

# City of Greeley One Percent for Art Program Request for Qualifications

## Greeley Funplex Mural

The City of Greeley's One Percent for Art Program is seeking qualified artists to submit proposals for a site-specific indoor wall mural. One artist or artist team may be commissioned to create artwork for the walls around the swimming pool area, near the Zero-entry depth area, in the Family Funplex located at 1501 65<sup>th</sup> Ave, Greeley, CO 80634. Only artists residing in Colorado are eligible to for this project. Funds for artwork at this location have been approved by City Council.

### **Background**

The previous Funplex mural has since been painted over and we are ready for a new look. The mural execution is scheduled for April 2022 to coincide with a pool renovation project adding new elements to the water playground area. This open window will allow the artist or artist team to execute a mural with minimal exposure to public access and pool activities. Design proposals are not required to cover the entire wall; as we may extend this mural project into stages over multiple years to cover the entire wall in the future. The purpose of this public art project is to enhance the pool area with unique artwork that will complement the use and add atmosphere and character to the space. See images below.

### **Budget and Scope of Work**

The budget for artwork is not to exceed \$25,000 and will cover all necessary elements for an artist to paint the mural including but not limited to design, materials and installation within the designated area. The artist will need to determine and state the square footage they can paint within the allotted budget in their proposal.

The theme must be family friendly, themes that include water, fun, play or sports are encouraged as well as compositions that will be colorful and attractive to kids as well as adults.

The artist will be selected based on strength of concept and sketch proposal, site appropriateness and their demonstration of past work experience with painted murals. Preliminary color sketches are required at this time, but not a detailed finished drawing.

Once contracted, the selected Artist will work with a project team in developing the artist's final design to be incorporated into areas of the building. This approach requires good collaborative skills, creativity, flexibility as well as an open mind. The site requires artists to be able to solve problems and be able to respond to the challenges of mural execution given the surrounding pool environment - such as high humidity, caustic chemicals and splash-prone areas. Final design work must be original and include all details necessary for the installation of actual artwork. After the final design is accepted by the Greeley Art Commission and payment is made for the design, the City will retain all rights of the final design. The building renovation will commence as early March 28. The art installation and must be completed by April 29.

The dimensions of the walls receiving the mural are approximately 100 linear feet long with corner dividing at 80' 20'. The height of the wall is approximately 30'. Please note that the site has limitations and challenges that may not be suitable for traditional scaffolding.

## Submission Requirements

Artists must apply through Café, the online artist registry at [www.callforentry.org](http://www.callforentry.org) If you have questions about this process please email [kim.snyder@greeleygov.com](mailto:kim.snyder@greeleygov.com).

A submission to Café will require the following:

1. **A Letter of Intent to include** - A written description of the expected design, paint specifications that might be used in the artist's anticipated work and the dimensions that the artist will cover.
2. **A Color Sketch** - a color sketch showing the design you would like to develop and paint in the Family Funplex pool area in PDF format.
3. **Artist Resume** - Resume must show 1) previous experience working with project teams 2) show experience with past mural designs that will be appropriate for this project and 3) must include 3 references.
4. **Up to 6 digital images** of completed past work must be provided. (Conceptual drawings of past work will not be considered past work)
5. **Inventory sheet** with description of past work images including title, medium, cost, dimensions, location and date produced.

## Qualifications Submission Deadline

Applications for this request must be submitted to the Cafe or before March 1, 2022. Artists will be notified of jury status by March 16, 2022. Incomplete or late entries will not be considered.

## Selection Process

One artist or one team of artists will be selected based on past work that exhibits style and materials appropriate to the site, artist bio with recommendations and a strong letter of intent.

The Selection Committee will consist of at least two members of the Greeley Art Commission, one or more from the Recreation Department and Cultural Affairs staff. Approval of the design work by the Greeley Art Commission will be based on aesthetic merit, originality and creativity or innovation, appropriateness to the site.

## Limitations to Liability

The City of Greeley will not assume any responsibility or liability for costs incurred by artists in responding to this RFP or in responding for any further requests for interview, additional data, etc., prior to the agreement to create an original work of art.

## Rejection of Proposals

The Greeley Art Commission reserves the right to reject any or all applications or to award payment in whole or in part if it is in the best interest of the project.

## Procedure if no Artist is Selected

Final selection of an artist to complete artwork will follow successful negotiations which satisfy the City's concern that the Selection Committee's recommendations, and the interest of the public are best served. Should no artist be accepted, a second advertisement and Request for Proposals may be issued.

### Contact Information

This Request for Proposals is issued by the City of Greeley as the sole point of contact. Please direct all questions related to the RFP to: Kim at 970-350-9450 or [kim.snyder@greeleygov.com](mailto:kim.snyder@greeleygov.com).

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