

deTOUR Downtown Request for Proposals



deTOUR Downtown Description

Brainerd Restoration, the City of Brainerd, Five Wings Arts Council and Region Five Development Commission are embarking on a creative placemaking initiative to assist Downtown Brainerd during a street reconstruction project that will create access difficulties for those businesses.

In April 2018, the Minnesota Department of Transportation will begin reconstructing Business Highway 371 (S. 6th Street). Reconstruction is planned to continue into Fall 2018. The project will cause traffic disruptions by creating detours and closing intersections limiting access to Downtown businesses. Downtown property owners and business owners have expressed concern about the loss of revenue during the project.

deTOUR Downtown is seeking proposals for creative activities that will happen in downtown Brainerd during July to September 2018. The intent of this program is to *draw visitors and shoppers into downtown* during the construction season and engage the public in activities that spark their own creativity and participation. This is an opportunity for creative people to invite community engagement in ways that adopt creative placemaking strategies increasing enjoyment in Brainerd's vibrant downtown.

Project Criteria

- Creative projects in any art form will be considered, including but not limited to: visual art (2 or 3 dimensional), music (vocal and instrumental), theatre (storytelling, puppetry, street theater etc), literary arts, media arts (film/video, digital games etc), and dance/movement. Interdisciplinary collaborations are encouraged
- Proposed projects may be temporary or semi-permanent
- Proposed projects must engage the public in a manner that will likely increase the number and variety of people coming downtown. These projects should ignite the imagination and creativity within community members, and motivate involvement through methods such as, but not limited to the following: Participating in public forum for planning and conceiving the project, offering workshops, participatory demonstration, interactive participation, providing opportunity for community to be active (versus passive) audience, discussion, etc.
- Collaborative proposals including two or more eligible artists/businesses are also encouraged and welcome
- Projects may not be offensive or obscene and must be of a suitable subject matter, nature and medium for public display and considerate of the community standard

- Projects must meet or exceed standards for public safety
- Project must be completed between July and September 2018, schedule to be determined in collaboration with the *deTOUR* Downtown coordinator
- Artist must be able to deliver the work of art or project to Downtown Brainerd

Available Funding- \$50.00-\$2500.00 per project, no match required

Schedule

- April 1, 2018- April 20, 2018 at 5:00pm: Proposals will be accepted
- April 27, 2018: Selection Committee will review the proposals
May 1- 2018: Email notices will be sent to all that submitted proposals with selection results
- June 1- June 30, 2018: Social Crowdfunding campaign to raise project funds **selected projects are funded based on success of this campaign**
- July 1, 2018 or as soon as project funds are secured, project agreements are executed, with first payment made to the artist to begin project
- July 1, 2018 and after: Announcements of projects are made to the general public

Selection Process

The proposals will be reviewed by a nine-member committee, made up of representatives from Crow Wing County, RSDC, FWAC, City of Brainerd, Brainerd Restoration, local artist and local resident.

Proposals will be evaluated on the following criteria:

Scoring Criteria	Points
Eligible applicant & references complete	1 pt Yes, 0 No
Type of project, creative activity/interaction fits goals and does not violate any local laws or public safety	1 pt Yes, 0 No
Budget is reasonable for activity	1 pt Yes, 0 No 1 pt bonus if in-kind or cash match
Timeline allows project to be complete by 9/30/2018	1 pt Yes, 0 No
<i>Proceed w/ ranking if all the above score 1 point, do not proceed if a 0 is scored.</i>	
Quality serves project purpose	3 pt much, 2 pt some, 1 pt little, 0 none
Potential to increase foot traffic	3 pt much, 2 pt some, 1 pt little, 0 none
Community engagement	3 pt much, 2 pt some, 1 pt little, 0 none
	14 Points Possible -TOTAL

Selected Projects

The selected projects will enter into an agreement with Brainerd Restoration. Project payment will include 50% upon execution of the agreement and the remaining 50% upon completion of the project.

GUIDE FOR PREPARING YOUR PROPOSAL

Proposal Requirements- all proposals must contain the following information:

Narrative

3 pages or less - should include a description of

1. The artist(s) or team leading project

- a. Tell us about your connection to Brainerd (live or work in region, grew up or have family roots)
- b. Please convey any past experiences you have collaborating with other artists, learners or the public.

2. Creative Project.

Please describe your project by answering the following questions:

- a. What do you intend to create? Please describe what the public will experience when they see/feel/hear the results of your project. Please include links to websites and/or attach drawings, samples, musical demos, etc.
- b. Where will this project happen? Have you secured permission to carry out this idea at this location? Please note that projects that have secured advanced approval will be given priority.
- c. Who will be involved with bringing this creative idea to reality?
- d. How will the community be engaged and a part of this project?
- e. What ideas do you have to promote awareness of this project and encourage visitors to come downtown to be involved?
- f. What else do you want us to know that we didn't ask you?
- g. Maintenance requirements- will this project require upkeep beyond September 2018? If so, please describe future maintenance needs and plan.

- 3. What support assistance do you need to carry out the project?** For example, do you need assistance with connections to business community and other supportive organizations such as the City of Brainerd, Crossing Arts Alliance, Brainerd Chamber and others. If so, please tell us about what you need.

Budget

Request may range from \$50.00 - \$2500.00. No match is required. Bonus points for matching funds or in-kind time.

EXPENSES: Please include expenses that relate to your project, such as costs of materials, rentals, licensing fees, personnel costs (including consultant fees, artist fees, please break down as X # hours X \$/hr = \$), community engagement costs, transportation, documentation, etc.

REVENUE: Please include all resources that will be used to offset the cost of the project, both cash and in-kind. Include the amount of your request to *deTOUR* Downtown.

Timeline and Implementation Plan

Within the timeframe of July 1, 2018 – September 30, 2018, please share your preferred time of day, week, month the project will commence and end in downtown Brainerd.

Provide a timeline of key action items that need to take place to successfully complete your project.

deTOUR Downtown will attempt to accommodate the proposed time line, but may need to work with you to adjust dates in order to provide a full slate of activities for the public during the July 1- September 30 time frame.

Professional References

See template on back of cover sheet- contact information for 3 individuals who can serve as professional references

Optional: Work samples that will help us better understand the quality and style of your work

Completed proposals should be submitted via email or USPS mail to:

Dawn Espe, Region Five Development Commission
200 1st Street NE, Ste. 2
Staples, MN 56479

Completed proposals must be received no later than April 20, 2018 at 5:00pm.

Contact Information

If you have any questions, please contact Dawn Espe, Region Five Development Commission at despe@regionfive.org / 218-894-6013 or Vicki Chepulis, Five Wings Arts Council at vicki.fwac@arvig.net / 218-895-5660.