



Main Street Bennettsville Downtown Mural Project

City of Bennettsville, PO Box 1036, Bennettsville, SC 29512

Request for Proposals (RFP)

Public Mural Opportunity in the City of Bennettsville

The Project

The City of Bennettsville's Main Street Bennettsville program has initiated a downtown public mural project as a way of establishing a public art presence in downtown Bennettsville. The artwork will be located on the side wall of a historic building in downtown Bennettsville. Bennettsville community members will be invited and encouraged to participate in the process of selecting the artwork.

Goals

- Establish a public art presence in downtown Bennettsville.
- Create a piece of public art for an outdoor environment that reflects the spirit, history, and uniqueness of the City of Bennettsville.
- Engage the Bennettsville residential and business community in the decision-making process.
- Promote downtown Bennettsville as a destination dedicated to fostering community collaborations and partnerships.
- Select a dedicated and qualified artist or artist team that can demonstrate artistic excellence while completing this project on time and within budget.

2024-2025 Schedule

December 18: RFP released

January 17: Deadline for Questions / RFP closes

January 24: Short list of proposals selected

January 29 – February 5: Community engagement and voting

February 14: Final artist announced

March 14: Final design due from artist

March 19: Final design review and approval

No later than May 31: Art production completed



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Completed proposals will be on display at Bennettsville City Hall from January 29 – February 5, 2024. Community members will be invited to share their input.

The Site

The site will be a highly visible and prominent side wall of a historic building in downtown. The site will be determined when the artist/artist team is selected, prior to the final design deadline.

Artist Scope of Work

Artists/Artist Teams submitting proposals are responsible for the following:

- Develop a concept for a mural on the project site.
- Submit a proposal that aligns with the established goals of the project
- Submit questions within the established timeline
- Conduct research as necessary to understand the site, the project, Bennettsville's history and culture, and other considerations as necessary to inform the artistic approach.

Artists/Artist Teams selected for community input are responsible for the following:

- Create a mock-up of the artwork concept suitable for display in Bennettsville City Hall.
- If selected for final review, presentation of concept to Steering Committee.

Artist/Artist Team selected for the commission are responsible for the following:

- Create an approved design for the artwork.
- Collaborate with the City staff, Steering Committee, and building owner on completing the artwork.
- Fulfill artist responsibilities within the contracted budget and timeline
- Participate in community engagement and education activities

The City's and/or Steering Committee's responsibilities include:

- Coordinate reviews and permissions regarding artist selection and concept development with appropriate partners.
- Provide technical assistance as coordinated in advance.
- Coordinate marketing, documentation, and public engagement.

Budget



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The maximum budget available for the artwork is \$10,000. This budget will be all-inclusive to include artist fees, artist assistant costs, artist studio costs, scaffolding and ladder equipment, materials and supplies, travel-related expenses, specialty consultants, preparation and installation of the artwork, and other associated costs. External costs such as marketing, documentation, security, and evaluation do not need to be included in the budget. This project is funded in part by the South Carolina Arts Commission which receives support from the National Endowment for the Arts.

Artist Selection Process

Eligibility

We are seeking artists or collaborative artist teams who can make a commitment to working in Bennettsville as necessary to fulfill the responsibilities of this project. For the purposes of this RFP, “artist” refers to an individual artist or a team of artists. Any artist, and/or team, whose primary residence is in South Carolina, established or emerging, working in any medium is encouraged to apply. Please note that we cannot offer additional budgetary resources to individual members. Artists must be citizens of the U.S. or authorized to work in the U.S.

Selection Process

This will be an open call. Artist proposals will be solicited by the City of Bennettsville. The Steering Committee and its artistic advisors will review the artist submissions and identify the short list of finalists. Up to five artists/teams will be asked to submit their concept for input and voting by the Bennettsville residential and business community. The Commission will award the final commission, in consultation with the community. The decision will be based on a review of artist/team qualifications and concepts using the criteria that are listed below. The building owner and Commission are not required to make a selection from the submissions received if, in the Commission’s and/or building owner’s judgment, the relevance, quality, or the qualifications of the artists are not appropriate.

Qualifications and Review Criteria

The evaluation of artist/team qualifications will be based on a review of completed artworks, artworks in progress, or as otherwise described in curatorial writings, critiques, articles, or other publications. The artists’ qualifications shall demonstrate:

- Experience in creating permanent, durable, outdoor public art works
- Appreciation of design in a public space.
- Ability to accomplish projects of similar complexity within the budget, timeline, and constraints presented based on examples of prior artwork
- Experience in community-engaged art processes and research



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- Ability to create site-specific artwork that is responsive to the opportunities and constraints of the site
- Ability to create artwork that engages a wide audience

The evaluation of the finalist's artist/team concept will be based on a review of submitted concepts using the goals outlined for the project as well as the following criteria:

- Creativity in addressing the constraints of the site through materials and methods
- Creativity in community engagement approach
- Success in reflecting the community's vision and spirit
- Feasibility of completing the project within the allotted budget and timeframe

Application Requirements

The following are required by January 17, 2025, in digital format (PDF file):

- Completed application and plan for preparation and maintenance
- Narrative and design illustrating the mural concept. Include supplemental information such as timeline for completion and approximate dimensions of the proposed mural.
- Budget for the project
- Community engagement and education activities plan
- Supporting materials including images and reviews of previously completed art works. Examples should describe the size, materials, cost, and location of other artworks. References for earlier projects are encouraged.

Applications not in compliance with all stated requirements will not be considered for this project.

Policies

Artists will retain the ownership of design ideas submitted with this application until a selection has been made and a contract signed between the artist, the owner of the building, and the City of Bennettsville. At the time a contract is awarded, the ownership of the design and the artwork produced, in this case the public art mural, will become the property of the building owner.

Short-list proposals will be printed and displayed at Bennettsville City Hall. A public forum will be held to which community members will be invited to discuss and give their opinions on the designs which best fit Bennettsville. The final selection will be made in accordance with the City of Bennettsville Downtown Bennettsville Overlay Zoning District.



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Financial compensation for completion of the mural will be made in accordance with the agreed upon contract between the artist and the City of Bennettsville. A suitable Artist Maintenance Plan must be submitted. A sample maintenance plan is included on page four.

Contact Information

Brittany Jones: 843-479-9001, ext. 354, brittany.jones@bennettsvillesc.com



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Application for Public Mural Project

Name(s): _____

Address: _____

City: _____

State: _____

Zip Code: _____

Telephone: _____

Email: _____

Website URL: _____

A complete application must be submitted by January 17, 2025 and include the following in the order listed below:

- Artist application form
- Project description
- Images of previous work
- A color representation of the proposed mural
- Itemized budget
- Artist plan for preparation and maintenance

As an applicant for this public art project for the City of Bennettsville, I certify that all works submitted represented as my work are the product of my creation and no other. I further certify that all statements made in this application are true to the best of my knowledge.

I understand that the City of Bennettsville may make duplicates of my images and application materials for the purpose of consideration of my application, community input, and for promotional materials concerning the project.

I understand that any liability for loss or damage to my application or images is not the responsibility of the City of Bennettsville or the panel of jurors installed to review applications.

Applicant signature: _____ **Date:** _____

Send completed application to:

- Email completed applications to: Brittany Jones at brittany.jones@bennettsville.sc.gov in .pdf format



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- You may also mail the completed application to: City of Bennettsville, Attention: Brittany Jones, PO Box 1036, Bennettsville, SC 29512

Artist Plan for Preparation and Maintenance

This is a sample only. Some elements suggested herein may not apply to all proposals. Artists must each submit an original preparation and maintenance plan with their proposal.

Accomplishment of Downtown Bennettsville Mural Project (*italics below indicate details to be completed by the artist*)

- This (*include unique dimension and size*) mural is to be painted on or affixed to a brick wall.
- The wall will be prepared (*Indicate actual preparation plan, describe brands, major colors, and make up of materials, and how materials will be applied in compliance with manufacturer's instructions*) prior to painting the art work.
- Final surface will be prepared (*Indicate actual preparation plan, describe brands, major colors, and make up of materials, and how materials will be applied*) to prevent premature degradation and/or loss of the art work.
- Two applications of (*name of material brand*) anti-graffiti/anti-ultraviolet coating will be applied according to manufacturer's instructions.
- Recommended future maintenance plan. (*Indicate recommended routine surface inspections, surface cleaning, and/ or additional coats of protective paint.*)

Applicant Name: _____ **Date:** _____