

HARRISONBURG DOWNTOWN RENAISSANCE And The ARTS COUNCIL OF THE VALLEY

Request for Proposals Elizabeth Street Parking Deck Mural Project

Missions

The Arts Council of the Valley (ACV) champions diverse artistic expression and promotes the arts as fundamental to a vibrant community. ACV provides memorable arts experiences for individuals in the City of Harrisonburg and Rockingham County through our visual, literary, and performing arts programs, educational opportunities, and grants.

Harrisonburg Downtown Renaissance (HDR) works in collaboration with private and public partners to develop and implement a comprehensive vision and master plan to revitalize downtown Harrisonburg into a prosperous and vibrant city center.

Grant Purpose

Downtown Harrisonburg is proud to have created the first Arts & Cultural District in Virginia, and is honored to be a designated Virginia Main Street Community. The National Main Street Center named downtown Harrisonburg a 2014 Great American Main Street Award winner.

With the passage of time the Elizabeth Street parking deck has shown deterioration in both appearance and image. Over the past year HDR has raised funds to paint the stairwells, install an informational display case, and create a living wall in order to enhance the appearance and usability of the deck.

The purpose of the mural project is to further enhance the parking deck and to promote the arts and vibrancy in downtown.

Funding Partnership

Harrisonburg Downtown Renaissance raised private funds at 2014 Renaissance Night to fund several downtown beautification projects. In order to provide an artist's stipend, \$1,000 has been allocated to the parking deck mural project. The Arts Council of the

Valley has authorized a \$1,000 match from the Creative Inspiration Grant Program. In addition the Arts Council grant program, with supplemental funds from HDR, will cover thru HDR's carrier the cost of liability insurance that meets city requirements.

Shenandoah Paint and Decorating Center has agreed to donate primer, paint and supplies to cover artist's reasonable costs for the mural project. The City of Harrisonburg's Department of Public Works will clean the concrete surface prior to painting the mural and spray an anti-graffiti protective coating after the work is complete. The project is also supported by Downtown Parking Services. The selected artist must apply a prime coat prior to painting the mural.

The winning proposal will receive a \$2,000 stipend. 10% (\$200) will be paid upon the signing of a Grant Agreement Form, and the remaining 90% (\$1,800) will be paid upon the successful completion of the project.

Proposal Timeline

September 10, 2014	Release of project and application process
October 30, 2014	Deadline for receipt of proposals
November 30, 2014	Committee review and selection of finalists
December 30, 2014	Deadline for public input
January 15, 2015	Selection of winning proposal
February 10, 2015	Receive approval from key stakeholders
April 30, 2015	Mural project completed

The deadline for receiving the mural proposal is no later than 4pm on Wednesday, October 30, 2014. Applications must be submitted electronically via email to hdr@harrisonburgva.gov or hand delivered/mailed to the HDR offices at the Hardesty-Higgins House, 212 S. Main Street, Harrisonburg, VA 22801 (second floor of the Visitor Center). Applications received after the deadline will not be considered.

Eligibility

Preference will be given for residents of Harrisonburg or Rockingham County, however anyone with a local connection will be considered. Proposals may be from an individual or a group. If a group application is submitted, the role of each person must be specified. The qualifications of the mural designers and installers must be provided. Applicants are encouraged to submit samples of related work.

The applications will be reviewed by the Mural Committee and finalists selected on the following criteria:

- Artistic integrity and project quality
- Positive impact on the parking deck and downtown
- Feasibility of project

The public will be provided the opportunity to provide input, and the final design must be approved by city council. The Mural Committee will consider all factors in selecting the final proposal.

Project

The mural project must enhance the west-facing portion of the concrete wall for the Elizabeth Street parking deck ramp on Federal Street. The design must cover most or the entire area shown on the photo. For example the design could exclude space to the north and south at a concrete seam with that space painted to match the gold stairwells. The design could optionally include the area inside the fenced space under the ramp. [See photo on next page.](#)

The design theme is left to the artist, but sensitivity must be shown to the public nature of the space and the surrounding neighbors. The Downtown Streetscape Plan suggests that one lane of the road could become a bike/pedestrian path in the future. The design may tie into the area's heritage, attractions, or downtown features, however unique abstract proposals will be considered as well.

The proposal must include a drawing of the mural and a listing of the specific colors, supplies, materials, and equipment to be used. Consideration for vehicle access and safety must be planned and coordinated with city officials. Any materials must be approved by the Mural Committee.

The winning designer understands that the mural will remain in place for a minimum of one year and likely a maximum of three years. The intent is to provide the opportunity for additional mural projects in the future to replace this project or supplement the project with additional mural projects, based on public response and support.

