



City of Williamston
161 E. Grand River Ave.
Williamston, MI 48895
www.williamston-mi.us

July 27, 2020

REQUEST FOR PROPOSAL (RFP/2020-01)
WILLIAMSTON COMMUNITY ART PROJECT RFP

The City of Williamston requests proposals for Public Art for Community Project. The City reserves the right to accept any proposal, to reject any and all proposals, and to make the award in the best interest of the City.

Please submit your completed proposal electronically **up to, but no later than, 5:00 PM EST in effect August 31, 2020** to Holly Thompson @ cityclerk@williamston-mi.us. All submittals must be identified as "RFP, Williamston Community Art Project".

Any proposal package and technical questions should be directed to Holly Thompson at (517) 655-2774 or email: cityclerk@williamston-mi.us.

Solicitation Number: RFP/2020-01

Solicitation Name: Williamston Community Art Project

Williamston, Michigan
Public Art for Communities 2020 – The Bistro
Request for Proposals
Submission Deadline: 5:00 pm EST Monday, August 31

The City of Williamston Art Committee announces a request for proposals (RFP) for a new public art project, funded by the Lansing Economic Area Partnership (LEAP) Public Art for Communities 2020 grant program with support from the PNC Foundation.

The City of Williamston, in pursuit of placemaking and beautification of our community, received a grant through the Lansing Economic Area Partnership in conjunction with PNC Bank. The Williamston City Council adopted an Art Policy in August of 2018 to support these efforts along with appointing an Art Committee to oversee the process.

The Project:

The Williamston Art Committee, established in September 2018, has met over the past year to determine the project and future projects to be done in coordination with the first proposed mural. The Committee met monthly to discuss possible ideas and toured the City multiple times to create a plan for a suitable art piece in the downtown area. The Committee has concluded that four murals of different design will be painted on downtown businesses that are at each entrance to downtown Williamston. The plan is to kick this off with the first mural on the side of The Bistro, located at the northeast corner of Putnam St. and Middle St., one block south of Grand River Ave., which will welcome people into town coming from the highway. We believe this will have the highest impact of the four proposed murals.

The mural itself would allow for artist creativity but would also incorporate a “welcome” or “hello”. The Committee has recognized the City of Williamston does not currently have welcome signs at the entrances to Williamston and feels this would be a unique, artistic, and fun way to welcome people to Williamston whether they are here for a visit or coming home. We also believe the art piece and welcoming attitude will help our businesses flourish, bringing in tourism and encouraging new businesses to locate in the downtown area.

The Downtown:

The City has a beautiful historical downtown district with buildings that are included in the National Register of Historic Places. The buildings represent architecture from Italianate, Victorian, Second Empire, and Moderne designs to name a few. The Williamston Historic Downtown is a vibrant area known for its restaurants, live performing arts theatre, movie theater, quaint shops, artist studios, and services. It features a walkable landscape with two parks on the north and south sides of the downtown and the Red Cedar River immediately to the north. Putnam Street is the major north-and-south corridor through the City of Williamston. There are approximately 7,500 vehicles that pass through the Putnam Street and Middle Street intersection on a daily basis, according to 2016 traffic count. In 2017, the City completed reconstruction of Middle Street, adjacent to The Bistro, which included brand new water main, road surface, and sidewalks. Furthermore, the City's Downtown Development Authority completed the reconstruction and orientation of the parking lot serving the southeast quadrant of the downtown in Spring 2020. This parking lot offers public parking directly behind the site of the proposed mural. The mural is one more step in revitalizing this corridor of Williamston's downtown.



The Bistro- 151 S. Putnam St.:

The Committee will be working with the business owner, Nick Gavrilides of The Bistro, to be sure the side of their building is properly maintained and landscaped to enhance the beauty and visual appeal of the mural. As it stands, they already have some landscaping on that side of the building.

Future Plans:

The Committee also plans to continue with similar murals on each of the entrances to the City using the first completed mural to encourage more businesses to participate with the project and to help fundraise for the work to be done.

Future Mural Locations:



Williamston Community:

Williamston has been engaged in placemaking and cultural events for many years



holding community events such as ArtFest, Sketch Williamston, Alleyfest, Summer Music Concert Series, Ladies Night Out, Red Cedar Jubilee, Grub Crawls, and Pop Up Art Shows to name a few. These events, along with our partnership with LEAP, have contributed to a thriving downtown and steady progress of our community and City parks. The City has many active

service groups such as the Friends of Williamston Parks, Red Cedar Garden Club, Williamston Beautification Fund, Rotary, Kiwanis, and Lions Club that also contribute to the overall beauty of the community. McCormick Park, located downtown, features carved wooden art sculptures throughout the park with plans to replace them as they deteriorate with new art pieces to continue the support of arts and culture for the enjoyment of our residents, children, and visitors.



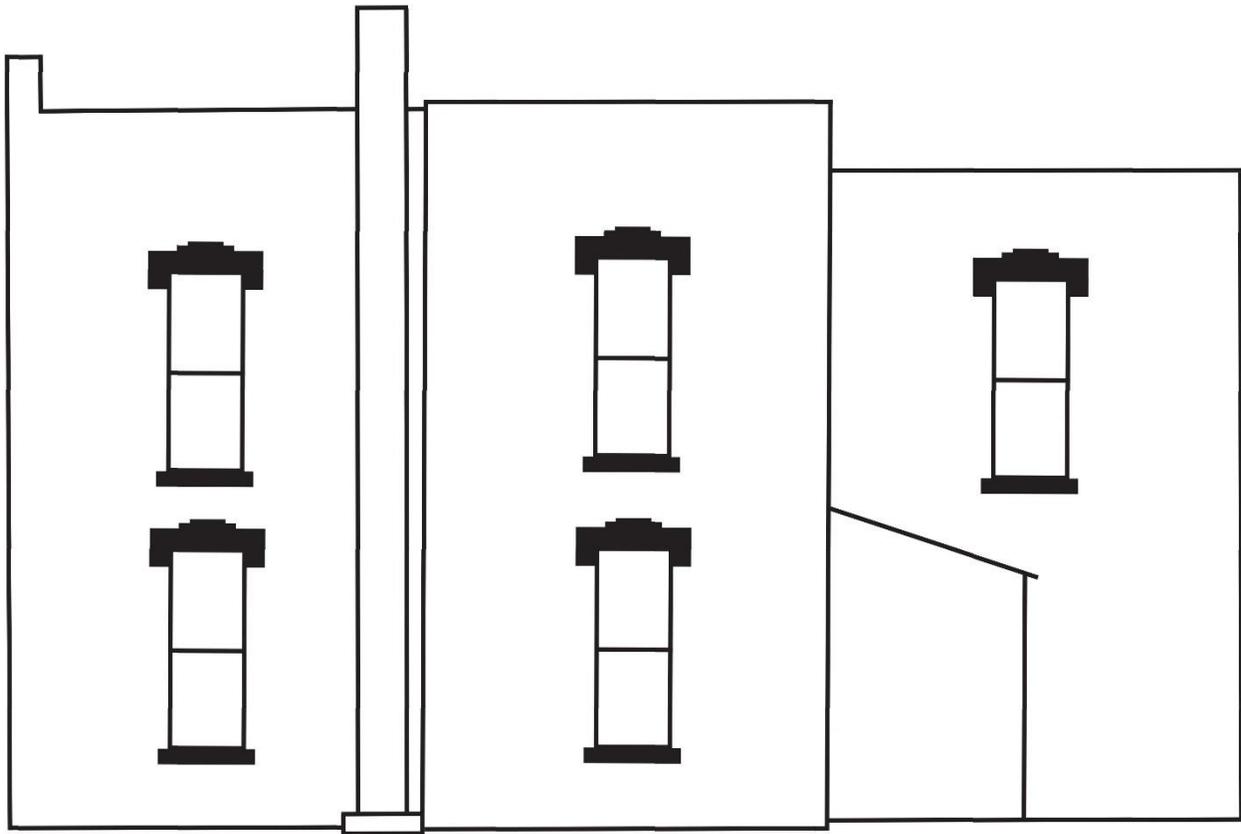
The City has been working with LEAP to improve the marketability of Williamston and is moving forward with Redevelopment Ready Communities and is currently engaged in the program.

The population has increased significantly during each Census count and we expect this to continue with the 2020 Census. Williamston is right off the I-96 corridor, with excellent schools, and a clean community making it a desirable place to work, live, and visit.

Project Plan:

In accordance with the City’s Art Policy, the Art Committee in conjunction with the City will be responsible for issuing the RFP to seek out local Michigan artists in the tri-county area to create a new mural with a theme authentic to Williamston to display for the enjoyment of everyone who visits our City. All art will need to be pre-approved by the committee, City Council, and building owner before the painting begins.





PROJECT TIMELINE (*Subject to change*):

Submittal Deadline: 5:00 pm EST Monday, August 31, 2020

Artist Chosen and Notified: early September 2020

Fabrication and Installation: September-November 2020 (flexibility for spring 2021 if needed)

Project Completion and Unveiling: November 2020 (flexibility for spring 2021 if needed)

ARTWORK CRITERIA:

The art piece should permanently endure on the site. There is no minimum size for the art piece, however it should welcome community members to downtown Williamston. The selected art piece will convey an inclusive message that is specific to Williamston's community and culture.

REVIEW AND SELECTION PROCESS:

Pursuant to the City of Williamston Public Art Guidelines, the City of Williamston Art Committee will designate an Art Selection Panel to review the submissions and select the finalist based on materials submitted. Selection will be forwarded to City Council for final approval and be based on the following criteria:

- Artist's consideration of and experience in creating artwork of this size and scope
- Artist's professional experience represents a developed and successful history of site-specific public art projects of a similar scope as demonstrated by visual documentation
- Ability to understand sense of place and design in a context sensitive manner as demonstrated by visual documentation
- Willingness of the artist to consult and work with the design and construction teams to successfully integrate the work into the site and meet any construction requirements, schedules and deadlines.
- Ensure that the artwork will be of a permanent nature, does not require excessive maintenance or repair costs and meets public safety issues and Americans for Disabilities Act (ADA) standards. Artwork must not be obscene in nature.
- Artist's location (within City of Williamston, within tri-county region, within Michigan)
- Feasibility: Is the budget, timeline, and project execution realistic? Is the proposed design one that can be completed within budget and according to project guidelines? Has the artist demonstrated strong understanding or background in the media they propose to use?
- Artistic merit: Does the art piece reflect values of inclusion and diversity? Is the design aesthetically pleasing? Is it appropriate for the context of Downtown Williamston?
- Professional presentation: Are documents written in a professional manner, free of grammatical errors? Does the presentation adequately describe the process and final installation?

ARTIST'S COMMISSIONED WORK AGREEMENT:

The selected artist/team will enter into a two-party Agreement between the City of Williamston and the artist/team to complete a transfer of ownership. The art piece will become the full property of the City of Williamston and The Bistro at the time of installation. The selected artist/team will be required to provide General Liability and other insurance as specified in the agreement.

SUBMISSION INFORMATION:

Materials for Submission:

One pdf must include:

- Name/Mailing Address/Phone Number/Email Address/Brief Bio
- A resume and/or CV that includes relevant creative or professional work
- A list of three professional references
- A statement of interest, 500 words or less, that discusses your unique qualifications, reason for interest in this project, and statement regarding concept of the proposal
- A conceptual image of the proposed art piece
- Project budget, including itemized breakdown of costs
- Estimated time necessary for completion.

Deadline: All application materials must be submitted electronically by 5:00 pm EST Monday, August 31.

Contact:

- Submit applications to Holly Thompson, cityclerk@williamston-mi.us (517-655-2774)

Website: www.williamston-mi.us

The City of Williamston reserves the right to reject any or all applications, to reissue the Call for Entries, or to terminate the selection process or project at any time without prior notice.