

REQUEST FOR PROPOSAL (RFP)

CULPEPER RENAISSANCE, INC. (CRI)

AND

ARTS A'LOFT

CULPEPER WALLS MURAL PROGRAM

CRI

127 WEST DAVIS ST.

CULPEPER, VA. 22701

540-825-4416

RFP Launch; October 2, 2017

Deadline for Submission of Artist(s) Proposal; October 10, 2017

Final Proposal Selection; October 11, 2017

Completed Design Installation; November 15, 2017

Table of Contents

- Summary and Background
- Project Purpose
- Project Description
- Budget
- Project Timelines
- Project Location and Site Specifications
- Eligibility
- Compensation
- Responsibilities
- Selection Criteria
- Selection Process
- Submission Requirements
- Policies
- Application Form

Summary and Background

Culpeper Renaissance, Inc. (CRI) is currently accepting proposals from local artists to refresh and revive current painted Historical Signage on a brick building facade in historic downtown Culpeper. The updated signage should look distressed, in keeping with the historic and vintage look.

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. Further, keeping already existing historic signage and icons revived and renewed. 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

The building at 195 East Davis Street is one of the most photographed buildings in the historic downtown district. Historic signage that is currently on the front exterior wall is fading. The artist will revive the current Historic Signage in keeping with the distressed vintage style.

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:

- Artist commission for painting will be dispensed as follows: 25% at the beginning of the project within 30 days of signed contract between CRI and selected artist, with 75% being dispensed upon satisfactory completion of the mural.
- Up to \$1,150 for scaffolding/scissor lift if needed – Artist will be responsible for obtaining
- Up to \$600 for paint, primer, brushes, and rollers – Artist will be responsible for obtaining

Project Timelines

OCTOBER 2, 2017	RFP Launch
OCTOBER 10, 2017	Deadline for Submissions
OCTOBER 11, 2017	Finalist Selection/Notification
OCTOBER 13, 2017	Finalist Meeting/Review
OCTOBER 18, 2017	Building Wall Preparation
NOVEMBER 15, 2017	Installation Completion
TBD	Mural Dedication

Project Location and Site Specifications

Address: 195 East Davis 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 renew and revive the existing Historic Signage on the Building. The mural building surface is painted brick.

Mural Building Perspective



Building Front Façade Dimensions

68' x 19'

1,292 sq. ft.

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 are 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

- Details on what should be included in the budget are listed under Submission Requirements.
- Compensation will cover 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.

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

- Design Installation,
- Obtaining materials (paint, brushes, rollers and the associated accoutrement),
- Providing scaffolding,
- Prepping the surface (cleaning, patching and applying gesso),
- 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

- Location of Artist (preference to Piedmont Area artists)
- Submittal of all required application materials as outlined in the RFP
- 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. 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 October 10th, 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 art** should be submitted in jpeg or PDF format,
- A **Letter of Interest** briefly expressing your interest in the project. Projected time needed to complete project (ie, 4 weeks). The letter should not exceed one page.
- **Project Price Quote**
- 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.



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 October 10, 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 updating current signage in the existing historic and vintage style
 - Your expected timeframe to complete, with weather constraints
- ___ Project Price Quote
- ___ Any Exterior Murals or Large Scale Images or Relevant 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: _____