



## Request for Proposals Public Art for Communities 2016

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

*Arts and culture strategies help to reveal and enhance the underlying identity — the unique meaning, value, and character — of the physical and social form of a community. This identity is reflected through the community's character or sense of place. A community's sense of place is not a static concept; rather, it evolves and develops over time, reflecting the spectrum of social values within and around the community.*

*In this way, the community character of a city, county, town, or neighborhood can be seen as a story or narrative of a place. Planners and community members can come together to reveal and burnish this narrative through:*

- *an articulation of the historic, cultural, economic, and cultural context of the community;*
- *a commitment to the reinforcement and enhancement of the community's identity; and*
- *the implementation of policies, regulations, and incentives that support and enhance this evolving identity.*

*How Arts and Cultural Strategies Create, Reinforce, and Enhance Sense of Place. American Planning Association.*

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 the visibility issue (we want the public to enjoy the art), equally as important is that the location, and the placement of art at the location, will greatly enhance the image of the specific, strategic place within the community, making it more likely to retain and attract business and talent to that area.

How would the community utilize the piece, interact with the piece, feel ownership of the piece? The perfect piece should be specific to the community and the people in it. Does the piece utilize triangulation, or does it interact with the ground it sits on? These are the things the community should be thinking about when choosing the location and creating the plan.

Examples of Artistic Placemaking



Example of the piece interacting with the building it is placed on. White River Gallery, Montague, MI



Example of the piece being created by the community. Friedland Industries, Lansing, MI



Example of the piece representing the brand of a community. The Worker, Lansing, MI



Example of the piece being iconic and photographed by residents and tourists. Love, Philadelphia, PA



Example of the piece serving a functional purpose. Lansing Community College bike rack, Lansing, MI



Example of the piece interacting with the ground and becoming a piece people can climb on. Awakening, Washington D.C.



### Eligibility

- The request for proposal is open to any municipality or organization located in Ingham, Eaton or Clinton Counties.
- 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.
  - Municipal governments will serve as fiduciary agents.
- Applicants need to demonstrate the existence 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).
- Scoring of applicants will be weighted toward LEAP community members.
- Art pieces must be created by an artist from Michigan with additional points awarded to artists from the tri-county region.
- Ability to complete this project within LEAP's fiscal year, with an unveiling event taking place prior to October 31, 2016.

Definition of a "Public Art Piece": A public art piece is a uniquely created piece of physical art work, 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.

### Deadline

The deadline for submission is 4:00 p.m. Friday, February 19, 2016. Please email applications to: Sara Parkinson, Director of Talent & Communications, [sara@purelansing.com](mailto:sara@purelansing.com).

### Submission

Please include the following items in your written request:

- Evidence of existence or adoption of a public art policy for the community.
- Plans to seek matching dollars from the private sector or community in the form of crowd funding or contribution.
- 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 efforts.
- 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: December 15, 2015-February 19, 2016
  - Review of received proposals: February 22-26, 2016
  - Press Event/ Announcement: week of February 29-March 4, 2015
  - Community Art Committee Convene to write Artist RFP: Week of March 7, 2016
  - Community Call to Artists RFP Open for Submissions: March-April, 2016
  - Choose Artist/Enter into contract with Artist: May 2016
  - Fabrication of Art Piece: June – September, 2016
  - Unveiling of Art Piece/Press Event: October, 2016

#### **Selection Process**

LEAP's Placemaking Workgroup will serve as the selection panel. The co-chairs of the Committee are Steve Curran and Julie Pingston and the committee consists of 5-8 representatives.

#### **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 publically 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. Accompanying plaque is required featuring LEAP and PNC logos placed prominently on the site. All press activities must be initiated and handled by LEAP.

#### **Questions**

Please direct any questions to Sara Parkinson at the Lansing Economic Area Partnership | LEAP at [sara@purelansing.com](mailto:sara@purelansing.com).



