



## **CITY OF GREELEY Request for Proposals**

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### **Greeley Art Alley Dumpster Enclosure Mural Project**

*Please direct all questions to Kim Snyder at [kim.snyder@greeleygov.com](mailto:kim.snyder@greeleygov.com) or 970-350-9450*

The City of Greeley's One Percent for Art Program requests design submissions for the City's new outdoor dumpster enclosures to be used at the downtown Art Alley. Up to 9 artists will be invited to have their design reproduced into vinyl wraps and installed by a professional sign shop as public art murals. Emerging and established artists are encouraged to apply; previous Public Art experience is not required.

**Artist proposals are required on or before July 2, 2025 by 5:00 PM if delivered by hand or 11:59 PM if delivered electronically.**

#### **Proposal Requirements**

**Must include three items below for each submission sent via email OR saved to a flash drive and hand delivered.**

1. **Artist Statement**

Description of an artist's style of work, what it means to them, inspiration, etc. in 1-2 paragraphs. An artist resume may also be included.

2. **Letter of Intent**

A written description of the submitted design and how it represents the musical theme in the Art Alleyway; 1-2 paragraphs.

3. **Design Submission**

Each artist may submit up to three different designs in the following formats:

- a. Full-color graphic design
- b. Photo of full-color sketch
- c. Photo of existing work

Color designs must be created with the colors the artist is proposing to use in their final design. All design submissions must be submitted as a .jpg or .pdf.

Designs should be formatted so that when printed as a wrap, three vertical sides of a dumpster enclosure will be covered: the front and both sides (not the back side). There are two sizes of enclosures 1) single enclosure estimated dimensions 70 inches wide x 62 inches wide x 87 inches high 2) Double enclosure estimated dimensions 139 inches wide x 62 inches wide x 87 inches high **(reach out to Kim Snyder, [Kim.Snyder@greeleygov.com](mailto:Kim.Snyder@greeleygov.com) for more detailed information)**. Designs will be trimmed by the installer to fit varying elements of the enclosure such as handles, hinges etc.

**Proposals must be hand delivered by 5 p.m. on July 2, 2025, or sent electronically by 11:59 p.m. via:**

- 1. Email** (preferred method): [kim.snyder@greeleygov.com](mailto:kim.snyder@greeleygov.com)
- 2. Mail**  
City of Greeley Public Art  
Attn: Kim Snyder  
651 10<sup>th</sup> Ave  
Greeley, CO 80631
- 3. Hand Delivery** to the downtown Recreation Center front desk staff (651 10<sup>th</sup> Ave, Greeley)  
Using a large envelope clearly labeled to:  
Kim Snyder, Public Art Submission, [current date]

Incomplete or late entries will not be considered.

**Selected artist will be notified by July 18, 2025**

Each selected artist will sign a contract with the City that includes a w-9 form in order to be paid. Payment will be requested after the final design has been approved. Payments may take 2-4 weeks to reach your mailbox.

**Background**

The City of Greeley's One Percent for Art Program and the Downtown Development Authority (DDA) have been collaborating on a great multi-year Alleyway Art mural project since 2014, with the Art Alley winning the Governor's Award for Excellence in 2020. Artists have been commissioned to create outdoor murals and wall art that showcases Greeley's broad range of social, cultural and historic values while adding new creative life to the downtown location.

Artists continue to fill this alleyway with their striking creations that show respect for the past with an eye to the future. Look for the Art Alley, located between 8th and 9th Streets and 8<sup>th</sup> and 9<sup>th</sup> Avenues in downtown Greeley, to see all the murals in this hidden treasure.



We are now seeking qualified artists to submit proposals for designs to wrap the new dumpster enclosures with more musically themed art in downtown Greeley

**Budget and Scope of Work**

Designs may be representational or abstract but must respond to the existing musical theme of the Art Alleyway and be appropriate to the location and setting. Diverse mural themes are encouraged but

need to be acceptable to a broad audience of all ages. The design must be picture-based (not word based), visually active (so not to invite tagging), and should cover three sides of the enclosure. Artwork cannot include logos, copyrighted or trademarked images or be a form of signage or advertisement in any way.

Artists who are selected to contribute a final design will be compensated a total of \$2,100 for 1) the purchase of their design, 2) time required to make any requested changes to the design before the final acceptance, and 3) to submit a high-resolution digital image of the final design.

The required format for final designs is either a vector .eps file or a .pdf with a minimum resolution of 150 dpi if designed in Photoshop or photographing an existing design. Artists submitting artwork that is not computer generated might require assistance from a professional photographer and/or a graphic artist at their own cost to send the design in the required format. The city will contract with a sign company to print and install the selected design as a vinyl wrap. The vinyl wrap will be CMYK printed.

Final artwork will be fitted to incorporate all existing official labeling on the trailer and to avoid interference with any functioning parts such as vents, hinges, locks, handles and the legibility of any cautionary text.

The artist shall not sell reproductions of this design to any public entity within one hundred (100) miles of the City of Greeley. Once the final design is accepted by the Greeley Art Commission and payment is made for the design, the city will retain all rights to the final design. If artwork is in need of repair, due to age, damage, or company maintenance, a professional contractor may be hired to perform such repairs using the original artist's design or the City may put out a new call for artist for a new future wrap. The city retains the authority and right to destroy or paint over the image at any time, without notice, for any reason, including maintenance, replacement, safety, and vandalism. The average life expectancy of outdoor vinyl art wraps commissioned under this program is 3-5 years.

### **Selection Process**

Proposals packets will be reviewed, and artist designs will be juried by a selection committee that will consist of at least two members of the Greeley Art Commission, staff from Culture Affairs department, and stakeholders. Approval of the final designs selected by the Greeley Art Commission will be based on design aesthetic, merit, originality, creativity, innovation, and appropriateness to the Greeley Art Alleyway and our communities.

### **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 written agreement to create a final design from 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 subsequent advertisement and Request for Proposals may be issued.

This Request for Proposals is issued by the City of Greeley as the sole of contact.

**Dumpster Enclosures**



Locations for dumpster enclosures marked with blue ink along the north side of the Art Alley.