

## CALL TO ARTISTS

Public Art in Downtown Fitchburg  
Fitchburg, Massachusetts, Spring 2020  
Submission Deadline: April 6, 2020

### Description

The City of Fitchburg and ReImagine North of Main seek proposals from artists interested in creating public art installations in the heart of downtown Fitchburg during the spring/summer of 2020. Artists and designers experienced in outdoor installation are encouraged to submit proposals. The City and ReImagine North of Main are particularly interested in installations that have an impact when viewed across the site. Art installations must be located on either Main Street or Boulder Drive, or on the side streets connecting the two, between Day Street and the Upper Common/Mechanic Street. Art installations that will be considered include, but are not limited to, murals, sculptures, and creative wayfinding signs.

Fitchburg's growing arts community is a vital part of the downtown revival. The City and ReImagine North of Main are eager to invest in art that will raise the aesthetic appeal of the downtown, create a brighter, more welcoming atmosphere for residents, visitors, and businesses, and to address blight conditions. Proposals *inspired by Fitchburg's history, natural resources, arts community, or immigrant community*, are encouraged, but not required.

Residents of Fitchburg, Massachusetts are strongly encouraged to submit proposals. The City of Fitchburg does not and shall not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status, in any of its activities or operations. Grants to artists are funded by Community Development Block Grant funds.

Proposals MUST attach the following items in order to be considered. If more than one artist is participating on one piece of art, they must all include their names on the proposal.

- Resume/Bio with contact information and website (if applicable)
- Four jpeg or pdfs of previous work of similar size and scale. Please note whether the prior work was indoor or outdoor installation.
- Site Specific Project: (if proposing more than one, one proposal for each site)
  - Title
  - Location
  - Description of Project
  - Total Cost
  - Three jpegs or pdfs of Proposed Work
  - Material/Medium
  - Dimensions
  - Method of Installation
  - Maintenance Requirements
  - Timeline
  - Proof of Site Control
  - Budget
    - Estimated cost including artist time and materials, transportation, engagement, insurance, and contingency.

Proposals should include the artist's signature (or identifying mark) as it would appear on the art installation.

Proposals will be ineligible if they involve:

- A breach of intellectual property rights (i.e., somebody else's idea)
- Trademarks, brand or business names, logos, or copyrighted images

- Profanity, obscene images, or anything that is harmful to a third party
- The painting or impediment of City roadways

### **Site Considerations**

- Any art on public property cannot impede access. If the proposal includes an installation near, on, or adjacent to a public way (e.g. sidewalks), proposal must ensure a berth of at least 36” for passage of pedestrians and City equipment.
- If art is on private property, the proposal must include a letter from the property owner indicating site control
- If art is on public property, the proposal must include a letter from the Department of Community Development indicating site permission

### **How to Submit Your Proposal**

- Proposal should be signed by the proposer.
- The proposer’s name, address, and telephone number shall be included in the submittal.
- Proposals must be submitted in sealed envelopes.
- Proposals must be delivered to the Community Development Office, 166 Boulder Drive, Fitchburg, MA 01420 by 4:30 pm.
- Clearly indicate the 1) title, 2) proposer’s name and address on the envelope cover.
- Faxed or electronic proposals will not be considered.
- Late proposals will not be considered.

### **Schedule**

Call to Artists Posted: 3/4/2020

Info Session: 3/18/2020 at 4:00 pm in Community Development Office (166 Boulder Drive, Suite 102)

Last Day for Questions: 4/1/2020

Proposal due date: 4/6/2020 by 4:30 pm to the Community Development Office

### **Disclosure Statement**

The City of Fitchburg is not liable for any costs incurred by the proposer in submitting this proposal.

The City reserves the right to reject any or all proposals and to award the agreement in its best interest.

The City reserves the right to make multiple awards.

All costs and responsibilities for permits, equipment, and releases for any easements, covenants, or any other restrictions that may be present on the property will be the responsibility of the proposer including but not limited to any municipal, state, or federal provisions. Proposers should be aware of zoning regulations for the particular area.

### **Evaluation Criteria**

Each Proposal will be reviewed for completeness, responsiveness and compliance with the general requirements of the proposal criteria. Additionally, each Proposal shall address all of the elements of the request including both the minimum evaluation criteria and comparative evaluation criteria requirements. The minimum evaluation criteria must be met.

Proposals will be reviewed by Community Development staff for completeness and adherence to proposal criteria. Appropriate Proposals will be reviewed by the selection committee. If the Proposal does not satisfy the requirements of this request, it shall be deemed unacceptable. The City and ReImagine will award up to 3 grants to responsive and responsible proposers submitting the most advantageous proposal taking into account the price AND the following evaluation criteria:

- Experience & Competence – seeking candidates with experience in outdoor art installations, especially murals.
  - Proposers who have led several outdoor art installations of a similar scale will be considered highly advantageous.
  - Proposers who have led at least one outdoor art installation, especially in a similar size or scale, will be considered advantageous.
  - Proposers who have participated in the creation of outdoor art installations will be considered acceptable.
  - Proposers who have not led or participated in outdoor art installations will be considered unacceptable.
- Sustainability – seeking projects that can last several years with little degradation, relatively low maintenance. Use of materials that will hold up to sunlight, weather, general wear and tear.
  - Proposals that show understanding of high quality and long-lasting materials, and requiring little-to-no maintenance will be considered highly advantageous.
  - Proposals that show understanding of high quality and long-lasting materials, and requiring moderate maintenance will be considered advantageous.
  - Proposals that use durable materials and require moderate maintenance will be considered acceptable.
  - Proposals using low-quality, or highly degradable materials, or that require high levels of maintenance will be considered unacceptable.
- Site Control – evidence that the artist has an agreement with the property owner for site control.
  - Proposals showing evidence of site control will be considered acceptable.
  - Proposals showing no evidence of site control will be considered unacceptable.
- Idea/Design quality – how closely the design matches the City’s and ReImagine North of Main’s vision and design criteria.
  - Proposals that embrace Fitchburg’s character with high quality design will be considered highly advantageous.
  - Proposals with high-quality designs will be considered advantageous.
  - Proposals with quality designs will be considered acceptable.
  - Proposals without quality designs will be considered unacceptable.
- Price – the selection committee will choose one or more qualifying proposals, as determined by the cost of implementing the installations and the project budget. No proposal should exceed \$20,000.
  - Funding is inclusive of materials, artist fees, insurance, design and development, fabrication, contingency, and installation costs.

## **Results**

The selection committee will use the above listed evaluation criteria to determine the most advantageous proposals for the City. The committee will be comprised of individuals from the City, ReImagine North of Main, and the local arts community, such as the Fitchburg Arts Museum and NewVue Communities.

The successful proposer(s) shall complete work by June 30, 2020.