



The Town of Chapel Hill Parks & Recreation Department's Cultural Arts Division Request for Proposals

Into The Streets: Community Art Project(s)

Project Summary

DESCRIPTION: In the spirit of encouraging artists to move out of the studio and “into the streets,” the Town of Chapel Hill’s Cultural Arts Division of the Parks & Recreation Department seeks artists or teams to create temporary or more permanent artwork that directly engages and benefits the communities in Chapel Hill and Carrboro, North Carolina. The project(s) must take place in Chapel Hill or Carrboro. All media and forms will be considered, including but not limited to the following: spoken word performances, musical performances, dance, video and electronic media, 2-D and 3-D visual installation, etc. Emerging and established artists are encouraged to apply. Artists are encouraged to call the contact below with questions and to discuss their proposal ideas with this individual before submitting their proposal.

ELIGIBILITY: Open to all artists and teams 18 years and older residing in Orange, Durham, Chatham, Alamance and Wake Counties with ties to Chapel Hill or Carrboro, North Carolina. Organizations and agencies are not eligible to apply, but can be named as a partner in an artist’s or team’s proposal. Artists / organizations that have received a monetary award via this project in the past year are not eligible to apply.

Projects with k-12 schools are not eligible as such projects are implemented through the Cultural Arts Division’s Artist-in-Residence Program. Projects with university students will only be eligible if the project takes place off-campus and in a community not associated with a university. **Selected artists or teams must have general liability insurance** (please call the Cultural Arts Division for information regarding insurance requirements).

PROJECT BUDGET: The total funds available are \$6,500. The Division reserves the right to fund one or more projects in-full or in-part. Capital items that would live beyond the life of the project are eligible expenses, but the Division retains ownership of the items for the Town of Chapel Hill.

DEADLINE FOR APPLICATIONS: Friday, October 13, 2017

Project Specifics

The purpose of the project is to encourage artists in all media to collaborate with a community or communities to develop socially engaging art experiences in a community setting. “Community” is loosely defined as any group of people or population in a geographical location such as a neighborhood or street, or any group with a common interest or experience, e.g. at-risk youth, cancer patients, domestic violence survivors, seniors, etc. The selected artist or team will collaborate with their chosen community to express their voice(s) through the artist/team’s direction and selected media. Projects should demonstrate a direct benefit for the community, whether tangible (i.e., beautification) or intangible (i.e., awareness). The artwork created during the course of this collaboration will be publicly displayed or performed to demonstrate the significance of that community. To help artists think about their proposed project see

<http://www.townofchapelhill.org/town-hall/departments-services/public-and-cultural-arts/programs/community-art-projects> for descriptions of previously commissioned projects.

The selected artist or team will be required to identify the project community, make the necessary connections to ensure community participation, and devise a plan for engaging community members in the creation of themes, content, and/or the artwork itself as part of the initial proposal. The proposal should identify the community benefit and include a measurement or evaluation tool. Projects that address an underserved or under-recognized community or population are encouraged. Work within the community would begin January 2018. The final product must be completed, exhibited, or performed no later than June 30, 2018. Proposals reflecting broad and diverse community dialog, participation and support will receive priority. **Proposals without a confirmed community partner and engagement plan will not be considered.**

How to Apply

Artists and artist teams may upload application materials as digital files or send through the postal mail a CD or DVD containing digital application materials to the Cultural Arts Division (addresses provided below). No hardcopy portfolios will be considered or returned.

A complete application should include (1) Proposal, (2) Documentation of Previous Work, (3) Image List, (4) Letter of Support, and (5) Resume, each described below.

1. Proposal

A Word file (.doc or .docx) not to exceed three pages. The proposal must address topics a-f in order (up to 3 pages for all items below). Topic g may use a separate page.

a. Brief Description of the Proposed Project in 200 words or less

b. Purpose of the Project

- What are the project goals and success factors for the project?
- Objectives?
- Evaluation tools?
- Describe the community(s) with which the artist or team will work. What is the relevance and benefit to the community(s) in/for which the project will take place?
- How will the project be organized (who, what, when, where)?

c. How is the selected community involved in the implementation and success of the work?

d. Describe any previous experience in working with communities/community groups and the nature of those projects.

e. Collaborator Information

- List all collaborators as part of this application and provide a one or two sentence description of the role each collaborator will play in the project, and each collaborator's level of commitment to the project.

f. Project Documentation

- Identify how the project will be documented and shared publicly.

g. Budget (1 separate page may be used)

- Provide a realistic budget that indicates expenditures in the following categories

(if applicable): Artist Fees, Contracted Labor/Service Costs, Materials/Supplies, Space Rentals, Travel, Marketing, Overhead, Insurance and other costs.

- How will liability insurance, location rights and/or permits (if necessary) be secured for the project? Please include other sources of income, both cash and in-kind if applicable.

The proposal may also contain up to six images representing the project concept in the JPEG format described below.

2. Documentation of Previous Work

Up to six images and/or a video of previous projects or work may be submitted. Each image must be a JPEG file no larger than 600 KB. Video submissions must be compatible with Quicktime 7 or above and run no longer than four minutes. Additionally you may submit up to three images conveying your proposal idea.

3. Image List

Images and video must be accompanied by a Word file (.doc or .docx) listing the title of each project or work depicted, year completed, media, location, dimensions and budget.

4. Letter of Support

A letter from a community group or leader expressing a commitment to working with the artist on the project.

5. Resume

A word file (.doc or .docx) resume, no longer than two pages. Teams may submit a separate resume for each member.

Please upload all digital application materials to:

<https://app.smartsheet.com/b/form?EQBCT=7ef6f048b6ad4aecbbd8705ee9dc9edc>
(files submitted in a single .zip file are preferred, though files may be uploaded individually as well)

or send a CD or DVD containing application files through the postal mail to:

Cultural Arts Division
Parks & Recreation Department
200 Plant Road
Chapel Hill, NC 27514

Selection Criteria

Each proposal will be evaluated based on the following criteria. Each will be equally weighted:

Artistic Merit

- Quality of the proposed project and qualifications of artist/teams

Project Impact

- Benefit and relevance to the community(s)
- Extent of diverse community participation

Potential for Success

- Understanding of the project goals
- Evidence of community involvement/commitment (most important)
- Experience in working collaboratively
- Realistic budget and plan for executing project as proposed

Selection Process

A Selection Committee will review all complete submissions and select finalists. Each finalist (single artist or team finalist) may be invited to further interview and present a more detailed proposal. If invited to interview, selected finalists will receive an honorarium of \$100 to present their proposal and answer questions in person. After proposal presentations the Committee will select the artist(s) / team(s) to be sponsored for project(s).

Schedule (subject to change)

October 13, 2017

deadline for submissions

by October 27, 2017

review and selection of finalists, notification sent

by November 10, 2017

finalists' interviews and proposal presentations to Selection Committee (if required)

by November 14, 2017

project artist(s) / team(s) selected, notification sent

January – June 30, 2018

project(s) implementation

About the Cultural Arts Division and the Cultural Arts Commission

The [Cultural Arts Division](#) is a part of the Town of Chapel Hill's [Parks & Recreation Department](#). The Division develops and implements art programs to increase public awareness and access to the arts, and provides opportunities for local artists to display their work. The Division is advised by the Chapel Hill Cultural Arts Commission, an 11-member volunteer board established in 1992 and appointed by the Town Council.

Questions

For questions or additional information please contact:

Jeffrey J. York,
Public and Cultural Arts Administrator
200 Plant Road
Chapel Hill, NC 27514
E: jyork@townofchapelhill.org
T: (919) 968-2750

Disclaimer

The Cultural Arts Division reserves the right to refuse any or all submissions, to refuse any finalist, to waive informalities in proposals or procedures, or to withhold the award of a commission should it be determined that submissions are not adequate, or for any other reason prior to a written contractual arrangement being reached.