



**CITY OF GREELEY
Request for Proposals**

**2021 Traffic Cabinet Mural Project
Public Art
Total budget - \$450 for each vinyl wrap
design selected**

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 kim.snyder@greeleygov.com or 970-350-9450.

Artist RFP proposals must be submitted to the Cultural Affairs office by the deadline noted and directed to:

**Kim Snyder
City of Greeley Public Art
651 10th Ave
Greeley, CO 80631**

The City of Greeley's One Percent for Art Program is seeking qualified artists to submit designs to be used on outdoor utility cabinets as public art 'murals'; jury-selected artists will be invited to have their design reproduced into a vinyl wrap and installed by a professional sign shop. The city will select up to 6 individual designs for the 2021 program.

Background

The Greeley Art Commission is requesting proposals in an open competition for artists to create mural designs for select utility cabinets. This project is open to individuals, non-profits, partnering agencies and groups of artists. The City of Greeley Public Art program has a maintenance fund to keep all art in the city collection clean, safe and in good repair.

Utility cabinets come in a variety of interesting shapes and sizes that can showcase artwork with a broad range of social, cultural and historic values while adding new creative life to the area. Murals of all sizes are known to mitigate graffiti. The utility cabinet artwork concept is not unique to Greeley; there are many communities across the nation where such programs already exist.

Budget and Scope of Work

Artists who are selected to contribute a design to be used as a utility cabinet vinyl wrap will be compensated a total of \$450 for: 1) the purchase of their design and 2) time required to make necessary changes to the design and 3) to submit a high resolution digital image of the design to a professional sign company designated by the City who will print and install the vinyl wrap. The required format to submit is a vector.eps file unless designed in Photoshop in which case a .pdf will work with a resolution minimum of 150 dpi. Designs will be CMYK printed. Artists submitting artwork that is not computer generated may require assistance from a professional photographer and/or a graphic artist.

Designs may be representational or abstract but must respond to the urban context and be appropriate to the location and setting. Diverse mural themes/content is encouraged but needs to be acceptable to a broad audience of all ages. The design must be picture based and not word based and be visually active so not to invite tagging and should cover all sides including the top of the cabinet. Artwork cannot depict traffic lights, signs or signals or include similar colors. The use of dark colors is prohibited to avoid thermal problems for the utility cabinet. Artwork cannot include logos, copyrighted or trademarked images or be a form of signage or advertisement in any way.

Final artwork must incorporate all existing official labeling on the traffic control cabinet and cannot interfere with any functioning parts such as vents, hinges, locks, handles and the legibility of any cautionary text. Each artist selected will be required to work with the committee to further develop their proposed design until it fits all criteria listed in this document.

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 of the final design. If artwork is in need of repair, due to age, damage or company maintenance, a professional contractor may be contacted to perform such repairs using the original artist's design. If cost of repairs are significant (i.e. greater than 25% or one side of a mural, or in excess of the original mural stipend) the design may not be repaired and the box may be included in the next utility cabinet wrap phase for a new design. The City and the utility 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 Traffic Cabinet Art commissioned under this program is 3-5 years.

Proposal Requirements

Please send Artist Proposal including all 5 items listed below via email (this is the best method) to kim.snyder@greeleygov.com A flash drive may be hand delivered or sent via postal service if email is not an option for the artist. Artist Proposal must include the following information in **jpeg or pdf files**:

1. **Artist Statement** (Artist Resume may also be included)
2. **A Letter of Intent to include** a written description of the submitted design
3. **A full color sketch** of your proposed design or a jpeg or pdf digital file, showing five sides (four vertical sides and one top-see sample template on Page 3) of the design including colors you are proposing to use. Each artist may submit up to 3 different designs.
4. **Up to 6 digital images** of completed past work must be sent.
5. **Inventory sheet** with description of past work images including title, medium, dimensions, and date produced.

Proposal Submission Deadline

Proposals must be submitted to the City of Greeley Cultural Affairs office on or before March 31, 2021; hand delivered applications must be handed to the Downtown Recreation Center staff in a large envelope clearly labeled to: Kim Snyder Public Art Submission and the current date before 4:00 p.m. on March 31, 2021. The final artists selected to work with the design team will be notified by April 21, 2021. Incomplete or late entries will not be considered.

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, and staff from Culture Affairs, Public Works or Xcel Energy staff. 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 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 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.

- Your design must be submitted in this layout to show 2 sides, front, back, and top views.
- Actual dimensions are different for each cabinet; you will be required to adjust your design for a specific cabinet if your proposal is accepted.

Top

Side 1

Back

Side 2

Front