

REQUEST FOR PROPOSAL (RFP)

**CULPEPER RENAISSANCE, INC. (CRI)
AND
ARTS A'LOFT**

**Downtown CULPEPER
WALLS MURAL PROGRAM**

**CRI
127 WEST DAVIS ST.
CULPEPER, VA. 22701
540-825-4416**

RFP Launch; April 20, 2017

Deadline for Submission of Artist(s) Proposal; May 16, 2017

Final Design Selection; June 14, 2017

Completed Design Installation; July 26, 2017

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Summary and Background

Culpeper Renaissance, Inc. (CRI) is currently accepting proposals from local artists to research, design, and paint (if awarded) a mural on a vertical concrete and/or brick wall in historic Downtown Culpeper. The mural will reflect Downtown's engaging, uplifting, unique, and vibrant nature. Historical themes of timeline events that have affected the trajectory of our community have been identified; the Late Triassic-Early Jurassic era, a young George Washington surveying this county, and the now 'Graffiti House' that operated next to the railroad tracks as a depot and hospital, employed by both North and South.

The purpose of this Request for Proposal (RFP) is to solicit proposals from artists or artist teams, conduct a fair and extensive evaluation based on criteria listed herein, and select a dedicated and qualified artist or artist team that can demonstrate artistic excellence while completing this project on time.

CRI is a 501c3 non-profit charitable organization charged with supporting the growth and revitalization of Culpeper's historic commercial district, the downtown. Culpeper is a Designated Virginia Main Street Community, and CRI is the organization designated by the state and the Town of Culpeper to carry out the Main Street activities.

Project Purpose

CRI would like to enhance Culpeper as a destination for viewing public art by creating an urban art mural in addition to other and future public art installations. By creating a piece of public art for an outdoor environment that reflects the spirit of Culpeper, we engage our local artists' community, and

demonstrate our commitment to urban renewal and growth. The collective goals of CRI and the community of Culpeper will be supported with the conversion of some of the plain gray retaining walls on the main thoroughfares and several downtown buildings into colorful, inviting art works.

Project Description

Artists are encouraged to explore a variety of concepts. Title of ownership for the artwork will pass to CRI.

The mural should;

- o Be original, one of a kind, new work;
- o Be suitable and acceptable for public viewing of all ages, and
- o If known images are used, the artist is responsible for obtaining all copyright permission and paying all license fees.
 - Copies of permissions and license must be provided to CRI prior to contractual binding.

BUDGET

All proposals must include proposed costs to complete the proposed murals, described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC). Pricing should be listed for each itemized expense.

Project Budget:

- o Artist commission cost will be up to but not exceed \$5,000 per mural dependent upon the size and style of mural.
- o Up to \$1,150 for scaffolding/scissor lift – CRI will be responsible for obtaining
- o Up to \$600 for paint, primer, brushes, and rollers – CRI will be responsible for obtaining

Project Timelines

APRIL 20, 2017	RFP Launch
MAY 16, 2017	Deadline for Submissions
JUNE 14, 2017	Finalist Selection/Notification
JUNE 21, 2017	Finalist Meeting/Review
JUNE 24, 2017	Building Wall Preparation
JULY-AUGUST, DEPENDING ON DESIGN	Installation Completion
TBD	Mural Dedication

Project Location and Site Specifications

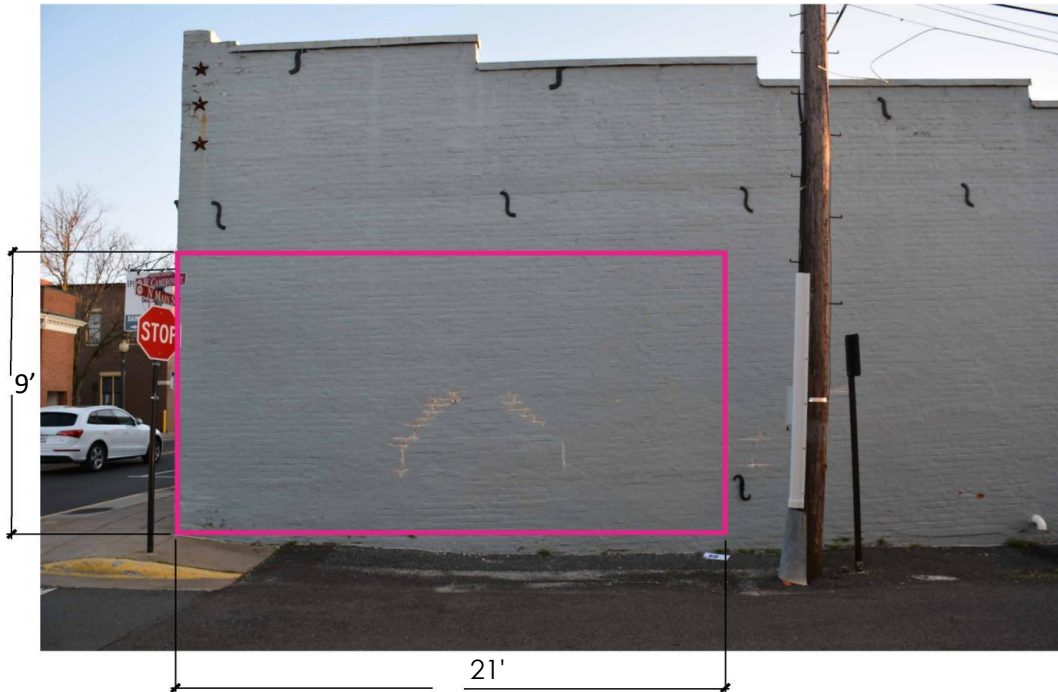
Address: 154 N. Main Street, Culpeper, VA 22701

This location was chosen due to its high visibility and proximity to downtown attractions. This site is privately owned and its owners have granted permission to CRI to develop the space with the installation of a mural. The mural surface is painted brick and the wall is approximately 189 square feet (9' x 21'). There is no requirement to use the entire wall.

Mural Building Perspective



Mural Dimensions



Eligibility

This project is open to all artists and artist teams, including students.

- Call is open to artists statewide however, preference will be given to artists living, working, and/or studying in the Piedmont area.
- Experience with public art and large murals is preferred but not required.
- Artist(s) must be willing to meet all contractual obligations and adhere to the project timeline.
- Artist teams must designate a single point of contact. This person must be willing to sign all contracts and related documents for the commission.

Compensation

The CRI will compensate artist/artist team in the amount of up to, but not to exceed, \$5,000, depending on the project selected.

- Details on what should be included in the budget are listed under Submission Requirements.
- This compensation will cover Design, Layout and Installation.
- Compensation will be made in two payments. 25% at the time contract is signed and balance 30 days after all contractual deliverables are received.

Responsibilities

CRI is responsible for building permission and any permits necessary, obtaining materials (paint, brushes, rollers and the associated accoutrement), providing scaffolding, prepping the surface through volunteerism (cleaning, patching and applying gesso), assisting with projection of image to large scale, and applying protective coating.

The selected artist(s) shall be responsible for the following:

- Design Installation,
- Prepping the site each day of work for ease, comfort, safety and cleanliness,
- Required cleaning up of site at end of work, leaving site bereft of any obstacles and paint,
- Storage for any equipment to be left on site (materials cleaned, covered, containers and stored nearby for convenience), and
- Providing proof of personal liability insurance coverage.

Selection Criteria

- Mural Design
- Location of Artist (preference to Piedmont Area artists)
- Submittal of all required application materials as outlined in the RFP
- Originality: creativity and uniqueness of proposed artwork concept for this project;
- Quality and craftsmanship of product as exhibited by past work;
- Feasibility: artist's proven track record/ability to complete the work on time and within the budget.

Selection Process

CRI will review all eligible proposals to select 2-3 finalists for presentation to a convened Selection Committee representing diverse interests and expertise to review designs of the applicants that respond to this call. The committee will use the following criteria in selecting an award recipient for the project.

Submission Requirements

To ensure consideration for this RFP, your proposal should be complete and include all the following criteria. Up to 2 design proposals for the site may be submitted. Use the following application online as a template by copying and pasting into Microsoft Word, or a similar word processing program. After completing the application, save it as a PDF and submit as directed below.

- Proposals must be submitted to CRI no later than **4pm on May 16th, 2017**,
- All components of submission must be in **digital form** and sent via one **email**, if possible, as a **PDF format with jpeg images** attached, to criinfo@culpeperdowntown.com,
- Submittal materials will not be returned and **incomplete applications** will not be considered,

- Current **vitae/resume**, no longer than one page,
- List of three (3) **professional references**. Please include name, address, phone number and email address for each individual,
- **Not Required**, but any **digital images of previous outdoor murals OR large scale artwork** should be submitted in jpeg or PDF format,
- A **Letter of Interest** briefly expressing your interest in the project as well as the Mural Title with a narrative describing the imagery's meaning/concept or significance, how the mural may reflect or enrich the downtown area of Culpeper and could involve the community as interactive. Projected time needed to complete project (ie, 4 weeks). The letter should not exceed one page.
- **Design** to illustrate the proposed mural should be clearly rendered, with approximate measurements, also a sketch of design as an overlay of the building wall to show dimension and scale.
- Detailed **Travel Budget** for artist(s) living/working/studying more than an hour's drive away from downtown Culpeper; mileage, motels, meals or other costs associated.

Policies

- Selected Artist(s) will be required to sign a hold harmless agreement with CRI and the Town of Culpeper,
- Selected Artist(s) will be required to sign a Hold Harmless Agreement with the property owner,
- Some proposals not selected for this project may be kept on file by CRI for possible future considerations,
- Artists will retain the ownership of design ideas submitted for this RFP until a selection has been made and contract signed between the artists and CRI. At the time the contract is awarded, the ownership of the design and the artwork produced, in this case the public art mural project, will become the property of CRI, and
- Artist/Artist Teams submitting proposals should be aware that CRI reserves the right, working with the Artist/Artists, to require changes to the design.



APPLICATION FORM

Please complete this form and include with proposal materials.

Applicant's Name(s): _____

Mailing Address: _____

City: _____ State: _____ Zip/Postal Code: _____
Phone: _____ Cell/Mobile (optional): _____

Email address: _____

Web site (optional): _____

DEADLINE: Submissions must be received by **4:00pm on May 17, 2017**

QUESTIONS:

Please feel free to contact CRI with questions by email up to the due date, criinfo@culpeperdowntown.com

APPLICATION CHECKLIST:

- ____ Application Form, completed fully
- ____ Vitae/Resume
- ____ Letter of Interest
 - At least 3 Professional References
 - Your process of transferring Design from small to large scale
 - Your expected timeframe to complete, with weather constraints
- ____ Detailed, full color sketch to scale of your proposed Mural submission in digital format
- ____ Any Exterior Murals or Large Scale Images of Previous Work

Signatures:

This application accurately represents my mural plans and I/we are fully prepared and capable of executing the mural as described within a time frame that will be agreed upon by myself and CRI.

Contact Person Name: _____

Signature: _____