



DOWNTOWN BELLEFONTE INC MURAL

REQUEST FOR QUALIFICATIONS

About Downtown Bellefonte, Inc. (DBI)

DBI is dedicated to helping business arrive and thrive in 21st Century Bellefonte while preserving, protecting, and utilizing Bellefonte's historic architecture and heritage, and organizing town-wide initiatives that invite residents and visitors alike to discover all that Bellefonte has to offer.

Downtown Bellefonte believes strongly that history and art are inseparable from a living, breathing downtown. Historical significance — such as the Victorian architecture and the legacy of the town's seven U.S. governors, and the Underground Railroad — on both the state and national level give the town an air of American relevance. By that same token, the town's reputation as a gathering place for artists and artisans is a vital part of the Bellefonte aura. This combination serves as a major draw to locals and visitors as well as helping to attract new businesses. DBI works closely with local art and historic organizations, museums, galleries, and community organizers in a concentrated year-round effort to promote Bellefonte's heritage, cultural and creative strengths.

DBI is seeking qualified artist(s) for a large-scale mural project. In the summer of 2023 they hope to install one large mural in Downtown. The goal is to commission a mural that will attract visitors, locals, and tourists, and DBI hopes that this project will be a catalyst for more investment in the arts.

Project Overview: During the Request for Qualifications, RFQ Phase, PHASE I, a review panel will evaluate initial responses according to the criteria outlined in the RFQ application. Up to 3 artists or groups of artists whose proposed qualifications demonstrate, in the review panel's sole opinion, the qualifications that best fulfill the purposes of this RFQ will move to the finalist selection phase, PHASE II. In PHASE II artists will be hired to create proposal concepts based on the project theme. Those proposals will undergo a jury review. The selected artist in PHASE II will be contracted to implement their mural concept in Bellefonte, PA in 2023.

Applicant Eligibility

- Applicant(s) must be willing to sign an indemnification agreement, a hold harmless waiver, and a photo release waiver;
- Applicant(s) must be prepared to provide proof of insurance;
- Applicant(s) must be 18 or older;
- Applicant(s) must be able to travel to Bellefonte, PA to install the mural in 2023;
- Applicant(s) must be able to provide tax documentation and be eligible to work in the USA in 2023;
- Applicant(s) must be willing to participate in a dedication ceremony, interviews, or conduct demonstrations/presentations.

DBI is an equal opportunity employer.

Statement of Work: The scope of work for the selected artist or artist team may generally include, but not limited to, the following:

PHASE I RFQ Applicant:

- Submit RFQ to DBI before the deadline (see project timeline below).

PHASE II finalists:

- Provide a fully rendered, in color, design proposal for the site by the deadline.
- Prepare and present, as necessary, the design concept, timeline for installation, materials, and equipment needed.

PHASE III finalist(s):

- Enter into contract with DBI.
- Install the mural in 2023
- Install the mural in accordance with the terms and conditions of the contract. The Artist or Team will work collaboratively with A H Public Spaces Consulting and DBI to ensure that the mural is installed correctly and in a timely manner.
- Artist(s) may be asked to work with local volunteers and/or artists while implementing the mural.
- Artist(s) will attend a dedication ceremony at the mural site.

Project Timeline:*

JUNE 2023

JULY 23, 2023

JULY 2023

AUGUST 2023

AUGUST-SEPTEMBER 2023

SEPTEMBER-OCTOBER 2023

RFQ release

Phase I: Deadline for RFQ submissions

Phase I: Review RFQs and make finalist selections. Phase II Finalists selected and notified; *all applicants will be notified about the status of their application*

Phase II: Deadline for finalist(s) design proposals

Jury review of finalist(s) design proposals; Finalist is selected; *all finalists will be notified about the status of their application*

Phase III: Mural to be installed

**Dates may be changed due to inclement weather; DBI reserves the right to modify this schedule if necessary.*

Public Art Location: The project location is on a cinderblock wall on the rear elevation, and the scope of work may include the side elevation of 121 S Allegheny St, Bellefonte, PA 16823. Site template and additional photos will be provided to Phase II finalists. The goal is to provide a creative installation that will resonate with Bellefonte, and embody and celebrate the Bellefonte's rich history.

Specifications: The total area of the mural is to be a size of approximately 1,000 square feet. *Site template and additional photos will be provided to Phase II finalists. Site photos are available within the Creative Brief document.*

Mural Theme: The mural should embody the essence of Bellefonte, PA. A creative brief was developed by the mural committee. *See the Creative Brief (link below).* Phase II muralists are asked to use this reference material to develop their design. Not all components of this brief should be included in the artist's proposal. The goal of the mural is to highlight community assets, tell a unique story, and celebrate Bellefonte.

Site Photos & Creative Brief:

<https://form.jotform.com/230385930906156>

(available on the JotForm application)

Information Contact: Perspective applicants who have questions regarding the project may submit questions by e-mail to **Alex Hall: AHPSConsulting@gmail.com.**

An Equal Opportunity Employer



Mural Budget: A review committee will select the Phase II finalist(s) from the RFQ applicants. Phase II finalist(s) will enter into a contract with DBI, provide a signed Form W-9, and issue DBI an invoice for a design fee of \$200.00.

Phase III finalist, the selected muralist(s), will sign a mural contract and waivers. It may be the artist's responsibility, upon awarding of the contract, to work with DBI to present the proposal concept before any specific governing bodies before installation may proceed. The selected artist(s) will have a budget not to exceed \$13,000.00 to install their mural. The budget is to cover all costs associated with the mural, inclusive of, but not limited to, artist fee, materials, transportation, travel to and from the site, per diem expenses, insurance, project documentation, associated project equipment rentals and purchases and the contingency to cover unexpected expenses and any other costs related to the mural not covered in the preceding list. The muralist will be given 50% of the budgeted amount upon signing their contract and providing any necessary documentation. The artist will be awarded the final sum of payment at the satisfactory completion of the project. Funding for this project was made possible by DBI.

Work Samples Submission Guidelines: Qualifications must be submitted electronically via the **JotForm link**. Applications that do not include the below mandatory information will be rejected without further consideration. Applications must be received on or before the due date and time specified in this solicitation.

RFQ JotForm Application must include the following:

- a. **Applicant Contact Information:** Please provide your name, mailing address, email address, phone number and city of residence
- b. **Professional Resume (2 Page Limit):** An outline of the primary artist's background and experience with examples of work done by the primary artist(s); and a list of other individuals who will assist in the completion of the project, detailing their training, and relevant work experience.
- c. **Three Previous Work Images:** three relevant work samples, including title, dimensions, medium, and completion date.
- d. **A Brief Statement:** State in 200 words or less why you are interested in participating in this project.

Evaluation: All responses received by the deadline will be evaluated by representatives of the a DBI review panel. DBI reserves the right, based on the scores of the qualifications, to create a short-listing of artists who have received the highest scores to interview or conduct demonstrations/presentations. Those chosen by the review panel will be invited to move forward as Phase II finalists.

Evaluation Factors for Request for Qualifications: The review panel will consider the following factors and weigh on which qualifications will be judged during this process: expressed understanding of project objectives in written statement, artistic quality of previous work, scale of previous work, and style of previous work. Artistic quality shall be demonstrated by the artist(s) work samples, experience in the production of public art.

Evaluation Factors for Phase II Finalists: Artists whose proposed qualifications demonstrate they best fulfill the purposes of this RFQ, will be invited to enter into a contract with the DBI and receive a stipend to develop a proposal for the project. The DBI review panel will consider the following factors and weighting on which artist(s) proposals will be judged: mural design and written narrative. The selected finalist's design will be shown to the Bellefonte Borough, HARB Review Committee, and Property Owner for final approval.

Deadline: Qualifications must be received by **JOTFORM APPLICATION** no later than **12:00 p.m. (EST), May 31, 2023**. Incomplete or late submissions will not be considered.

JotForm Link: <https://form.jotform.com/221233687832155>

Information Contact: Perspective applicants who have questions regarding the project may submit questions by e-mail to **Alex Hall: AHPSConsulting@gmail.com**.

An Equal Opportunity Employer

