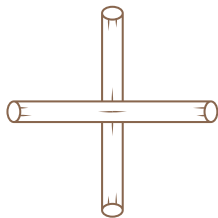
St. Kateri fashioned, for herself, a simple wooden cross as a reminder of her commitment to living the Catholic faith. She was often seen carrying it and is consistently depicted with the cross in artwork. She was also said to be holding it in a vision experienced by her friend Anastasia after St. Kateri's death.

2. BLUE BLANKET

St. Kateri wrapped herself, especially her head, with a blue blanket which became a symbol of her modesty and humility. The blanket also served as a comfort to her as it hid the scars that afflicted her after contracting a smallpox infection.

3. COLOURED BANDS AND TYPOGRAPHY

The school features colour-coded regions which represent other thematic elements in the school's identity which were incorporated into the logo as well. They are green for the Turtle Clan, yellow for Lily of the Mohawks, tan for basket weaving, and brown for longhouses.



Wooden cross



Blue blanket



Colour coded bands

LOGO VARIATIONS

HORIZONTAL LAYOUT



LOGO VARIATIONS

VERTICAL LAYOUT



PROPER USAGE



Choose from among the source logo files provided and use appropriate margins and spacing around the logo. 1/4 of an inch (0.25") is preferred whenever possible.



Choose a version of the logo that is best for the application. For example If the logo it is to be put on a dark background, use a light on dark version with enough contrast to be visible. If the space that the logo is to be placed has a more horizontal orientation, use the horizontal layout.



Use this minimum width when sizing down the logo. For horizontal layout, 1.5" is the minimum. For vertical layout, 1" is the minimum. The exception to this rule is when the logo needs to be used as an app or social media icon and can be presented with only the logomark.

IMPROPER USAGE



Don't rotate the logo.



Don't stretch or distort the logo.



Don't place on background with poor contrast.



Don't add unnecessary effects.



Don't resize or remix elements.



Don't add elements to the logo.



Don't use unofficial colors.

COLORS

Colors are a key element of any visual identity as they conjure associations and instantiate emotions. The palette for the St. Kateri identity are drawn from the following meanings:

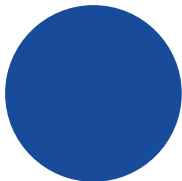
Blue: St. Kateri was always seen covering her head with a blue blanket.

Yellow: St. Kateri was known as the Lily of the Mohawks

Light Brown: Associated with basket weaving.

Dark Brown: Associated with longhouses.

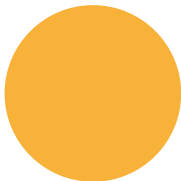
Green: Associated with the Turtle clan.



C: 98%
M: 81%
Y: 4%
K: 0%

R: 76
G: 76
B: 154

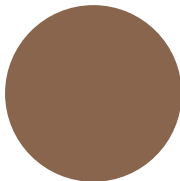
Hex: #194c9a



C: 2%
M: 33%
Y: 88%
K: 0%

R: 247
G: 179
B: 59

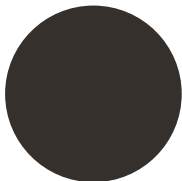
Hex: #f7b33b



C: 39%
M: 56%
Y: 69%
K: 21%

R: 137
G: 102
B: 78

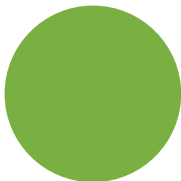
Hex: #e4e6d9



C: 64%
M: 63%
Y: 66%
K: 61%

R: 56
G: 49
B: 45

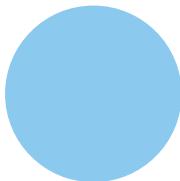
Hex: #38312d



C: 58%
M: 11%
Y: 100%
K: 0%

R: 123
G: 175
B: 66

Hex: #7baf42



C: 42%
M: 7%
Y: 0%
K: 0%

R: 140
G: 200
B: 238

Hex: #8cc8ee

TYPOGRAPHY

Avenir LT Std

The Typeface Avenir LT Std was chosen for it's modern appearance, complimentary qualities to the logo mark, and vast range of styles. The logo uses two font weights: 85 heavy and 45 book.

Aa Bb Cc

Aa Bb Cc

35 Light

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

45 Book

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

85 Heavy

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

95 Black

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

PERMISSIONS AND POLICIES

The St. Kateri Academy logo is an important part of our identity and brand which is why it is necessary for the school to uphold certain permissions and policies which define when and how it can be used.

Any third party entity (individual, corporate, non-profit, etc.) must gain the proper permissions before using the logo in any form.

How do you acquire permissions?

Permission to use the logo or any part of the visual identity would require the approval of the school administration and/or the Communications department at the District. A request indicating where and how the logo and/or visual identity is used would initiate the process.

If approved, a proof showing the use of the logo and/or marks would be required for final sign off.

Where can the logo be retrieved from?

The logos would be available online for staff internal to the school and the district. For external requests, an email through the website outlining the use (see above) would be required.

For Students

Should the logo be used for internal, on site promotions (i.e. poster in school hallways, etc.) students may retrieve the logo from staff or administration to ensure they have an accurate version. If students intend to use “the marks” on social media even within communication to peers or for use on “wearables” that would be seen outside of the school site (i.e. t-shirts, hats) this would be deemed external use and would require appropriate approval.

For Faculty and Staff

Faculty/staff may access the use of the logo when communicating as a representative of the school. If the staff member is communicating to an audience and using the logo for affiliation purposes and not representing the school, this would be deemed not an acceptable use.

Who to Contact

For questions, contact School Administration or District Communications.

LOGO DESIGN AND BRANDING BY:

