



## CALL FOR QUALIFICATIONS FOR DOWNTOWN JOHNSON CITY, TENNESSEE MURAL PROJECT

Connect Downtown Johnson City is seeking qualifications from artists or art teams for the commission of a community paint-by-numbers mural in downtown Johnson City.

**DEADLINE TO APPLY: THURSDAY, AUGUST 11, 2022.** Late applications will not be accepted.

**ELIGIBILITY:** This opportunity is open to all professional artists over the age of 18. Local and regional artists will be given preference and are encouraged to apply.

**BUDGET:** The total project budget is \$9,600. Up to three finalists will be selected to develop concept proposals for this project. Each finalist will be paid a \$500 stipend for their proposal. The three finalists will be required to present their proposals to the Selection Committee. The selected artist will be paid \$7,560 for the commissioned work and will be responsible for their own travel costs, materials, housing, and personal liability insurance when installing the mural. *Artist will be responsible for applying a UV sealant and necessary anti-graffiti coating – provided and purchased by Connect Downtown Johnson City.*

### **ABOUT CONNECT DOWNTOWN JOHNSON CITY:**

Connect Downtown Johnson City is downtown Johnson City's Nonprofit 501©3 accredited Tennessee Main Street and National Main Street Program whose mission is to foster a thriving downtown ecosystem that is desirable for residents, businesses, and visitors by forging partnerships and facilitating community connections

**QUESTIONS?** [info@downtownjc.com](mailto:info@downtownjc.com)

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### **ABOUT THE COMMUNITY:**

Johnson City is distinguished as a community that embraces art, the environment, commerce, science, community, and education.

Downtown Johnson City is rapidly undergoing reinvestment and revitalization. In recent years, storm water mitigation efforts prompted the development of two new parks- Founders Park and King Commons. A commitment to the local food

movement spurred the installation of a large farmers market pavilion. Local craft breweries have become increasingly popular as many have located in the downtown area. Just a few blocks from downtown, a heavily wooded area known as Tannery Knobs has been transformed into a mountain bike park with trails for people of all ages and skill levels. Nearby, the Tweetsie Trail also offers walkers and cyclist a safe and scenic route connecting our areas recreational activities through two counties and two cities. Public art has also contributed to the ongoing revitalization by incorporating artistic elements into many of the newly developed areas downtown.

The downtown area is the city's hotspot for several annual events, music festivals, and food and beverage celebrations that bring a sense of character to the downtown area. Downtown Johnson City has a constant flow of entertainment and activity.

### **PROJECT DESCRIPTION & THEME:**

We would like to commission a professional artist to paint a large-scale collaborative community mural that addresses the theme of one or more of the following **keywords: food, agriculture, growth, community, nature.**

The proposed location of this mural is adjacent to the Pavilion at Founders Park where our weekly farmers market sells locally grown produce and food. The mural themes of local food, nature and agriculture is an excellent way to tie art to our communities' natural resources. In addition to the Farmers Market, the pavilion is also used for a variety of community events, gatherings, services, and more.

Proposals should convey a clear sense of place. The chosen wall at 106. S. Commerce Street is in historical downtown and is situated adjacent to Founders Park. It will serve as an iconic focal point for the park and will be visible to a variety of pedestrians and downtown visitors.

Additionally, this project will also serve as an educational art piece in our community. The selected muralist will direct youth in the painting of the mural and then complete the project with finishing touches.

### **PROJECT PARTNERSHIPS:**

The **Design Committee of Connect Downtown Johnson City** will organize of the project. They will coordinate all volunteer projects, communicate with the participants, ensure insurance and permits are obtained and promote the project over social media and local media.

**Johnson City Public Art Committee** will help promote the call for artists. The Mural Committee will help select the three finalists with the Design Committee of Connect Downtown. The JCPAC Mural Committee will also address types of paint that can be utilized if needed.

**Coalition for Kids** is a non-profit organization with a mission to help children in need. Kids in their summer and/or after school program will participate in a coeducational workshop with the chosen artist. Students and staff will be invited to interact with the artist in an educational workshop and participate in painting the mural. Students will also have the opportunity to decorate personal coloring pages of the mural.

**Johnson City Farmers Market** will have a display of the mini-mural art that has been created. They will also give a booth space at one of the Saturday markets for the Design Committee to have a mini mural art activity for all kids.

### **MURAL SITE**

The designated wall for the mural is located on Commerce Street adjacent to both Founders Park and the Pavilion which hosts the weekly farmer's market. It is visible to pedestrian traffic and can also be viewed from State of Franklin Rd, a major artery of the city. The rectangular wall measures **approximately 42 x 12 feet (504 square feet)** and encompasses the middle portion of a one-story building with a historic and restored brick façade. The brick wall provides a large space conducive to a high impact, narrative mural.



## **SELECTION CRITERIA**

A selection panel will review the qualifications of applicants and make recommendations to the Design Committee for final selections. The selection panel includes artists, arts advocates, curators, administrators, project partners, and other arts and community development specialists. Their selections will be based on the following criteria:

- **Artistic excellence as demonstrated in 10 digital images of the artist(s) previous work**
- **Evidence of previous experience in the mural field on large masonry surfaces**
- **Experience working on collaborative community projects**
- **Experience working on large scale art projects**
- **Experience working with paint by number projects or a demonstrated understanding of the process and application.**
- **Willingness to meet all contractual guidelines**
- **The use of content appropriate for all audiences**
- **Will submit to a background check for working with children**

## **SUBMISSION GUIDELINES**

Submit a digital portfolio:

- **Cover letter or artist statement (please include experience with collaborative community projects or understanding of process, and experience with adult and adolescent volunteers)**
- **10 digital images of previous artwork**
- **Resume**
- **Contact information for 3 professional references**

**Submit a digital pack to [info@downtownjc.com](mailto:info@downtownjc.com)**

## **ANTICIPATED TIMELINE**

- **Deadline for application: Thursday, August 11, 2022**
- **Notification of three finalists:  
Thursday, August 18, 2022**
- **Final Proposals due: Thursday, September 15, 2022**
- **Final artist selection: Thursday, September 22, 2022**

Installation of the mural will be scheduled in consultation with the selected artist. The artist will be responsible for preparation of the mural surface. Connect Downtown Johnson City expects the mural to be completed by November 2022. When submitting your RFQ, please confirm that the timeframe can be met. Selected finalists will be invited to present their proposals to the selection committee in person or virtually.