

FOUNDATION FOR THE TRI-STATE COMMUNITY, INC.
Call for Artists and Request for Proposal
Huntington Bloomberg Asphalt Art Project

Save Two Dates!

3/9/22 10:30 am EST - Watch a Zoom Training for Artists for Asphalt Art
3/31/22 5:00 pm EST - Respond to Call for Artists for Asphalt Art Project

Introduction

The Foundation for the Tri-State Community (the Foundation) is the recipient of a \$25,000 grant from the Bloomberg Foundation, which will be matched with \$5,000 local match dollars, to create asphalt art at three intersections in Huntington, WV, in neighborhoods that were targeted by the Huntington Innovation Project (“HIP”) Plan. The goals of the Bloomberg grant program are to enhance:

- ❖ Safety & Mobility - *reduce speed at a particular location, shorten the crossing distance*
- ❖ Public Space - *generate pedestrian activity and activate a particular location*
- ❖ Community Engagement - *change the perception of a certain public space*

The specific locations within the City and the goals are:

- ❖ Highlawn Neighborhood - Collis Avenue and 26th Street where the new elementary school is located - *safety for school children and beautification*
- ❖ Fairfield Neighborhood - 10th Avenue and 17th Street where the Memphis Tennessee Garrison historic home is located - *Increase activity and awareness of a public space and community engagement with the historic home*
- ❖ West End Neighborhood - 14th Street West by The Wild Ramp at the intersections of West 5th Avenue - *draw people between Gazebo Park and The Wild Ramp and increase safety*

A Local Project Team has been formed to oversee the project & consists of:

- ❖ Zane Parsley, Executive Director of Highlawn Community Alliance
- ❖ RaShad Sanders, Executive Director of Fairfield Community Development Corporation
- ❖ Lauren Kemp, Executive Director of RenewAll, Inc., West Huntington
- ❖ Jim Insko, City of Huntington Public Works Director
- ❖ Bryan Chambers, City of Huntington Public Relations Director
- ❖ Margaret Mary Layne, CEO Layne Consulting, LLC, Project Manager

Zoom Training for Artists

The purpose of this training is to expand the pool of regional artists that have an understanding of the specific requirements for painting on asphalt and the appropriate materials and tools needed for a successful project. The training will be conducted by Tony Garcia, the principal for The Street Plans Collaborative of South Miami, Florida. www.streetplans.org Mr. Garcia is a part of the Bloomberg Asphalt Art Team. This training is free. If you would like more information on asphalt art, Bloomberg Foundation has created an Asphalt Art Guide. It can be downloaded at <https://asphaltart.bloomberg.org/guide/> It is the hope of the Foundation for the Tri-State that we will be able to engage an artist from our region for this project. One of the purposes of this training is to allow artists to learn appropriate materials and supplies and installation techniques so that the artist can allocate reasonable costs for those in the budget submittal as well as the requested timeline for installation for each neighborhood. If you wish to register for this training, please email margaretmarylayne@gmail.com and you will be added to the list and sent a link for the meeting.

Project Description

This Call for Artists and Request for Proposal is seeking an artist to paint three intersections (locations noted above). These areas are shown on the attached site plans. The areas marked for painting are the areas where painting will be allowed by the City. The artist will make the decision of what area and how much to of the area he/she wishes to paint driven by the designs. The artist has the liberty to choose all or parts of the areas approved. The selected artist will work with the residents of each neighborhood to engage and identify what is important to and reflective of each neighborhood and to gather input that the artist will use in creating the designs. This neighborhood engagement will also serve as an opportunity to connect with volunteers who will support the work of the artist during installation. The artist will receive support with community engagement from the Local Project Team member from that neighborhood. The artist will produce two designs for each intersection and a final design will be chosen by each neighborhood. Total funds available for this project are \$30,000 and this would include payment to the artist and all other costs for supplies and materials and a \$2,000 maintenance fund. It is anticipated that the artist will make his/herself available for interviews and photos/videos for traditional and social media.

Project Timeline

3/31/2022	Proposals due at midnight EDT
4/15/2022	Artist selected by Mayor's Council for the Arts
4-5/2022	Artist engages with residents and creates two designs for each intersection
5/31/2022	Design selected and materials/supplies list completed

6/2022 Supplies/materials acquired and permits secured
7, 8, 9/2022 Painting occurs at all three locations

Artist Proposal Requirements

1. Completed Artist Application form attached to this RFP
2. The artist's resume including an artist's statement
3. A description of how the artist plans to approach the project including community engagement, engagement of resident volunteers and artist volunteers, and actual installation as well as plans for maintenance.
4. A full timeline with more specificity than the Project Timeline above but within those parameters
5. An estimated timeline for street closures for each project's installation.
6. A description of the artist's experience in asphalt art and engaging a community in the design and implementation of public art with examples which should include location, size, types of materials and total costs
7. Images of representative previous work
8. Proof of insurance
9. A full budget which delineates, at a minimum, artist fees for all design and labor for installation, separate line items for each type/category of supplies or materials based on square footage or other reasonable method, travel if appropriate and a maintenance fund of \$2,000. There will be no cost for City permitting or City support for street closures while installation is occurring.
10. A statement that the artist can complete the work in accordance with the proposed timeline
11. A final signature line and date
12. Submittal by the due date 3/31/2021 at Midnight EDT.

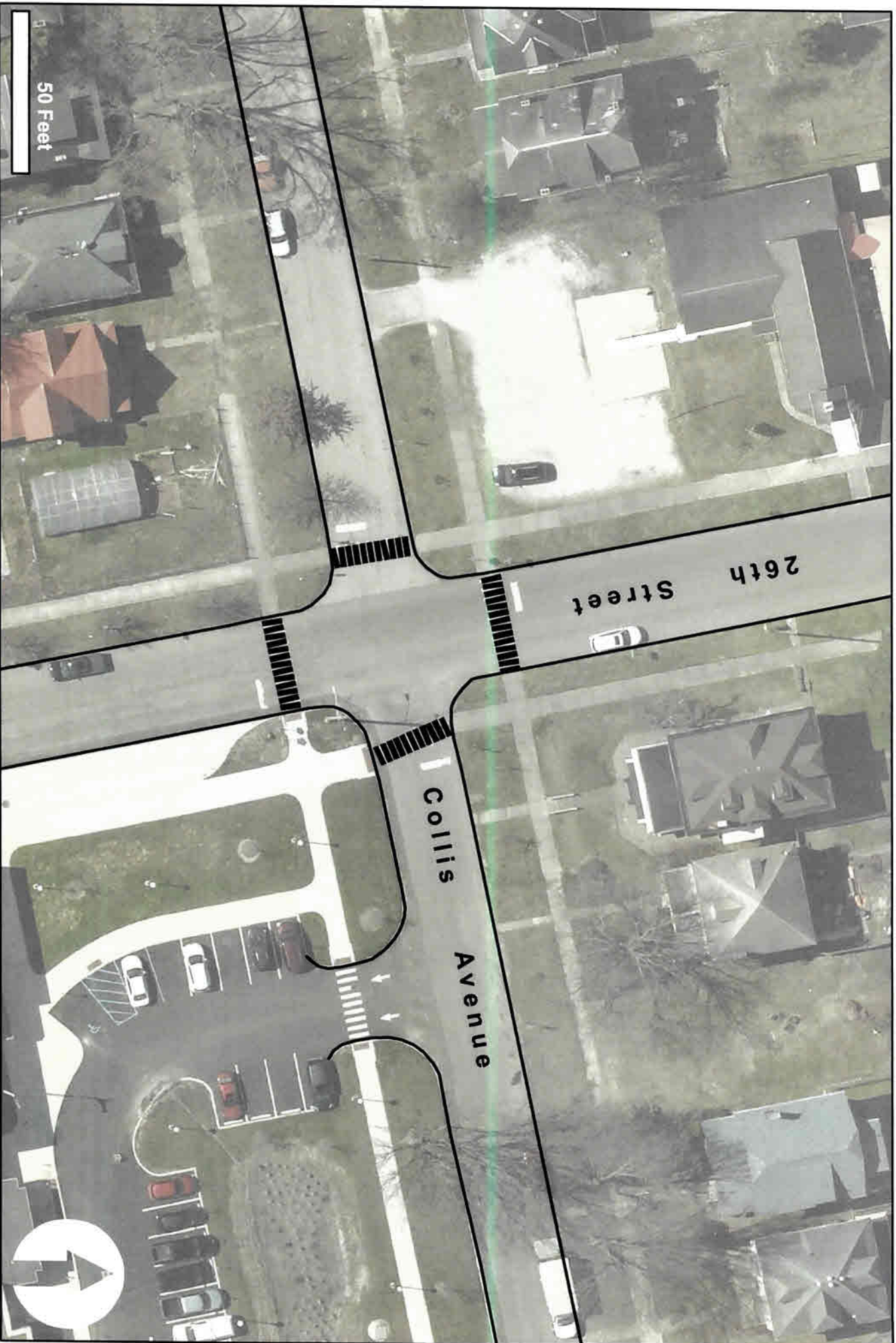
Project Policies

The selected artist will retain ownership of proposed designs until one design is selected for each neighborhood. At that time, the ownership of the design and the artwork produced will become the property of the City of Huntington, WV. The selected artist will be required to sign a contract to complete the work in accordance with the artist's proposal and requirements in this RFP.

Questions About Proposals and Submittal

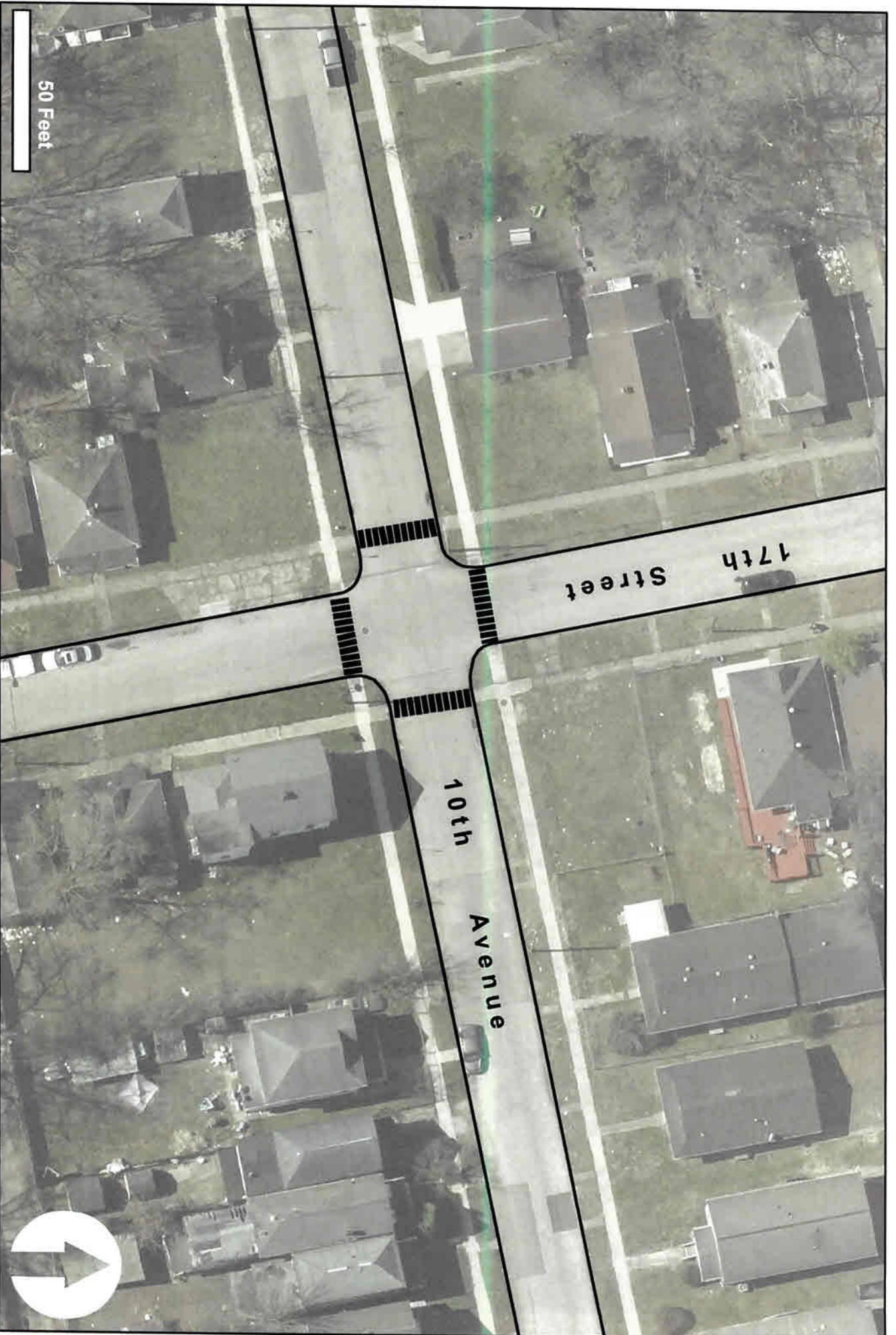
All questions about this RFP and Call for Artists should be directed to Margaret Mary Layne margaretmarylayne@gmail.com by 3/25/22.

The proposal should be submitted by Midnight on 3/31/22 EDT to the above email. If any artist desiring to submit a proposal does not have appropriate access to digital equipment or internet service, please call Margaret Mary Layne at 304.633.5990.



Highlawn Elementary Crosswalk Collis Avenue & 26th Street





Memphis Tennessee Garrison Crosswalks 10th Avenue & 17th Street





The Wild Ramp Crosswalks 14th Street West & 5th Avenue West



Foundation for the Tri-State Community

Call for Artists and Request for Proposal: Huntington, WV Asphalt Art Project 2022

ARTIST APPLICATION

Name: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Website: _____

Social Media Handles: Facebook: _____

Twitter: _____

Instagram: _____

Studio Address (if different from above): _____

City: _____ State: _____ Zip: _____

As an applicant for the opportunity to complete this public art project for the Foundation, I certify that all works submitted represented as my work are the product of my creation and no other. I further certify that all statements made in this application are true to the best of my knowledge.

I understand that the Foundation may make duplicates of my images and application materials for the purpose of the consideration of my application, and the promotional materials concerning the project.

I understand that any liability for loss or damage to my application or images is not the responsibility of the Foundation or the application selection committee.

Applicant Signature

Date