

QUESTIONS & RESPONSES

August 16, 2024

Question: As a muralist who has applied to many calls, I was just reading over your mural call and wanted to inquire about a few things. The thing that stood out the most was that a final color rendering is necessary to apply. Almost every professional call today does not require the final art for free. Typically, finalists are decided upon based on past work, and the finalists are each given a stipend to create a mockup. (It's very common as I'm being paid right now by a mural call to create a mock-up.) I know that you value artists, so I just wanted to point out that this call is asking for a lot of free work and research and most calls are not operating that way any longer (I also don't think you'll get the best designs this way.)

Response: We have updated the RFP to reflect feedback we have received from mural artists. Instead of requiring a full color rendering, artists will only be required to submit a rough draft mock-up design as part of the proposal. Artist qualifications will be weighted heavily.

Question: Mailing printouts (with a double-sided specification much less) seems very odd in 2024. Can you tell me why this is necessary and why an email isn't enough? And what does it mean by adding an electronic copy to the envelope?

Response: We have updated the RFP to reflect feedback we have received. Email proposals will be accepted as well as print proposals.

The updated RFP has been uploaded to the Town website here:

<https://townofridgway.colorado.gov/resources/requests-for-proposals/bids>

Question: Will the judges consider an artist that hasn't painted something of this scale yet? Will they consider someone who doesn't have professional references? I was just curious if there is a cutoff for someone who doesn't meet that criteria or if it's more based on the artists design and those other items help the consideration.

Response: As you read in the selection criteria, proposals will be evaluated using the following criteria:

- A. Artistic quality of the proposed work
- B. Qualifications and experience of the artist/muralist.
- C. Responsibility of the artist/muralist and their experience in dealing with projects of similar scale and scope.
- D. The degree to which the proposal meets or exceeds the terms of the Request for Proposal.
- E. Results of reference checks and past performance for other clients.
- F. The proposing artist's proposed budget.
- G. Geographic location of the artist performing the work relative to the Town.

Proposals will be evaluated against these criteria above and compared to the other proposals we receive. If your proposal does not meet several of the criteria – such as lacking professional references and experience with projects of a similar scale and scope - that may negatively affect the competitiveness of your proposal. We will be looking for artists with high quality work who are prepared to successfully execute a project of this scale. Beyond that, we do not have a clear “cutoff” per se.

Question: I would like to submit my artwork for consideration for the mural. What's throwing me is the "shared community values and identity".

Response: According to Ridgway's Master Plan, which was developed with broad community input, we have 5 community values:

Healthy natural environment
Sense of community and inclusivity
Small town character and identity
Vibrant and balanced economy
Well-managed growth.

Question: I am not a "mural artist". I have never painted a mural. I am in touch with a company that fabricates murals and I was going to look into working with them. The question is - is the community looking for an artist to actually paint a mural like the other ones around town?

Response:

We are wide open to proposals of various ways to approach this project. We'd love to hear what you are thinking.

Question: \$25,000 fee seems pretty small for a mural of that size! Especially when that amount includes all costs of installation.

Response:

\$25K is simply an estimate. The Town will need to budget (and fundraise) accordingly for the cost identified in the chosen proposal. It could be \$10K or \$45K. We won't know until we receive the proposals.

Question: A couple of things that struck me as important: by saying that the mural should reflect Ridgway's shared community values, it seems to suggest that the mural should be in a narrative format. While this might very well be what is chosen, it also might limit some concepts that could be perfect for the space and the town. For example, there will likely be some artists who think that the submission needs to glorify mining and ranching history, whereas someone who, let's say, paints beautiful abstracted images of aspen trees might not submit. Essentially I think it's important that the call for submission doesn't inadvertently influence the kind of submissions put forward. You want to have a wide range of images to choose from.

Response:

The guidance that the mural should reflect Ridgway's identity was based on community input sessions. We would certainly welcome a wide range of interpretations of the theme! Aspens like the ones you're describing would make a strong proposal, I think.

Question: Do you have a weighted list of the criteria of which to choose the artist? I am based in Illinois and want to know how much criteria "G" will be weighted against the other factors.

Response: The RFP identifies that proposals will be evaluated using the criteria below. They are not "weighted". Hope this helps. Thanks for your interest in this project!

- A. Qualifications and experience of the artist/muralist.
- B. Responsibility of the artist/muralist and their experience in dealing with projects of similar scale and scope.
- C. The degree to which the proposal meets or exceeds the terms of the Request for Proposal.
- D. Results of reference checks and past performance for other clients.
- E. The proposing artist's proposed budget.
- F. Geographic location of the artist performing the work relative to the Town.

Question: I am preparing a proposal with my art team and we're curious if the Town will be priming the wall and also providing the clear coat for the final protective layer. It's common for municipalities to do this in order to properly protect the investment of public art. Plus, this also allows artists to focus on the art, reserving the budget for the art too.

Response: The Town does not plan to prime the wall but it's good to know that it's a common practice for municipalities to do so. For this opportunity, all site preparation tasks are to be provided by the artist.

Question:

I took a look at the wall today and noticed a few places where the stucco is damaged. I'm wondering if those spots will be repaired before the mural project starts, or if the artist will be responsible for fixing the stucco? Also, will the artist be responsible for fixing any future damage to the wall that occurs after completion of the mural? If so, will their time be paid for? Lastly, how long into the future will the artist be required to maintain the mural?

Response: Neither the Town, not Artspace will fix the stucco spots you're referring to. For this opportunity, all site preparation tasks are to be provided by the selected artist. The agreement with the selected artist may contemplate a warranty period. The RFP is soliciting a "recommended maintenance plan" as part of the proposal requirements so that the Town and Artspace can budget accordingly each year for the recommended maintenance activities.