



Request For Proposal

The Keep Arkansas Beautiful Commission, via its advertising agency of record Mangan Holcomb Partners (MHP/Team SI), requests proposals from the public for the installation of a previously designed and approved mural to be installed on the campus of the eStem Public Charter School, Little Rock, Arkansas.

This project, managed by MHP/Team SI on behalf of the Keep Arkansas Beautiful Commission, is in cooperation with the Downtown Little Rock Partnership.

The selected installer/artist(s) will work with MHP/Team SI as representatives/agents of the Keep Arkansas Beautiful Commission, representatives of Downtown Little Rock Partnership, other city officials, and other project stakeholders to implement the design.

Preference in the selection process will be given to Arkansas-based firms and/or individual installer/artists. It is also preferred, but not required, that the installer/artist have experience in successfully installing works of a similar scale, scope and that were completed under a similar timeline.

The selected installer/artist will oversee production, and complete installation of the artwork, which will simultaneously meet the artistic, technical, and public safety goals specified below.

1. PROJECT GOALS

The project should achieve the following goals:

- *Individual, Public and School safety*
- *Visually appealing, durable, and accurate reproduction of the approved design*
- *Educational/Outreach opportunities*
- *Generate and continue interest and awareness of the mission of Keep Arkansas Beautiful*

2. MURAL LANDSCAPE:

The mural will be located on the exterior, first and second stories, east-facing brick façade wall of the eStem Public Charter School building at 112 West 3rd Street, Little Rock, Arkansas, 72201.

The surface area for the mural measures approximately 120 feet in width by up to approximately 30 feet in height in some places (the height of the wall varies from end to end – see addendum).

Of note: *The wall is located on the playground of an active school. Proposed timeline, safety, accessibility, and budget considerations should indicate the installer/artist fully understands the challenges of working in this unique location.*

3. MURAL SPECIFICATIONS and REQUIREMENTS:

The installer(s)/artist(s) will recreate (as closely as possible) the approved design that must be durable, vandal proof (to the degree possible), technically feasible, and weather resistant.



The approved design concept is included in the RFP request as an addendum.

4. TERMS AND CONDITIONS:

The selected installer/artist agrees to be available to discuss his or her proposal with MHP/Team SI, representatives of Keep Arkansas Beautiful and others via an in-person discussion or by telephone.

The selected installer/artist and MHP/Team SI (acting as the authorized agent of Keep Arkansas Beautiful Commission) will enter into an Agreement for the Commission of Public Art prior to work on the mural beginning, and as part of this Agreement requires the installer/artist to obtain liability insurance covering the work to be done on the mural. Guidance for obtaining liability insurance is available.

5. PROJECT TIMELINE:

Responses to this Request for Proposals are due by midnight of August 31, 2021.

The chosen installer/artist(s) name(s) will be publicly announced on Sept. 10, 2021.

Mural to be completed by October 31, 2021.

6. COST PROPOSAL:

*Include in your proposal the amount of total expense required to be paid directly to the selected installer/artist(s) that is inclusive of **ALL EXPECTED COSTS** to be incurred by the installer/artist(s) to complete the project as specified. The proposed cost must be the total amount, including but not limited to any time, any payments for subcontractors, temporary rentals, any related taxes, and any and all materials and equipment used on the project.*

7. SUBMISSION OF PROPOSALS:

All submissions must include the following:

- 1. installer/artist name,*
- 2. installer/artist company (if applicable),*
- 3. installer/artist tax identification number and/or Form W-9*
- 4. installer/artist phone number,*
- 5. installer/artist address,*
- 6. installer/artist email address,*
- 7. brief description of installer/artist experience with similar projects, if any*
- 8. example(s) of the project timeline(s) for similar projects completed by the installer/artist, if any*
- 9. electronic image(s) of any prior similar projects completed by the installer/artist, if any*
- 10. any proposed subcontractors,*
- 11. total proposed cost (inclusive of all elements outlined in Item 6 above)*
- 12. proposed method/technique or specifications of the media to be used for the installation, e.g. painted or adhesive vinyl application, etc.*



13. proposed schedule/timeline for the installation indicating any approval steps required, and
14. acknowledgement of the guarantee regarding copyright (as defined below in section 10).

All submissions must be sent via email to Colbie Jones: cjones@mhpteamsi.com.

All submissions must be sent by no later than midnight on August 20, 2021.

MHP/Team SI, on behalf of the Keep Arkansas Beautiful Commission, may request the installer/artist to stop by in person or to have a phone call regarding their submission.

8. CONFIDENTIALITY:

All installer/artist information shall be considered confidential, until such time as it has been made public by the Keep Arkansas Beautiful Commission, after which time, submissions may become subject to relevant public inquiry under the Freedom of Information Act.

9. REQUESTS FOR ADDITIONAL INFORMATION, INSTRUCTIONS AND / OR CLARIFICATION:

All requests for additional information, clarifications or instructions concerning the project should be emailed to Colbie Jones at cjones@mhpteamsi.com or made by phone at 501-376-0321.

It is the duty of the installer/artist to take all appropriate measures to obtain all information and instructions required to make their proposal conform to the requirements of the RFP. No installer/artist will be entitled to claim a lack of information or instructions to support or justify their proposal or to avoid any obligation, condition, or specification contained in the RFP.

10. COPYRIGHT:

The installer/artist must guarantee that the installer/artist is not entitled to any claim of copyright of the completed mural, and that copyright remains the property of the Keep Arkansas Beautiful Commission.

11. BACKGROUND INFORMATION:

Keep Arkansas Beautiful Commission

Created by Act 1278 of 1997, the Keep Arkansas Beautiful Commission operates as a division of the Arkansas Department of Parks, Heritage and Tourism and is one of four state agencies that share proceeds from the Amendment 75 1/8-cent tax. The Keep Arkansas Beautiful Commission works to prevent litter, recycle and keep Arkansas beautiful. The Commission is represented in matters of advertising, public relations and media by Mangan Holcomb Partners, a full-service marketing communications firm based in Little Rock, Arkansas.

Downtown Little Rock Partnership

Founded in 1984, Downtown Little Rock Partnership's mission statement is "to accelerate the success of Downtown Little Rock through leadership, partnership, and initiative, sustaining and growing our vibrant urban core." In pursuing this mission, the Downtown Little Rock Partnership has collaborated with businesses



and artist to make downtown a more vibrant and enjoyable place to visit by commissioning and coordinating the development and implantation of murals in downtown Little Rock.



ADDENDUM:

The designated space for the mural to be installed is located on the exterior, first and second stories, east-facing brick façade wall of the eStem Public Charter School building at 112 West 3rd Street, Little Rock, Arkansas, 72201 is shown in this site photo below.

The wall dimensions are approximately 120 feet in width by up to approximately 30 feet in height (the wall height varies from end to end, from approximately 30 feet high, at left, to approximately 20-25 feet high, at right).

Of note: The wall is located on the playground of an active school. Proposed timeline, safety, accessibility, and budget considerations should indicate the installer/artist fully understands the challenges of working in this unique location.



The approved design concept to be reproduced (as faithfully as possible) is shown below. Detailed artwork/design elements will be provided to the selected installer/artist.

