



## CALL FOR ARTIST RFP # 21-006

### Fairburn Downtown Historic District Mural

#### CALL SUMMARY

The City of Fairburn is seeking an artist to paint an original mural design in Fairburn's Downtown Historic District that will beautify the city and build on Fairburn's efforts to increase public art for economic and community development.

#### PROJECT DESCRIPTION

The City of Fairburn has recognized the importance of incorporating art into the city's environment. Art tends to enhance community character by strengthening economic development and beautifying communities. The mural project is specific to a newly built wall fronting SR 29 (Broad Street) in the downtown historic district. This mural project is supported by the city's 2019 Creative Placemaking Strategy and efforts to increase public art in the community.

The mural must be completed no later than September 30, 2021. Artists will work on the mural in August – September 2021, culminating with a reveal ceremony to include attendance by the Mayor, City Council, Art Advisory Council, citizens, and downtown business owners.

#### ARTIST ELIGIBILITY

Eligible applicants will be artists aged 18 and over, who have at least 1 - 3 years of experience painting murals or painting other public artworks (e.g. bike racks, utility boxes, etc.). The awarded artist must sign a Service Agreement before the Notice To Proceed is granted. Applicants must be legal to work in the United States.

#### BUDGET

The mural is funded by the City of Fairburn. The budget should cover the design and production of the artwork as well as all supplies, materials, insurance, and transportation to and from the worksite. Awarded artists will be required to carry \$1M Liability Insurance for the duration of the project.

All payments are made in partial installments, with the first for materials, installation, and labor; the second (and in most cases, final) is upon completion. Payments are issued in installments as listed below:

80/20 with the first being an initial payment to cover project costs, and the second and final installment paid within 30 days of successful project completion.

#### SITE DESCRIPTION

Fairburn is located in north-central Georgia, 25 miles south of Atlanta. The downtown historic district contains a variety of historical commercial buildings, a passenger depot, and a freight depot, both built in 1917. The newly constructed mural wall is in the heart of the downtown historic district on SR 29 (Broad Street). The mural will be positioned in a highly visible area for pedestrians and motorists

traveling along SR 29. The passenger depot is positioned to the rear of the wall, which is home to Casablanca Restaurant.

Please see the site pictures for the current site conditions.

### **PROJECT GOALS**

The Fairburn Downtown Mural project goals are to 1) commission a colorful and dynamic artistic design that will capture the public's imagination and offer a fun visual that will also capture the public's imagination, and 2) deliver a thought-provoking piece of art that will enhance the community, produce a sense of city pride, and create excitement around the arts.

The artwork must be suitable for public viewing and be free from advertising or logos.

### **SUBMISSION GUIDELINES**

**All proposals must be received by 3:00 pm EST, Monday, July 12, 2021. Submittals received after the deadline will not be considered.**

Submit proposals to [communitydevelopment@fairburn.com](mailto:communitydevelopment@fairburn.com).

Questions should be emailed to Tarika Peeks, Director of Planning and Zoning at [tpeeks@fairburn.com](mailto:tpeeks@fairburn.com)

#### **Artist submissions must include the following materials:**

1. Title of the work.
2. Official Artist Statement. This is about the work, not the person. The artist statement should include a few sentences summarizing the artist's submission and artistic practice and approach. It is usually written in the third person. This will be used for signage, social media, and promotional purposes.
3. A one-sentence summary describing the proposed work.
4. Contact information for all persons involved in the creation, including name, address, telephone, email address.
5. Biographical information for principal artist(s)
6. A written narrative describing the design: What is the work and what does it mean? **(NOT TO EXCEED 250 WORDS)**.
7. List of materials and step-by-step installation plan.
8. Detailed budget showing how much is being requested, how the budget will be used, source for materials, and artist's fee. Please factor major machinery needs (e.g., forklift or man lift), assistant(s), hand, and small power tools into your budget. These items will not be provided by the City of Fairburn.
9. At least one - two sketches/renderings, showing scale, dimensions, and elevation of the proposed project; and three images of previous art installations (JPEG or PDF) and locations (not to exceed 1024 x 768 pixels at a minimum of 150 dpi), accompanied by an image list with a description of each work sample.
10. Two Professional References who can speak to an artist's ability to meet deadlines, work with the community, and create innovative work. Please include name, organization, phone number, and email address.
11. Link to Instagram or other online portfolio of work

**TIMELINE**

The schedule of events set forth herein represents the City of Fairburn’s best estimate of the schedule that will be followed. However, delays to the procurement process may occur which may necessitate adjustments to the proposed schedule. If a component of this schedule, such as the close date, is delayed, the rest of the schedule may be shifted as appropriate. Any changes to the dates, up to and including the closing date of the RFP, will be publicly posted prior to the closing date of this RFP. After the closing date of the RFP, the City of Fairburn reserves the right to adjust the remainder of the proposed dates, including the dates for evaluation, negotiations, award, and the contract term on an as needed basis with or without notice.

**Description**

**Date/Time**

Release of RFP	June 16, 2021
Deadline for written questions to the City of Fairburn	June 25, 2021 by 5:00 PM EST
Responses to written questions	July 5, 2021 by 5:00 PM EST
Proposals due	July 12, 2021 by 3:00 PM EST
Proposal evaluation completed	July 15, 2021
Artist selected	July 26, 2021
Installation period	August - September 2021

**EVALUATION CRITERIA**

The contract will be awarded to the respondent determined to be the most qualified to perform the work based on established evaluation criteria. Each proposal submitted will be evaluated on the following weighted criteria:

<u>Artist Experience</u>	20%
<u>Concept</u>	25%
<u>Artistic Merit/Quality</u>	25%
<u>Fee Proposal</u>	30%
<i>Total:</i>	100%

**SITE CONDITIONS**

The wall was constructed in 2021. The passenger depot is the location of the Casablanca Restaurant, and the parking area for the restaurant is adjacent to the wall. The wall is sloped with the tallest part of the wall towards the northern end and the smallest part towards the southern end.

Please consider the entire wall into the proposed mural design(s). The entire wall does not have to be painted but the mural design should complement the shape and dimensions of the wall.

**Wall Details (approximates)**

Height	6 feet 11 inches
Length	111 feet



## **TERMS AND CONDITIONS**

By submitting a proposal, the Artist(s) is accepting the following Terms and Conditions, and these terms and conditions shall form the basis of any contract awarded as a result of the publication of this Open Call for Artist:

1. The Artist(s) shall hold harmless the City of Fairburn against any claims, judgments or liabilities to which they may be subject as a result of any acts or omissions associated with, arising from, or relating to the submission by Artist(s) of a proposal in response to this Open Call for Artist(s) or the performance, installation, or creation of any art or performance arising from the issuance of this open call;
2. The Artist(s) agrees that its status shall be that of an independent contractor, and neither it nor any of its employees or subcontractors is or shall be an agent, servant, or employee of City of Fairburn;
3. The Artist(s) agrees that the City of Fairburn shall be permitted to use and reproduce images, videos, and where applicable, recordings, of the selected projects for promotional purposes; and that Artist(s) will sign any document necessary to reflect such permission for use and reproduction;
4. All proposal submissions shall become the property of the City of Fairburn;
5. A Federal Work Authorization user identification number included within Form W-9 for taxpayer identification number and certification shall be required, along with a S.A.V.E. affidavit and other required documents.