

Request for Proposals

P.A.I.N.T. is a community-based approach to the production of grassroots, site-specific neighborhood public art.

P.A.I.N.T. Emphasizes:

- Production of high-quality/meaningful cultural assets
- Community engagement
- Collaborative partnerships
- Strengthening neighborhood identity and sense of place by producing projects of relevance to unique locations
- Improvement of residents quality of life in Louisville

Core Values

At Center For Neighborhoods, we recognize the transformative potential of visual art based upon social responsibility, compassion, and service to others. The PAINT program's "Core Values" are oriented toward a new paradigm for 21st century art. All projects commissioned by the PAINT program will reflect the following values:

Authenticity - Artists are capable of drawing out and building upon neighborhood features:

- History
- Culture
- Character of the people
- Social or economic qualities
- Assets and strengths
- Response to an immediate need defined by the residents

Participatory – Artists engage the community by structuring participation into the project during one or more phases:

- Design and conceptual development
- Creation and installation
- Interactivity and functionality of completed work

Public – Artists work within the public space to:

- Transcend solitary studio practice and exhibition limited to formal art spaces (galleries, museums, art fairs, etc...)
- Create artworks that are accessible to all socio-economic classes and cultural groups
- Expose residents to art and culture by integrating it into the physical/spatial/social fabric of the neighborhood
- Make artwork relevant to neighborhoods through shared meaning and experience

Guidelines

- **Deadline – Sunday, December 11th 2011 at Midnight**
- 8.5 x 11 Paper, 1 inch margins, Single spaced
- Word Files (.doc) or Adobe PDF (.PDF)
- Images should be embedded into the document, not submitted as attachments.
- Number each section heading and BOLD and follow the order as it appears in the “proposal outline” below. You may use bullets to answer questions.
- Email your proposal to kates@centerforneighborhoods.org.

Proposal Outline

1. Contact Information

- Name
- Mailing address
- Email address
- Phone number
- Website address or link to online portfolio *(If available)*

2. Neighborhood & Site

- List the partnering neighborhood association
- Proposals for the Breckenridge Estates Neighborhood must incorporate neighborhood bus stops into the project.
- Identify the bus stop(s) that will be used in your project *(The incorporation of multiple/all neighborhood bus stops is encouraged)*

3. Project Summary

- Briefly describe your vision for the project.
 - What concepts are you working with: history, culture, economics, environment, location, health/active living, demographics, issues or problems the residents are facing, identity/pride, etc...?
 - How will the project look and feel, be heard or seen?
- List the main goals of your project and the ways it will benefit the neighborhood. This can be formatted as a bulleted list. *(Ex: At-risk youth get to participate in art-making alongside seniors; The neighborhood association will increase its identity and sense of place; etc...)*
- What media/medium will be used? List all that apply.
- How is the project relevant to the site? How is it tied to the location of the project conceptually and physically?
- The proposed project must not impede access to the bus stop for anyone including people with disabilities. Describe how the project is cognizant of maintaining current public safety and accessibility of the bus stop(s).

4. **Community participation**

- Identify stakeholders, organizations, groups, and individuals from the community that you will involve with the project. (*This information should be derived from the conversation at the workshop. Ex: Neighborhood leaders identified a Senior Center in the neighborhood, so you plan to involve this group.*) Does your project include or incorporate access to the arts for underserved populations such as at-risk youth, seniors, homeless, individuals with disabilities?
- Participation Structure – Describe how you will structure opportunities for community participation into the project. Participation can happen at one or multiple points along the way. Consider how participation can be incorporated during specific phases of your project:
 - Design and Conceptual Development (ex: workshop, review, etc..)
 - Creation and/or installation (ex: hands-on experiences)
 - Interactivity and functionality of completed and installed work (ex: community management of work, physical or social engagement)
- How is your project relevant and meaningful to the participants? How does your project create cultural meaning and relevance to the neighborhood at-large?
- Marketing and PR – How will you promote the project? Will you maintain a blog or website? Will you document with video or digital photos and post to a web page? Will you create a facebook page for the project? How will you make information, announcements, requests for help, donation requests, etc... available to the community? Will you involve residents in this effort?

5. **Maintenance**

- How will your project be maintained?
- Who will maintain the project and monitor it for safety, vandalism, etc...?
- What arrangements have you negotiated with the neighborhood association in terms of maintenance?
- How will your project be assessed for retirement? Meaning, what signs or developments will serve as indicators that it's time for your project to be disassembled, taken down, put to rest, etc...? Who will be involved in making this assessment?
- Retirement – Who will be responsible for taking down / removing the project? What are your plans for closure?

6. **Timeline**

Use a table, chart, or bullets to give reviewers an idea of your project timeline and sequencing. Include events, meetings, festivals, celebrations, work days, creation of project components, collection of donations, etc.... What steps are involved?

7. **Capacity of the artist(s) and relevant experience**

- List and describe the background(s) and relevant experience you/each artist bring to the table (essentially a short bio) –1 paragraph per artist. You may also include CV's or artist resumes at the end of the proposal.
- List the roles and responsibilities each artist will assume. Please organize this section using either a list with bullet points or a table in word.

8. Budget

Overall project budget = \$17500. This is the total project budget, including artist fees, supplies and materials, other expenses and direct costs. A portion of the funding for this project is provided by the Federal Transit Administration via TARC (Transit Authority River City).

Create a budget and include narrative comments to describe costs. You may use a spread sheet, or create a table in Word. Artist fees should be included, as hourly rates or charged as a flat-rate to the project budget.

Additional notes for developing a successful proposal:

- Do your homework.
 - Contact groups, individuals, and organizations to discuss your project and gain their support. You may include letters of support with your proposal.
 - Contact neighborhood association representatives and schedule a meeting to hammer out ideas, gather additional information, discuss maintenance, etc...
 - Meet with property/site owners to ensure they approve of your project idea. This will prevent issues from arising later in the process.
 - Address the concerns of maintaining public safety and accessibility of the bus stop(s).

Reflect the “core values” of the PAINT program. This is why Metro Louisville funded the PAINT program. Therefore, the PAINT program will be looking to fund projects that embody the values and goals described on the first page. A portion of the funding for this project is provided by the Federal Transit Administration via TARC (Transit Authority River City).

All questions about this Request for Proposals should be directed to:

Center For Neighborhoods
Attn: Kate Sowada, PAINT Program Coordinator
502-589-0343 | 320-492-7503
KateS@centerforneighborhoods.org

Please visit www.paintlouisville.org for more information.