



CENTRAL AVENUE

S.I.D. MANAGEMENT CORPORATION

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August 10, 2010

REQUEST FOR PROPOSAL – Central Avenue Mural Arts Project Fall 2010

Overview

The Central Avenue Special Improvement District Management Corporation (CASID) in partnership with Councilman Ward D, Bill Gaughan, the Hudson County Office of Cultural & Heritage Affairs Office, the Jersey City Division of Cultural Affairs, Jersey City Pro Arts, Jersey City Museum, The Distillery Gallery & Artspace, and the Heights Artist Initiative are pleased to announce an exciting new pilot program: **Central Avenue Mural Arts Project Fall 2010.**

This project will provide the opportunity for artists to create a public mural to be installed on one of sixteen potential sites just around the corner of the Central Avenue main street in the Jersey City Heights. Artists with winning mural designs will receive the agreed upon monetary compensation, a free booth at the next “Everything Jersey City Festival” scheduled for Saturday May (14 or 21), 2011, and be featured in a future edition of CASID’s newsletter - *Heights News* and www.JCHeights.com. Artists will also have the opportunity to address the public about their creation at corresponding press conferences.

This program is made possible in part by funds from the New Jersey State Council on the Arts/ Department of State, a partner agency of the National Endowment for the Arts, Administered by the Hudson County Office of Cultural & Heritage Affairs, Thomas A. DeGise, County Executive, the Board of Chosen Freeholders.

Scope of Work

Artists interested in participating in this program are asked to submit a detailed mural proposal outlining 1) design concept for an approximate 8 foot high by 25 foot long wall space, 2) an in-depth description of how the wall will be treated before and after the mural is applied, and 3) a strong estimate for completing the project, start to finish, outlining all related expenses and compensation including artwork design, labor, materials, supplies, and any other miscellaneous cost factors.

The CASID will collect all submitted proposals and present them to pre-selected CASID members for consideration. The commercial property and/ or business owner offering their walls as mural spaces will review favorable proposals and make final selections. Favorable proposals will be considered using the following criterion;

- “Bang for the Buck” – The potential for large impact on the neighborhood and business community based on design, artist reputation, and overall cost factor;
- The mural should compliment its environment (i.e. neighboring community and business district) with preference for murals reflective of Jersey City and/ or its rich history;

- Images portrayed as vulgar, violent, hateful, or discriminate against race, disability, or religion shall **NOT** be considered.

Note to Artists: This mural program is based on the principals of Request for Proposals (R.F.P.), therefore all proposals are competing against one another for selection. Please be prepared to offer your best price to complete this project. Artists wishing to submit multiple mural designs may do so but **MUST** submit separate proposals for each.

Artists are advised NOT to get sidetracked with mural location specifications. Those concerns will be addressed only if your mural concept/ proposal has been selected. Mural concepts may then evolve slightly to incorporate its designated location. Once the site is selected, a formal agreement with the artists corresponding property/ business owner will be written finalizing total cost, deadline, terms and conditions BEFORE beginning the mural installation. The total number of mural installations selected will be determined during the process. There is no cost to submit a proposal. However, incomplete or late proposals may not be considered. The duration/ life of the mural, repairs, modifications, and other details will be outlined in the agreement.

To Apply:

Please complete the attached application and submit with proposal to the CASID office. Each proposal should contain the following:

- Complete the Mural Application Cover Sheet with attachments;
- Complete the Mural Estimate Guideline with attachments;
- Identify the exact size of your mural proposal (8 foot high by 25 foot long is preferred but not limited to);
- Name the medium, materials, paint, technique, and/ or chemicals to be used with corresponding sketch samples;
- Describe in detail the wall treatment you will use before mural installation and after (note that the artwork must be durable to outdoor weather conditions and should not cause any damage to the building wall or its structure);
- Total fee requested inclusive of wall treatment, materials used, equipment, and labor;
- Artist contact information and resume describing other public artworks including press releases, newspaper articles, and 5 samples of work in jpeg format (max 500 pixels wide).

Timeline:

- Proposal submission deadline is August 27, 2010;
- Proposals will be selected and awarded the week of September 7, 2010;
- Mural installation(s) must be completely finished by September 30, 2010. A public unveiling will occur the weekend of October 1-3. Compensation will be paid in full upon completion.

Please send completed proposals to:

**Attention: Mural Proposal
Central Avenue S.I.D. Mgmt Corp
366 Central Avenue, Suite 201
Jersey City, NJ 07307**

Questions? Please address them with CASID at casid@jcheights.com or call (201) 656-1366.



Mural Estimate

Application Deadline: August 27, 2010

MUST READ R.F.P. BEFORE COMPLETING. Please print clearly.

Artist: (Last Name) _____ (First Name) _____

Proposed Mural Design Title: _____

To allow for consistency in comparing mural proposals, please use the following guideline to determine and outline your fees. Please attach any other corresponding documentation as it relates to a detailed estimate. All costs (i.e. materials, equipment, supplies, transportation fees, etc) must be included in your estimate.

Item	General Description and Expense Examples	Total
Materials and/ or Supplies	Paint, primer, spackle, etc. Note: the average for mural paint is 300 square feet per gallon (1 color, 1 coat), so a 12ft high, 20ft long wall may take an estimated 3-4 gallons to cover entirely depending on how the wall absorbs it.	\$
Equipment	Rollers, brushes, trays, ladders, scaffolding etc.	\$
Transportation	Getting to and from the work site with equipment	\$
Labor	Total hours and manpower needed to complete mural installation;	\$
Art	Art Design Fee	\$
Other		\$
Grand Total =		\$

Please attach the following to this Estimate:

- Itemized material and/ or supplies;
- Equipment to be used;
- Describe transportation to work site (Central Avenue) method;
- Describe labor fees (how many people/ cost per hour);
- Other documentation supporting your proposed estimate.