



REQUEST FOR PROPOSALS

2021 Mural in Bridge Street Plaza – Downtown Grand Ledge

GENERAL INFORMATION

The Grand Ledge Chamber of Commerce (Chamber) is requesting proposals from Michigan-based artists for the creation of a “Welcome to Grand Ledge” mural in Bridge Street Plaza on the Zoglio Law Office Building, 209 S. Bridge Street in the heart of downtown Grand Ledge. See Attachment A, Zoglio Building Mural Wall.

The mural must be a minimum of 20 feet wide and 10 feet tall, include the words “Welcome to Grand Ledge”, be vibrant in color to liven up this major business corridor of M-100/Bridge Street, and reflect images that are central to Grand Ledge, and bring a pleasing color pallet to the building. The mural must be painted off-site on weatherproof panels and installed by the artist no later than Friday, October 29, 2021. Once installed, the mural must not overhang or protrude from the edges of the building and must fit securely on the building wall facing into Bridge Street Plaza. See Attachment B, Examples of Desired Types of Mural.

TOTAL PROJECT BUDGET

The project budget is not to exceed \$15,000 for an artist or team of collaborative artists. The project budget is all inclusive, including the artist(s) fees, supplies, artwork installation, related expenses, and other associated costs. Transportation, travel, liability insurance during the transportation, and installation are the responsibility of the artist.

PROPOSAL REQUIREMENTS AND FORMAT

1. Current resume with contact information.
2. Letter of interest addressing how you would approach the project.
3. List of three (3) professional references and including name, address, phone number, and email address.
4. A minimum of three (3) JPG images of previous work.
5. A drawing illustrating the proposed mural for this project.
6. Itemized budget including all costs such as artist’s fee, design, fabrication, and installation costs; to include transportation and insurance during installation.
7. Detailed installation plan and maintenance details.
8. Completed proposal must be emailed as a PDF or printed and mailed. All proposals must be received no later than 4:00 PM EST on Monday, July 19, 2021.

CALL

The call is open to artists locally and throughout Michigan.

PROJECT BACKGROUND INFORMATION

The mural will be a welcome sign to be painted on panels and installed on a beige building that faces Bridge Street Plaza in the downtown business corridor of Grand Ledge.

The artist mural will represent the unique aspects of the community of Grand Ledge, including their love for nature and music. Showcasing the mural in Bridge Street Plaza will create a gathering place for people of all ages and abilities. The artwork will be chosen for its ability to showcase not only

the artist's skills, but how the artist showcases a sense of place in the City of Grand Ledge. This project is one of several initiatives aimed at enriching the community experience for residents and visitors.

Bridge Street Plaza is fully ADA- accessible with paved paths and park benches connecting to Bridge Street for on-street parking and a public parking lot with nearly 100 parking spaces including three (3) handicap accessible spaces. Home to the "Bridge Street Four" one of more than a dozen art installations in the city, these four metal sculptures created by Michigan artist Robert Barnum link the synergy between Grand Ledge's long-standing love for music and art. Bridge Street Plaza is located at 213 S Bridge Street/M-100, a high-volume vehicle and pedestrian traffic area, making it a prime spot for a mural.

Bridge Street Plaza's open concept is an ideal, activated space for murals as it currently hosts the announcement area for five (5) annual downtown parades, annual holiday trees and numerous other community driven events. The artistic mural will increase the time visitors spend downtown, generating greater awareness and revenue for local businesses and adding to the welcoming environment within Grand Ledge.

CRITERIA FOR SELECTION

The Chamber will manage the stages of this project including circulating the Request for Proposals, reviewing proposals, selecting the bid, and issuing the contract. The criterion for selecting proposals includes, but is not limited to:

1. Originality: creativity and uniqueness demonstrated in previous projects.
2. Michigan-based artist(s).
3. Complete submittal of all proposal required materials as outlined above.
4. Style, scale-to-site and appropriateness: Artwork should demonstrate it is compatible in relationship to the parks and trails, downtown, surrounding neighborhoods, and the city as a whole. Artwork should reflect the culture and natural environment that encompasses the city.
5. Technical considerations and feasibility to be based on the artist's work history and experience in completing projects within the timeline and budget, as well as the sustainability of the project.
6. Quality and craftsmanship of past work.
7. Project budget.

PROJECT TIMELINE

Call for Artist/RFP Release	Friday, June 25, 2021
Deadline for Proposals	Monday, July 19, 2021, at 4:00 PM
Select & Contract Artist	Monday, August 2, 2021
Artist Progress Report	Monday, September 13, 2021
Art Piece	
Completed	Friday, October 22, 2021
Installed	Friday, October 29, 2021
Press Event	TBD (November or December 2021)

INCURRING COST

All materials submitted in response to this RFP become the property of the Chamber and will not be returned. The Chamber accepts no responsibility for costs incurred by the artists in responding to this RFP.

Artwork commissioned for this project will become the property of the Chamber. The Chamber will have no obligation to display the artwork for any particular period of time. The Chamber will not assign or grant license of the artist's work to any third-party. Any award will require that the artist

carry a \$1,000,000 liability insurance policy naming the Chamber as additionally insured through completed installation of the mural.

APPLICATION DELIVERY

Completed proposals must be received by 4:00 PM EST on July 19, 2021. Proposals received after that time will not be considered.

Email to: Amy@Grandledgechamber.com

Mail to: Grand Ledge Chamber of Commerce
310 Greenwood Street
Grand Ledge, MI

QUESTIONS

If you have any questions, please contact Chamber Director Amy Hoyes at 517-627-2383 or amy@grandledgechamber.com

Attachment A – Photos of Zoglio Building Mural Wall





Attachment B – Examples of Desired Types of Mural



