



City of **Montgomery**

DEPARTMENT OF DEVELOPMENT

November 3, 2014

The City of Montgomery Public Art Commission is pleased to issue this Call for Proposals for a mural to be applied to the property at 121 Montgomery Street. The mural will be highly visible along the Selma to Montgomery National Historic Trail. The first of several urban art murals planned by the Commission, the theme for this mural is dedicated to the 1965 Voting Rights March and/or its 50<sup>th</sup> Anniversary in 2015, and/or the Civil Rights Movement more broadly.

Artists must be able to complete the mural project by March 1, 2015. In addition, artists will be evaluated on the Mural Design/Theme, Experience with Outdoor Murals, and Approach to Project. A stipend of \$8,000 will be offered.

This mural is part of a larger effort to advance public art in downtown Montgomery, in concert with the City's work to promote revitalization. We invite you to review the following Call for Proposals and submit a proposal for consideration by the deadline of Monday, November 24, 2014.

Melanie Golson

Outreach Coordinator

334-625-3737

[mgolson@montgomeryal.gov](mailto:mgolson@montgomeryal.gov)

# Urban Art Mural Project

## Call for Proposals

### Summary

Project Name:	Civil Rights Mural
Mural Location:	121/129 Montgomery Street (2 <sup>nd</sup> story exterior wall facing Lee St.)
Funding Available:	\$8,000 stipend (additional fundraising allowed)
Application Deadline:	November 24, 2014

### Mural Project Goals

- To commission a series of murals throughout downtown Montgomery that reflect the vibrancy, vitality and significance of the city; and
- To enhance Montgomery as a destination for viewing public art by creating mural art in addition to other and future urban art installations.

### Mural 1 Description

- In preparation for the 50<sup>th</sup> Anniversary of the Selma to Montgomery Voting Rights March in 2015 the Public Art Commission is designating the first site in the Urban Art Mural project be related to the civil rights movement and/or the Voting Rights March.
  - The site faces a prominent segment of the final leg of the Selma to Montgomery National Historic Trail.
  - The site is one half block from the Rosa Parks Museum.
- The mural should
  - Be original, one of a kind, new work;
  - Be figurative in nature and celebratory: for example, honoring the courage of the marchers and other participants in the movement more broadly, or of the transformative effect of the civil rights movement;
  - Create an interest in the Voting Rights Trail and its historical significance to the Civil Rights Movement;
  - Honor and commemorate Montgomery's place in the Civil Rights Movement;
  - Inspire people to remember the past and see the legacy left future generations.

- Mural will be temporary:
  - This site is owned by a private developer who has given permission to the Commission to use the space.
  - The duration of the mural may only be until redevelopment of the property begins. A timeline for that redevelopment has not been established, nor is the potential impact or not known at this time.
- Mural surface is previously painted brick that has been sandblasted to remove paint (Exhibit A).
  - Artist will be responsible for priming any area to be painted.
- Mural must be completed by **March 1, 2015**.

### **Project Timeline**

RFP Published	November 3, 2014
Deadline for Submissions	November 24, 2014 4:00 p.m. (CST)
Commission Review	December 3-5, 2014
Notification of Chosen Artist(s)	Estimated the week of December 8, 2015
Mural Completion	March 1, 2015

The Commission reserves the right to change project timeline as necessary to ensure master plan deadlines are met and project is completed prior to celebration activities beginning in March 2015.

### **Artist Eligibility**

- Individual Artists and Artist Teams are eligible for consideration of this project.
- Call is open to artists nationwide; however, preference will be given to artists from the River Region.

### **Budget**

- The Public Art Commission will provide a stipend up to \$8,000.
  - Artist(s) may solicit additional grant money or private donations, if desired and/or if project costs exceed this amount;
  - Public Art Commission must be made aware of sources and amounts of additional funds received.
- Proposals must include a detailed budget.
  - Eligible expenses include all costs associated with the project including artist's design fee, insurance and supplies (paint, brushes, etc.).

## Submission Requirements

- Proposals must be submitted to the Public Art Commission no later than 4:00 p.m. (CST) on **November 24, 2014**.
- Submissions must include:
  - Letter of Interest
  - Resume
  - 3 Letters of Reference
  - Sketch of proposed mural
  - No more than 5 Examples of Previous Work
    - Include information such as cost, materials used, time to complete
  - Detailed Budget
    - Include information about whether additional sources are being contributed or if additional sponsors will be solicited.
  - Descriptive materials list (i.e., type of paint to be used)
  - Projected time needed to complete project (i.e., 4 weeks)
  - Anticipated days/times needed for access to site (i.e., Sat/Sun only, 10:00 am – 4:00 p.m.)
    - *This is for informational purposes only and not a criteria for selection.*
- Only electronic submissions will be accepted
  - Proposal documents must be in Adobe PDF format
  - Images separate from proposal must be in .JPEG format
  - Flash drive or CD delivered to Public Art Commission Office
    - Flash drives/CDs will not be returned
  - Via Google Drive Link to [mgolson@montgomeryal.gov](mailto:mgolson@montgomeryal.gov)

## Selection Criteria

- Mural Design/Theme
- Experience with Outdoor Murals
- Approach to Project and Reasoning for Interest in Project (Letter of Interest)
- Budget
- Location of Artist (preference to River Region area artists)
- Timeline for project completion

## **Selection Process**

The Public Art Commission will review all eligible proposals to select 2-3 finalists for presentation to the property owner and/or his/her representatives. The property owner reserves right to approve the final selection. Should property owner defer to the Public Art Commission the finalists will be re-evaluated based on the above criteria and a final proposal chosen.

## **Adjustments to Design Concept**

Artist/Artist Teams submitting proposals should be aware that the Public Art Commission reserves the right to require changes to the design to ensure appropriateness for all audiences.

## **Additional Information**

- Selected Artist(s) will be required to sign a contract with the Public Art Commission and show proof of general liability insurance coverage;
- Selected Artist(s) will be required to sign a Hold Harmless Agreement with the property owner;
- Selected Artist(s) are responsible for any copyright permissions if reproductions of images or known persons (i.e., Martin Luther King, Jr.) are to be included in the mural design.
  - Copies of permissions must be provided to the Public Art Commission
- Artist teams must be members of a business entity (i.e. limited liability corporation) or have a non-profit sponsor for payment purposes
  - Artist Teams, businesses, and nonprofit entities will need to provide any required W-9 forms and/or governing documents.
  - Contract will be with the business entity or sponsoring non-profit
  - Business entity or sponsoring non-profit will then be responsible for any payments due to individual artists, supply vendors, etc.
- Individual Artists will be considered independent contractors

## **Contact for Questions or Additional Information**

Melanie Golson  
City of Montgomery  
Department of Development  
[mgolson@montgomeryal.gov](mailto:mgolson@montgomeryal.gov) (preferred method of contact)  
334-625-3737

## About the Public Art Commission

The Public Art Commission was established by City Council Resolution No. 140-2013 in August 2013 to coordinate activities dedicated to the placement of art in public places and to the promotion of public art to enhance the vibrancy of the city and quality of life of its citizens.

The commission's primary goal is to have a systematic, but flexible, approach for

- identifying suitable locations for the placement of public art
- evaluating the aesthetic value of work proposed for placement in public places
- making informed decisions about the future needs for care and maintenance before art objects are placed on properties owned by the city or in partnership with private property owners

It is not intended to establish complicated procedures requiring excessive review of minute details which will deter patrons from donating art to the city or which will stifle the spontaneity and creativity of artists.

Working with private developers, property owners, museums, universities and other organizations the Public Art Commission is able to provide assistance in locating artists for specific projects that, although on private property, are open to the public for viewing and enjoyment.

The Department of Development provides staff and support to the Public Art Commission. This provides a great opportunity to promote the link between public art and the Department's work to advance revitalization downtown and strategic partnerships for economic development throughout the City of Montgomery.

City of Montgomery Public Art Commission does not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or selection of artists.

The Public Art Commission funds projects through solicitation of grants and other private funding.

Exhibit A – Mural Wall

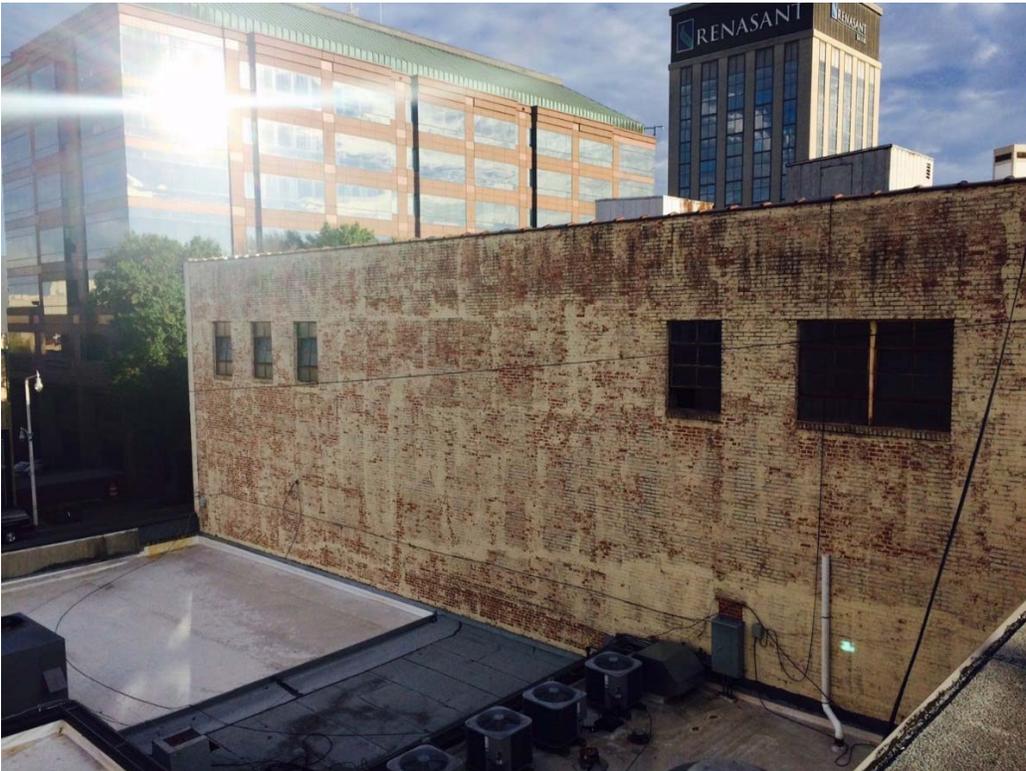


Exhibit B – Map of Mural Wall Area

