

Request for Proposals for local area artists

Back Alley Galleries

Mainstreet Cleveland and City of Cleveland are now accepting proposals for inclusion in Back Alley Galleries. The project is seeking up to 7 local area artists or artist-teams to complete paintings that will be displayed throughout downtown Cleveland, TN. The selected artists will paint their work on marine grade plywood (provided and pre-primed in white) measuring an estimated 6.5ft High x 3ft Wide.

Interested artists should read the background information included in this RFP and submit the following:

- Letter of interest (limit 1/2-page)
- Biography (limit 200 words)
- Resume (limit 3-pages) *optional
- Design submission. Please submit **one** of the following options and find additional details about design submissions in the RFP:
 - B&W or color sketch
 - B&W or color print

Complete proposals should be submitted to the following contact via mail, email, or dropped-off by Friday, March 31, 2017

Back Alley Galleries
C/o Mainstreet Cleveland
Phone: 423-479-1000
Email: mainstreet@clevelandtn.gov
Mailing Address: PO Box 304 Cleveland, TN 3764
Drop off Address: 160 2nd St NE, Cleveland, TN 37311

Description of Project

Back Alley Galleries bring works of art into the unused alley spaces of Cleveland, TN that run next to and around the downtown restaurants, retail, and businesses. Doorways mounted on the walls in the alley will frame selected works of art. The doors will open to reveal works of art hidden within the frame. Other features may be added by project coordinators to augment the art and create a sense of place to include lighting, plantings, benches or other seating. The setting will invite the viewers to open doorways to unknown arts and culture in our community. The art will support a vision of local community, arts, and culture. All artwork will be family appropriate. The galleries highlight local artists and bring people together in spaces that are otherwise completely overlooked. It activates these underutilized spaces and provides the “something else” for visitors to experience downtown, to hold them in the space and give them something to talk about.

Artist Qualifications

- Applicants must be currently residing in or within a 50-mile radius of Cleveland, TN.
- Individual artists and art-teams are invited to apply.
- Applicants may be professional working artists, amateurs, or students.
- Applicant or applicant team should be competent in painting and have experience painting large scale (6.5ft H x 3ft W) pieces.

Design Proposal Submission Guidelines

We understand that design submissions involve creative and physical work. Your submission may be as simple or detailed as you choose, but must be a B&W or color sketch or B&W or color print (defined as either a print of an existing self-created work that fits the needs of this project OR as a print of a digitally-created design).

Artist may submit a door-specific design or a design that incorporates details of the door into the overall design (using the frame, door, or surrounding wall elements). If your design is door-specific, you **MUST** specify the Door # in your proposal. Include Door # in Letter of Interest and note it on the design submission itself. Door locations may be seen on the attached map.

Selected artists will be expected to paint design onto a pre-cut marine grade plywood board prepped with white primer. Artist must use an outdoor grade acrylic paint. Artist may apply an outdoor sealant if desired. Project team will provide the pre-prepped plywood board that is already primed in white. Final painting (on plywood board) will be installed into door frame. The doors are currently solid white with a white frame. The frame will remain white, but the artist is asked to select a solid color for the exterior of their door. Interior of door may be white, painted solid-color, or painted to be a part of the doorway design.

Compensation

Selected artists will be provided with \$500 cash stipend. Artists must provide own paint materials (paint and brushes).

Project team will provide pre-cut and primed plywood board and final installation.

Selection Process

A private committee made up of Cleveland community members including arts educators, business owners, and non-profit leaders will review all submissions. Upon review, the committee will select applicants and make specific location assignments. Based upon your submission(s), you may be selected for more than one location. If you are selected for multiple locations, you will be compensated for each. Applicants will be contacted via email or phone to announce selections.

Once you have been selected and assigned your location, you will be provided with parachute cloth and exact dimensions of your location. You will work with project managers to schedule your installation time.

Project Background

This project is the result of the Thriving Communities Initiative project completed by a team of local citizens working toward the goal for Cleveland to be known as an emerging arts, culture, and innovation district in our region. The project is funded by the Lyndhurst Foundation under the management of MainStreet Cleveland and the City of Cleveland. MainStreet is committed to improving all aspects of the downtown area, continuing the organization's successful efforts of producing both tangible and intangible benefits. The goals of MainStreet Cleveland align perfectly with the goals of Thrive 2055- Thriving Communities Initiative and the Lyndhurst Foundation. MainStreet Cleveland is a thriving nonprofit organization dedicated to downtown revitalization. The organization was accepted into the national MainStreet program in 1990 and was one of the first MainStreet programs in the state. Each year, since 1991, Cleveland has earned recognition for commercial district revitalization by meeting standards for performance set by the National Trust for Historic Preservation's National Main Street Center. Mainstreet has led the redevelopment of the Courthouse Square and 1st St Square and organizes events and festivals, which attract more than 60,000 people to downtown annually. Together, Mainstreet, City of Cleveland, and Lyndhurst, will ensure that the steps of this project are carried out according to the highest standards and within the scheduled plan. The City Planning Office and MainStreet Cleveland have a history of collaboration which includes efforts to revitalize the City's central business district which has improved economic opportunities, strengthening public participation, and making downtown a fun place to visit.

Cleveland's downtown had many more existing, or soon to be existing, assets which fit categorically into a creative class economy than we had previously recognized. Cultural assets include 10 downtown local restaurants and coffee shops, various retail, dance and ballet studios, and several event spaces. Additionally, Lee University has recently expanded its liberal arts campus into the downtown area bringing a large, energetic student population to the edge of downtown. Several innovation based projects have recently developed including Initio Labs, a co-working space which has developed a partnership with the widely successful Co-labs from Chattanooga. Additionally, the local United Way recently opened a non-profit incubator downtown and the Cleveland Arts Center is partnering with Chattanooga Workspace to create Cleveland Workspace, a makerspace for creative workers. MainStreet is also in the process of developing a business incubator space in an old dilapidated structure downtown. The arts are however somewhat under represented downtown. This is the critical piece which is missing that could bring synergy and a sense of place to these efforts downtown.

Back Alley Galleries begins the long-term process of implementing place-making principles to begin creating arts, culture, and innovation district with the ultimate goal to embed the arts into the every day lives of our citizens. The City of Cleveland is committed to public arts and innovation projects in our city and will continue to maintain the Back Alley Galleries into the future.

Project Locations

Back Alley Galleries phase I will include 7 doors throughout 2 alleyways. The project will be anchored by one main alley (between 1st and 2nd streets NE and Church and N.Ocoee streets – next to Haskell Interiors) in the middle of downtown. This alley will include 6 door-framed paintings. This alley will have additional lighting, various accessories including benches and planters with various plantings. This main alley is large enough to host pop up concerts or movies when completed. Simple signage will be installed around the outskirts of the project area directing people to explore the Back Alley Galleries. The concept works in such a way as to lead people in search from one work to another so that they explore downtown and travel from business to business all while focusing on the “hidden art”. This project is the first step in embedding a culture of art into the everyday fabric of Cleveland.

Project Timeline

Design proposals are due to the Project Manager by **Friday, April 7, 2017**. Proposals may be mailed, emailed, or dropped off in person.

Selections announcements will be made **Friday, April 14, 2017**.

After selection announcements, artists will sign a contract with the City of Cleveland. Upon receipt of signed contract, the artist will be provided with the cash stipend and primed marine-grade plywood board pre-cut to the appropriate size.

Artist must arrange a time to drop off their finished board with the project manager no later than **Friday, May 12, 2017**.

Installation will be completed by project team May 2017.

Contact:

Project Manager

Sharon Marr

Director, Mainstreet Cleveland

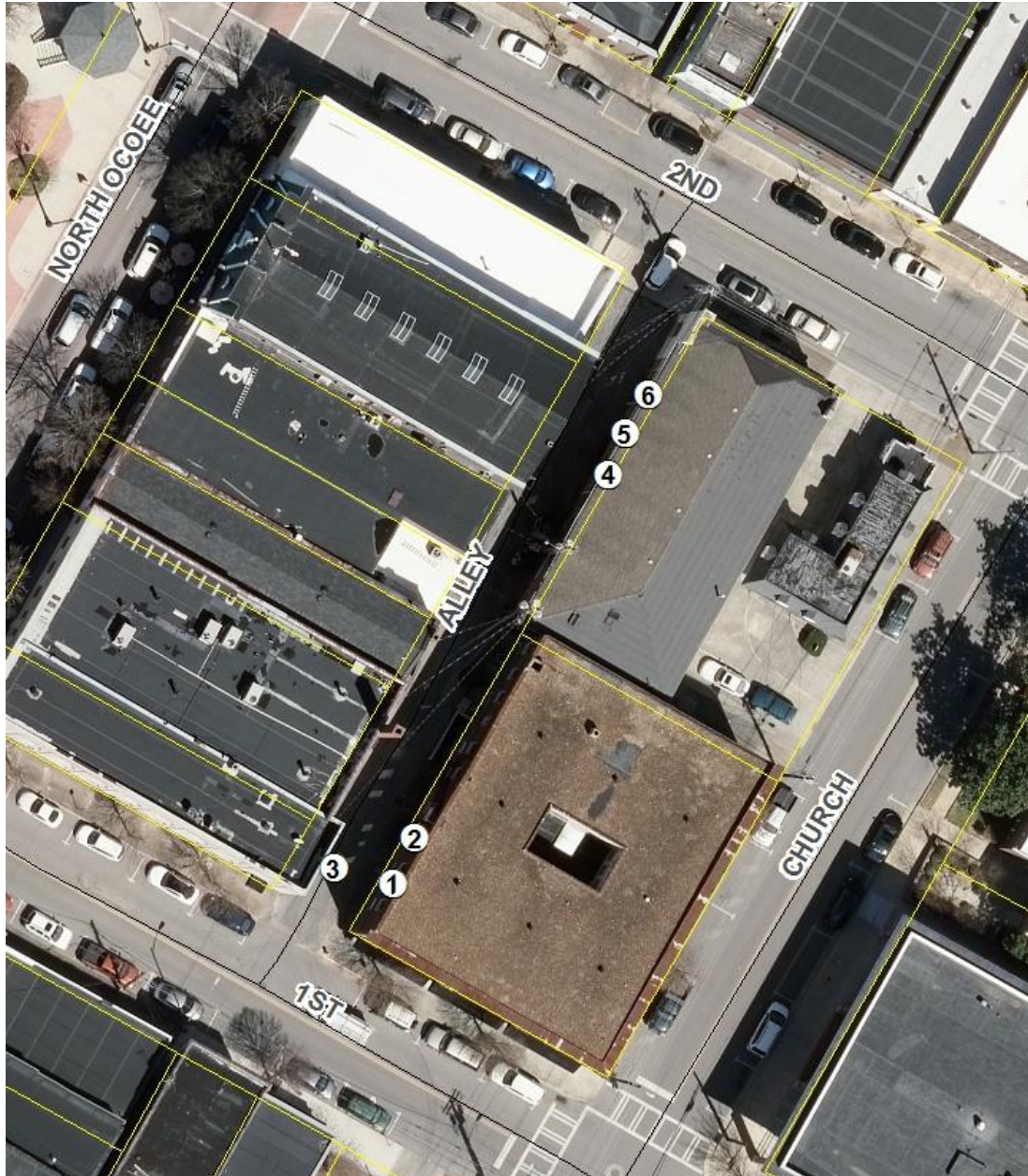
Phone: 423-479-1000

Email: mainstreet@clevelandtn.gov

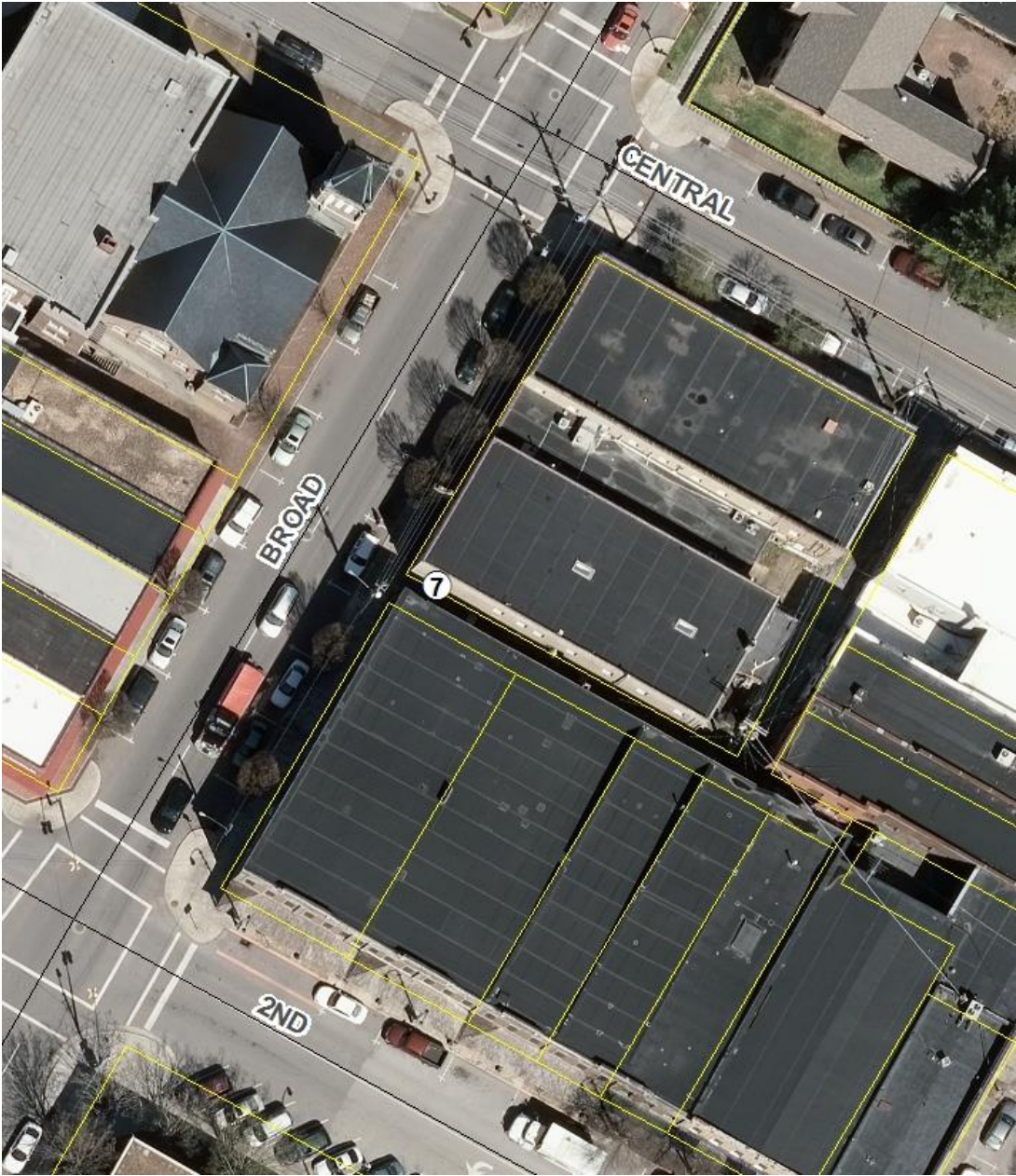
Mailing Address: PO Box 304 Cleveland, TN 3764

Appendix

Site Locations 1-6



Site location 7



Appendix B

Rendering of final project site- locations 1-6



Rendering of final project site- location 7

