



**REQUEST FOR PROPOSALS (RFP)  
CITY OF STAUNTON**

**116 West Beverley Street  
PO Box 58  
Staunton, VA. 24401  
540-332-3865**

RFP Launch Date: Friday, May 17, 2019

Deadline for Submission of Artist(s) Proposal: Monday, July 8, 2019

Present Design to Historic Preservation Commission for Approval: Thursday, July 25, 2019

Final Design Selection: Friday, July 26, 2019

Completed Design Installation: Friday, September 6, 2019

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## SUMMARY AND BACKGROUND

The City of Staunton is accepting proposals from local artists to research, design, and paint (if awarded) a mural on a vertical concrete or brick wall that is engaging, uplifting, unique, and vibrant.

The purpose of this Request for Proposal (RFP) is to solicit proposals from artists or artist teams, conduct an 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 and within budget. If selected, the design and the resulting mural will be the exclusive property and expression of the City of Staunton.

## PROJECT PURPOSE

The City of Staunton desires to enhance Staunton's downtown area and the overall experience of both locals and visitors with the installation of public art through the creation of an urban art mural and future public art installations. By creating a piece of public art for an outdoor environment that reflects the spirit and culture of Staunton, we advance the interests of the City of Staunton, engage our local artists' community, and demonstrate our commitment to urban renewal and growth. The goal of the City of Staunton is to convert retaining walls or similar surfaces on the main thoroughfares and several downtown buildings in the City of Staunton into colorful, inviting art works that are the exclusive expression of the City of Staunton.

The mural project is part of a larger project grant received by the City of Staunton from the Virginia Tourism Corporation in celebration of the anniversary of the Virginia is Lovers brand which is 50 years old. As a result, there are some additional requirements for the mural which will be further detailed in the Project Description found below. In addition to the mural, the City of Staunton will be producing a multimedia campaign that celebrates all things Staunton.

## PROJECT DESCRIPTION

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

The mural should;

- Be an original, one of a kind new work;
- Be suitable and acceptable for public viewing of all ages and advance the interests of the City of Staunton

- Be interactive and experiential and encourage the public to pose and photograph with the mural
- Incorporate the Virginia is For Lovers' 50 Year of Love co-branded logo (below) and hashtag #ShareWhatYouLove



- If known images are used, the artist is responsible for obtaining all copyright permission and paying all license fees.

Copies of permissions and license, to the sole satisfaction of the City of Staunton, must be provided to the City of Staunton prior to contracting with the City of Staunton.

## 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 will be up to but not exceed \$7,000 for the mural dependent upon the size and style of mural. This compensation will cover Design, Layout, Materials, and Installation, preparation of the surface, and application of a protective coating.
- In addition to the monetary compensation, the selected artist(s) will be prominently featured in a multimedia campaign for the mural, a value of over \$2,000 in additional exposure of the artist(s).
- Artist commission for design, layout, supplies and painting will be dispensed as follows: 25% at the beginning of the project within 30 days of a signed contract between the City of Staunton and the selected artist, with 75% being dispensed upon satisfactory completion of the mural.

## PROJECT TIMELINE

<b>RFP Launch</b>	<b>Friday, May 17, 2019</b>
<b>Deadline for Submissions</b>	<b>Monday, July 8, 2019</b>
<b>Present Design to Historic Preservation Commission for Approval</b>	<b>Thursday, July 25, 2019</b>
<b>Finalist Selection/Notification</b>	<b>Friday, July 26, 2019</b>
<b>Finalist Meeting/Review</b>	<b>TBD</b>
<b>Installation Completion</b>	<b>Friday, September 6, 2019</b>

# PROJECT LOCATION AND SITE SPECIFICATIONS

Address: 102 W. Beverley St., Staunton, VA

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 the City of Staunton to develop the space with the installation of a mural. The mural surface is painted brick, and the wall is approximately 2,400 square feet (30' x 80'). The artist(s) must use 100% of the wall, but can break it down into 2-4 separate murals, if the design allows.



## 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, or studying in the Shenandoah Valley 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 City of Staunton will compensate the artist/artist team in the amount of up to, but not to exceed, \$7,000, 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, Materials, and Installation, preparation of the surface, and application of a protective coating.
- Compensation will be made in two payments: 25% at the time contract is signed and the balance 30 days after all contractual deliverables are received.
- The City of Staunton will provide lodging as needed for the artist(s) to complete the project.

## RESPONSIBILITIES

The City of Staunton is responsible for the following:

- providing a scissor lift,
- providing a secure storage space for any materials (paints, brushes, rollers, etc.),
- building permission, and
- any permits necessary.

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

- obtaining materials (paint, brushes, rollers and the associated accouterment),

- prepping the surface (cleaning, patching),
- applying protective coating,
- design installation,
- prepping and safeguarding 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,
- providing proof of liability insurance coverage, as determined satisfactory in the sole discretion of the City of Staunton.

The selected artist(s) will also be required to:

- appear on camera (including on-camera interviews) for the production of video(s) to be used for the multimedia campaign surrounding the mural and the 50 Years of Love campaign,
- be available to meet and answer questions from local, regional and state media, and
- share multimedia content, produced by the City of Staunton, over the artist’s social networks tagging @VisitStaunton and using the hashtag #ShareWhatYouLove.

The City of Staunton 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.

## SELECTION CRITERIA

- Mural design
- Location of artist (preference to Shenandoah Valley 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 and ability to complete the work on time and within the budget

The City reserves the right, at any time prior to award of the contract, to reject any and all proposals, or any part thereof, to make no award, and/or to issue a new Request for Proposal, or make modifications, corrections or additions to the information contained herein.

## SUBMISSION REQUIREMENTS

To ensure consideration for this RFP, your proposal should be complete and meet the criteria listed below. Up to two design proposals for the site may be submitted. After completing the application, save it as a PDF and submit as directed below.

- Proposals must be submitted to the City’s Tourism Office no later than **4 p.m., local time, on Monday, July 8, 2019.**
- All components of submission must be in **digital form** and sent in a **PDF format with jpeg images** attached, to [wagnerss@fileshare.ci.staunton.va.us](mailto:wagnerss@fileshare.ci.staunton.va.us).
- Submittal materials will not be returned, and **incomplete applications** will not be considered.
- Provide a current **vitae/resume**, no longer than one page.
- List three (3) **professional references**. Please include name, address, phone number and email address for each individual.
- While **not required**, you may provide any **digital images of previous outdoor murals OR large-scale artwork** in jpeg or PDF format.
- Provide 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 Staunton and could involve the community as interactive. Include projected time needed to complete the project (e.g., 4 weeks).
- The **design** to illustrate the proposed mural should be clearly rendered, with approximate measurements, and include a sketch of the design as an overlay of the building wall to show dimension and scale.

## POLICIES

- Selected Artist(s) will be required to sign an indemnification and hold harmless agreement with City of Staunton.
- Selected Artist(s) will be required to sign an indemnification and Hold Harmless Agreement with the property owner.
- Some proposals not selected for this project may be kept on file by City of Staunton 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 City of Staunton.
- 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 exclusive property of the City of Staunton.

- Artist/Artist Teams submitting proposals should be aware that City of Staunton reserves the right, working with the Artist/Artists, to require changes to the design, and absent changes made as required by the City of Staunton, the Artist/Artist Teams will be selected. For all purposes, the mural will be the exclusive property and expression of the City of Staunton; the City of Staunton will control all aspects of the design as the expression of the City, not the expression of the Artist/Artist Team, although credit will be given to the Artist/ Artist Team. If an Artist/Artist Team does not complete the mural as approved by the City of Staunton, in its sole control and discretion, the City still owns the design and mural, to the extent that it is completed, and may engage another Artist/Artist Team to complete the mural in its entirety without further obligation or liability to the Artist/Artist Team.

## PROPOSAL FORM

**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 on **Friday, July 8, 2019 by 4 p.m.**

### QUESTIONS:

Please feel free to contact the City of Staunton with questions by email up to the due date, [wagnerss@ci.staunton.va.us](mailto:wagnerss@ci.staunton.va.us).

### 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
- \_\_\_\_\_ Examples of any Exterior Murals or Large-Scale Images of Previous Work (*highly recommended*)

### 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 the City of Staunton

Contact Person Name: \_\_\_\_\_

Signature: \_\_\_\_\_