

CALL FOR ARTISTS
REQUEST FOR PROPOSALS (RFP)



MURAL PROJECT:
PHASE TWO

PROPOSAL DUE
MONDAY, JANUARY 18, 2021
11:59 PM

BURLINGTON DOWNTOWN CORPORATION
BURLINGTON, NC 27215
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RFP DETAILS

ART GOALS

The Burlington Downtown Corporation (BDC) is charged with developing and implementing the downtown vision for the Burlington, NC Municipal Service District (MSD), which is the city's downtown core. The 2008 Downtown Master Plan recommends improvement to the physical space, and notes that the use of public art can create a high quality public realm in the downtown core of the community. As part of its public art strategy, the BDC is commissioning artists to design and paint three to five murals that will be visible to the public as they are walking and driving through Downtown Burlington. The mural project is part of an ongoing effort to expand our public art environment to enhance Burlington's uniqueness and support one of our downtown economic development strategies.

THE PROJECT

The BDC is seeking artists to design and paint original artwork in a series of murals on public and private properties throughout MSD of downtown Burlington. This is a solicitation for project proposals to design and paint the second and third murals, Phase Two of the project. Phase Two is the side of the Walkerdance Ballet building (263 E. Front St.), facing Spring Street adjacent to the Walkerdance parking lot (please see map on following page), and the side of the McCauley Family Learning Center building (441 S. Spring St.) adjacent to the grass lot, facing Impact Alamance.

The BDC has received funds in the form of a grant from the Community Innovation Fund, a partnership between Impact Alamance and the Alamance Community Foundation. The Community Innovation Fund is designed to act as a catalyst for creative projects and community development efforts within Alamance County. The goal of the fund is to identify, develop and support community-led initiatives which further our vision of a thriving, dynamic community that values and invests in its people and places by supporting creativity, innovation and access to opportunity. Corporate and individual donors have also contributed to make Phase Two of this project a reality.

PROJECT INTENT

These murals will help to continue the pattern of eye-catching public art started by the installation of the "Justice & Equality" mural by artist Mauricio Ramirez in Fall 2019. The BDC seeks to establish a visual look and feel that distinguishes Downtown Burlington from surrounding communities. We are seeking experienced mural artists with a strong point of view and the ability to create complex, engaging designs. Artists are welcome to use Burlington's emphasis on supporting the local community, signature events, and physical environment as inspiration; however, the final designs must go beyond the simple visual representation of an object or event. The BDC Mural & Artist Selection Committee is open to all concepts.

BUDGET

The project budget for each mural/site will range from \$1,000 to \$5,000 depending on the size and complexity of the work. The budget will cover the artist's fee, travel costs (if applicable), and materials.

PAYMENTS

The BDC will deliver payment to the artist for materials and out-of-pocket expenses outlined in the budget proposal upon execution of the artist contract with the BDC. Artist fees will be paid upon completion and inspection of the final work. Again, amounts are determined based on the size/scope of the mural and will be agreed upon during the artist's contract agreement phase of the project (prior to the purchase of materials and/or prior to the start of any actual work on the mural).

MURAL LOCATIONS

The following sites have been confirmed to receive the second and third murals – Phase Two. The exact size of each mural will be determined in collaboration with the BDC Mural Selection Committee, the artist, and the property owner.

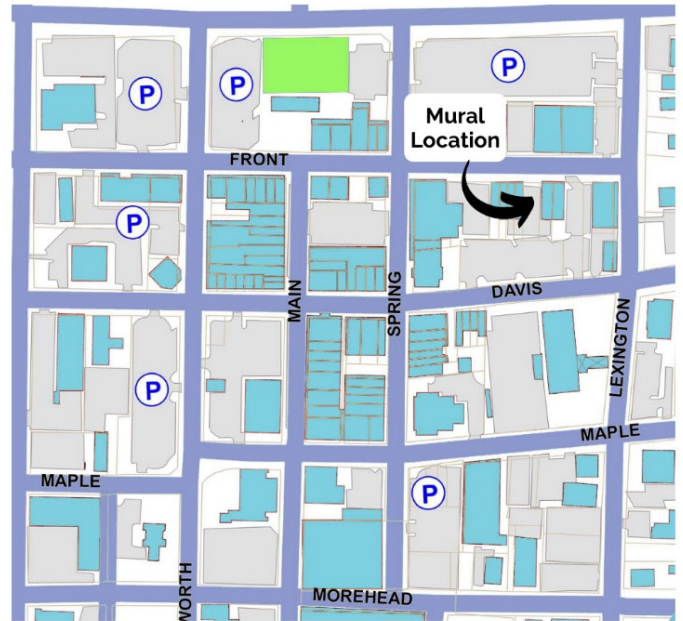
Site #1 is the side of the Walkerdance Ballet building (263 E. Front Street), facing Spring Street adjacent to the Walkerdance parking lot.

Minimum square ft.: 500 (20 ft. x 25 ft.)
maximum: total wall provided

Walkerdance Ballet
263 E. Front St.
Burlington, NC 27215



Downtown Burlington Municipal Service District (MSD)



(cont.)

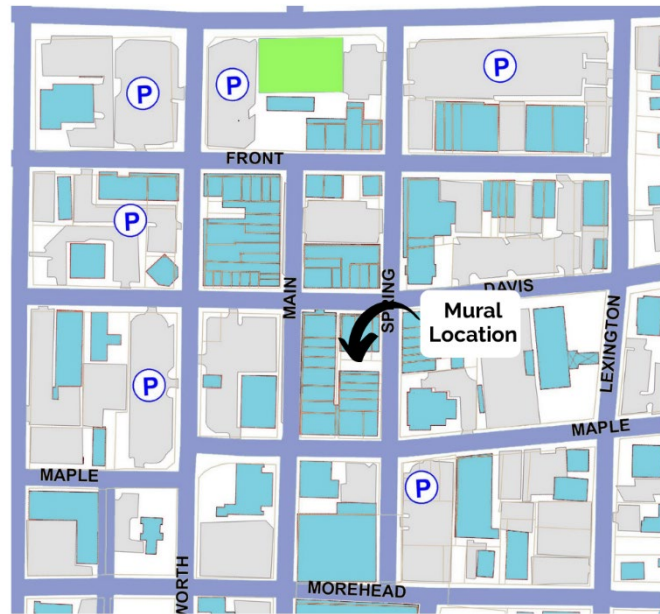
Site #2 is the side of the McCauley Family Learning Center building (441 S. Spring St.), adjacent to the grass lot, facing Impact Alamance.

Minimum square ft.: 500 (20 ft. x 25 ft.)
maximum: total wall provided

McCauley Family Learning Center
441 S. Spring St.
Burlington, NC 27215



Downtown Burlington Municipal Service District (MSD)



ARTIST ELIGIBILITY

This call is open to artists and teams of artists with professional experience in public art and murals aged 18 or over. **Priority will be given to local/regional artists for this phase of the project** (within driving distance to Burlington), but all applications are welcome.

APPLICATION REQUIREMENTS

Artist(s) interested in this project must prepare and submit a proposal that includes:

- **Proposed Concept**
A conceptual design drawing, sketches and/or marquettes sufficient to communicate the artistic concept. A complete full color rendering, including dimensions, of the proposed mural is requested.
- **Artist's Statement**
No more than 200 words in length, describing your work.
- **Project Budget**
A corresponding project budget including the artist's desired fee, estimated materials costs, and travel costs (if applicable).
- **Artist's Resume or brief biography**
If submitting as a team, an individual resume should be submitted for each team member.
- **Professional References**
Three professional references familiar with your work and working methods. The list should include

addresses and telephone numbers.

- **Work Samples**

Applicants are required to submit 3-5 photographs or links to photographs of past murals. Digital documentation of your work must be uploaded to the BDC's online submission portal and is included for an application to be considered complete. Acceptable files types include .PDF, .TIFF, .JPEG, .JPG, .PNG, .PSD, .AI, and .GIF. Artists applying as a team should include samples of each artist's work.

Applications must be submitted through the BDC's online portal at <https://burlingtondowntown.submittable.com/submit/133113/2019-downtown-mural-program>, and are due on **Monday, January 18, 2021 by 11:59pm**. The selected artists will be notified by Friday, February 5 and the desired timeline for completion of the murals is February/March 2021.

ADDITIONAL SUBMISSION REQUIREMENTS

- Each artist may submit up to three different designs total, but designs can be for either mural site (please indicate which site each design is meant for).
- Representational, stylized, and abstract designs will all be considered.
- Artists are encouraged to visit/research the mural site to aid in site-sensitive design development.
- Designs may be completed in any media as long as the design can clearly be translated to a mural using agreed upon paint and supplies.
- Designs must be scaled to fit the proportions of the building to which it applies.
- We ask that submitting artists do not share their designs online or on social media until **after** final decisions and designs have been announced by the BDC.

- Designs may be disqualified due to the following circumstances:
 - The design is improperly scaled to fit the building for which it is proposed.
 - The artist's application is incomplete or does not meet submission requirements.
 - The resolution of the submitted design is too low and details cannot be clearly viewed when enlarged.
 - Artists share design images on social media or with Selection Committee members before designs are chosen.
 - Design includes any imagery taken directly from another artist's work or from any copyrighted imagery found online or elsewhere.
 - The design is inappropriate for display in an outdoor public place.
 - Design imagery contains direct advertisement of a product or company name associated with any artist or third party, any libelous or slanderous expression, or any obscene or pornographic content.



RFP EVALUATION

MURAL SELECTION COMMITTEE

The Downtown Mural Selection Committee will be evaluating all proposals that are submitted. The BDC's Downtown Mural Selection Committee is comprised of a small group of members from the BDC's Design Committee and as well as a representative from the [Community Innovation Fund](#) Grant Committee, Mural Project Sponsor representatives (Glen Raven, LabCorp) and donors.

SELECTION PROCESS

Submissions must be original artwork. Advertisements, logos, slogans, and other copyrighted images may not be used within the artwork. No overly complicated designs that may confuse drivers or pedestrians. Neon, fluorescent, or reflective type colors are prohibited. In case of a tie in points awarded, the Committee will use originality, quality and craftsmanship, and appropriateness of artwork media and scale as tie breakers. The selection process will be blind, meaning committee members will not see any names or identifying information about the artist; they will only view design images and written narratives.

Submissions and associated digital renderings will not be returned and will become the property of the BDC. By submitting a proposal, all parties fully and unconditionally agree to and accept the items outlined within the request and agree to accept the decision of the Selection Committee and City of Burlington, in regards to the mural's compliance with the [City's Code of Ordinances](#). Final completion of project will be presented and approved by the City of Burlington's Planning & Zoning Department and the BDC Board of Directors before applicants can realize their work and receive commission.


PROJECT REVIEW & GRADING CRITERIA:

All completed project submissions will be evaluated on a 100-point scale based on the criteria outlined below. Each member of the Selection Committee will grade each proposal, individually and the project's aggregate score will be used to determine its merit and advancement to the final phase in the selection process; priority to be given to proposals receiving an average score of 70 or higher. The BDC reserves the right to not award the commission to any artist(s) and to cancel or re-issue the call at any time.

- Submittal of all required proposal materials as outlined in this RFP (0-10 points)
- Success in addressing the Project Intent (0-10 points)
- Originality – The concepts/ideas in the design show creativity, originality, and uniqueness (0-20 points)
- Quality and craftsmanship exhibited by past work (0-20 points)
- Appropriateness - The design is responsive to the physical site location and any required themes:
 - artwork media and scale are appropriate relative to site and to Downtown (0-20 points)
 - artwork is appropriate for placement on an urban pedestrian site (0-10 points)
- Feasibility – The design shows excellence in execution and artistic skill; artist's proven track record/ability to complete the work on time and within the budget (0-10 points)

TERMS AND CONDITIONS

Each design must be the original artwork of the person(s) named on the application. Copyrighted or commercial images cannot be depicted. Artists may take inspiration from imagery that is copyrighted as a part of their designs, and may be required to clearly site the source in the description. By submitting my artwork, I consent to the use of said artwork by the Burlington Downtown Corporation (BDC). I understand that my artwork will be



used in part or whole for the Burlington Downtown Corporation for the BDC's Downtown Mural Project, which will be located in plain sight and viewable by the general public in the Municipal Service District (MSD) of Downtown Burlington, NC. I understand that if my artwork is selected, I will be required to enter into a contractual agreement with the BDC and that I will be compensated for said artwork, for the stipend amount noted in the mural contract.

CONTACT INFORMATION

To submit your project proposal, visit <https://burlingondowntown.submittable.com/submit/133113/2019-downtown-mural-program>.

For more information or if you have questions, please do not hesitate to contact us by email at info@burlingondowntown.com, or by phone at 336.222.5002.

