



## Request for Proposals Public Art for Communities 2019

The Lansing Economic Area Partnership (LEAP) is currently accepting proposals from municipalities, businesses and organizations within Ingham, Eaton and Clinton Counties interested in receiving funding to commission and install a piece of public art. The LEAP Public Art for Communities program with additional support from the PNC Foundation will award three grants of \$10,000 each for the municipality, business or organization to commission, create and install the piece of public art for year-round public display.

*Arts and cultural strategies help to reveal and enhance the underlying identity — the unique meaning, value, and character — of the physical and social space of a community. In this way, the community character of a city, county, township, or neighborhood can be expressed through the activation of a place.*

*LEAP believes that these public art installations' positively impact our communities through:*

- *Shifting our “rust belt” image to an image and place of sophistication and creativity, exhibiting world-class arts and cultural opportunities.*
- *Strategically and specifically positioning various forms of public art to spur economic growth and retain/attract business and talent to the area.*
- *Institutionalizing policies and procedures on how arts and culture can be successfully implemented within a municipal body.*

The most successful applicant will identify a key, central, public location that is highly visible or recognizable to a significant and regular flow of foot and car traffic. Beyond visibility, we want the public to enjoy the art and feel that the placement greatly enhances the physical aesthetic. Applicants should consider how the community will utilize, interact and feel ownership over the piece. The perfect piece should be specific to the community and its residents.

*Definition of “Public Art”:* Public Art is a uniquely created piece of physical artwork, such as a sculpture, statue, mural, or bike rack that will permanently endure the site, activities, and weather. It must not be political or obscene in nature.

### **Eligibility**

- The request for proposal is open to any municipality, business or organization located in Ingham, Eaton or Clinton Counties.
- Scoring of applications will be weighted toward LEAP community and business members.



- Applications must be submitted by a representative of the community's municipal body acting on behalf of the municipal body.
  - If a neighborhood organization plans to apply, they must partner with and secure a letter of support from their municipal governing body.
  - If a business plans to apply, they must partner with and secure a letter of support from their municipal governing body.
  - Municipal governments will serve as fiduciary agents.
- Applicants need to show the existence and/or adoption of a public art policy for their community. The policy must be in progress at the time of the application and adopted by the time the award is made.
  - Two templates of public art policies are available at: [www.purelansing.com/publicart](http://www.purelansing.com/publicart).
- Art pieces must be created by an artist with additional points awarded for artists from Michigan and specifically the tri-county region.
- Ability to complete this project within LEAP's fiscal year, with an unveiling event taking place prior to October 31, 2019.

### **Deadline**

The deadline for submission is 4:00 p.m. Thursday, January 31, 2019. Please email applications to: Dillon Rush, Tri-County Development & Placemaking Manager, [dillon@purelansing.com](mailto:dillon@purelansing.com).

### **Submission**

Please include the following items in your written request:

- Evidence of existence and/or adoption of a public art policy for the community (if in process, please explain when it is planned to be adopted).
- Plans to seek matching dollars from the private sector or community in the form of crowd funding or contribution (matching dollars are not required but encouraged).
- Plans to seek in-kind support for the project in the form of landscaping, maintenance, lighting, etc.
- Narrative of the municipality's efforts and priority of placemaking initiatives.
- Description on how the public art piece will contribute to the distinct identity for the area and specific place(ment).
  - Examples of other placemaking initiatives in the community.
- Discussion of how the art piece located at a specific place will enhance business development efforts and attract talent and new businesses to that specific area.
- Description, including photo or map, of the location of the public art piece.
- Information related to the visibility of the location (traffic counts, pedestrian counts, etc.).



- Submission of a site prep outline, physical foundation development, continuous maintenance plan, insurance/liability issues and final installation budget and plan.
- Description of community plans to jury the artists/art pieces.
  - Suggestions for committee members that will draft the RFP and/or jury the pieces.
- Timetable for the commission and installation of the public art piece (Timeline suggestion, see below.)
  - LEAP RFP Open for Submissions: October 8, 2018 – January 31, 2019
  - Review of received proposals: January 31 – February 15, 2019
  - Press Event/Announcement: Week of March 1, 2019
  - Funded Community Art Committees Convene to write Artist RFP: Week of March 1, 2019
  - Community Call to Artists RFP Open for Submissions: March - May, 2019
  - Choose Artist/Enter into contract with Artist: May 2019
  - Fabrication of Art Piece: June - September, 2019
  - Unveiling of Art Piece/Press Event: October, 2019

### **Selection Process**

LEAP's Placemaking Workgroup will serve as the selection panel.

### **Selection Criteria**

The selection will be based on the following criteria:

- Does the community have a public art policy in place or in process?
- How engaged is the community in creating a sense of place for the region?
- Does the project increase the sense of place for resident and visitors?
- Does this project impact potential business investment and talent in the area?
- Is the placement of the piece in a high visibility location?
- Does the community plan to offer a match/in kind donation to the grant dollars?
- Is the applicant a LEAP member?

### **Award**

The three awards will be announced publicly at a press event in early March.

Applicants will be notified prior to the public announcement. Grantees will receive 50% of the grant dollars at the time of contract with LEAP and 50% upon completion of the final report and installation of the piece. Applicants must not publicly reveal notification of award without written consent by LEAP or a LEAP-led public announcement.

### **Questions**

Please direct any questions to Dillon Rush at the Lansing Economic Area Partnership (LEAP) at [dillon@purelansing.com](mailto:dillon@purelansing.com)