



## SENECA FALLS, NY

### 89 FALL STREET MURAL PROJECT PROSPECTUS

#### About Bonafiglia Family Foundation

The Bonafiglia Family Foundation provides aid, assistance, and services for the good of the Town of Seneca Falls, neighboring communities, and the people that live there. Our values are the principles that guide our decisions and actions; they serve as the foundation's cultural cornerstones.

**Community:** Fostering opportunities to enhance synergy amongst diverse groups looking to do good locally.

**Integrity:** Committed to building trust through meaningful relationships, responsible actions, and transparency.

**Generosity:** Believing in big-heartedness, sharing our resources to support others.

**Leadership:** To guide & inspire others to actively participate in positive change.

In 2025 the Bonafiglia Family Foundation will collaborate with their partners to facilitate the installation of murals in downtown Seneca Falls, NY. Each mural will align with the *Advance Seneca Falls 2024 Comprehensive Plan* and reflect the objectives of the community. The goals and purpose of this type of artwork implementation include highlighting community assets, embracing the value of public art investment, bringing visitors to your community, encouraging economic growth, and improving quality of place.

#### **Bonafiglia Family Foundation is seeking qualified artists to install a mural project in Seneca Falls, NY.**

**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. Artists or artist teams 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 specific themes. Those proposals will undergo a community jury review. The selected artist in PHASE II will be contracted to implement their mural concept in Seneca Falls, NY in 2025.



*Mural site: 89 Fall Street, Seneca Falls, NY*

#### **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 Seneca Falls, NY in 2025 to install a mural;
- Applicant(s) must be able to provide tax documentation and be eligible to work in the USA in 2025;
- Applicant(s) must be willing to participate in an Apprentice Program;
- Applicant(s) must be willing to participate in a dedication ceremony, interviews, and/or conduct demonstrations/presentations.

*Bonafiglia Family Foundation 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 before the deadline (see project timeline below).

PHASE II finalists:

- Enter into proposal contract with Bonafiglia Family Foundation.
- 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 Bonafiglia Family Foundation.
- Install the mural within the contractually stated timeline.
- 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 Bonafiglia Family Foundation 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:\***

MARCH 2025

**Phase I: RFQ release**

**APRIL 13, 2025**

**Phase I: Deadline for RFQ submissions**

APRIL - MAY 2025

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

**MAY 31, 2025**

**Phase II: Deadline for finalist(s) design proposals**

MAY – JUNE 2025

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

**JULY – SEPTEMBER 2025**

**Phase III:** Mural is installed.

*\*Dates may be changed due to inclement weather; Bonafiglia Family Foundation reserves the right to modify this schedule if necessary.*

**Public Art Location:** The mural site is located in downtown Seneca Falls, NY at 89 Fall Street. Detailed site template and additional photos will be provided to Phase II finalists.

**Specifications:** The total area of the project is 1,200 square feet. The wall is a previously painted, faux stucco/EFIS product.

**Mural Theme:** The mural will highlight the importance of the Seneca-Cayuga Canal, which opened in 1818. The Erie Canal opened in 1825, and once the Erie Canal was connected with the Cayuga-Seneca Canal in 1827, Seneca Falls grew to become a hub of industrial activity with access to the rest of the commercial world. The goal is to provide a creative installation that will resonate with Seneca Falls, NY. A creative brief is being developed by Bonafiglia Family Foundation. This document will be shared with Phase II finalists to aid them in designing their proposal concept. 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.

**Project Budget:** There is no fee for RFQ applicants to submit their qualifications in Phase I.

A review committee will select the Phase II artists from the RFQ applicants. Phase II finalist(s) will enter into a contract with Bonafiglia Family Foundation, provide a signed Form W-9, and issue an initial stipend invoice for a design proposal fee. Phase II finalists will be paid to design a proposal.

The selected artist(s) will be paid to implement their mural. All wall preparation work and wall priming will be managed and funded by the Bonafiglia Family Foundation in partnership with the property owner. Bonafiglia Family Foundation will cover all costs associated with the mural, inclusive of, but not limited to, artist fee, materials, transportation, travel to and from the site, project documentation, associated project equipment rentals and purchases and the contingency to cover unexpected expenses and any other costs related to the

**Information Contact:** Applicants who have questions regarding the project may submit questions by e-mail to Alex Hall: [AHPSConsulting@gmail.com](mailto:AHPSConsulting@gmail.com).

mural not covered in the preceding list. Food and non-mural-related expenses will be the responsibility of the muralist. The muralist is responsible for obtaining insurance and providing proof of insurance. The muralist will be given a portion of the artist stipend 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.

The artist stipend for the mural project is negotiable based on scale and intricacy of design. The baseline Artist Stipend is \$9,000.00 for this project. Funding for this project was made possible by the Bonafiglia Family Foundation, and the foundation will serve as the fiscal agent for the initiative.

**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. **Four Previous Work Images:** four relevant work samples; please indicate: location, dimensions, medium, and completion date within the prompted area.
- d. **A Brief Statement:** State in 200 words or less why you are interested in participating in this project. *Please be sure to include interest as it relates to the mural theme.*

**Evaluation:** All responses received by the deadline will be evaluated by representatives of the foundation's review panel. Bonafiglia Family Foundation 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 Proposals:** Artists whose proposed qualifications demonstrate they best fulfill the purposes of this RFQ, will be invited to enter into a contract with the Bonafiglia Family Foundation and receive a stipend to develop a proposal for the project. The 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 designs will be shown to the community and Property Owner for final approval.

**Deadline:** Qualifications must be received by **JOTFORM APPLICATION** no later than **12:00 p.m. (EST), APRIL 13, 2025**. Incomplete or late submissions will not be considered.

**JotForm Link:** <https://form.jotform.com/250754702439156>