



REQUEST FOR PROPOSALS: Art in the Windows

Art in the Windows is a Downtown Syracuse retail promotion and public art program designed to activate and showcase available downtown storefronts through temporary installations of eye-catching artwork. The Downtown Committee of Syracuse is soliciting (1) **local artists and art galleries** to create site-specific installations; and (2) **property owners and managers** with available ground-floor space to host site-specific installations and/or displays in Spring 2017. **Applications will be accepted on a rolling basis.**

Project Description

Art in the Windows strives to beautify the Downtown Syracuse streetscape, showcase the work of talented artists, spotlight available storefronts, and generate foot traffic to area businesses. This new program by the Downtown Committee of Syracuse, funded by a grant from the Central New York Community Foundation, features local talent in the visual arts while highlighting retail opportunities in Downtown Syracuse. The Downtown Committee will match participating property owners with jury-selected artists to create temporary installations promoting a more inviting, engaging downtown streetscape.

Program Benefits

Art in the Windows advances three goals:

- 1) To entertain the Downtown Syracuse community by bringing streetscape-enhancing artwork into vacant storefront windows;
- 2) To expand the audience for our visual arts community by reaching downtown residents, shoppers, employees, and visitors; and
- 3) To highlight vacant retail storefronts as available business opportunities.

Art in the Windows is the second program in a two-pronged approach to address street-level vacancy in Downtown Syracuse. The first program, Pop-Up Retail, began in Fall 2015 and provides matchmaking services between business-savvy entrepreneurs and available below-market, ready-to-occupy retail space in Downtown Syracuse. Pop-Up Retail provides a limited-term (3-6 months) opportunity for property owners and business operators to test their business model while minimizing risk. (For more information on the Pop-Up Retail program, call 315-470-1958.)

While Pop-Up Retail focuses on ready-to-occupy retail space, Art in the Windows addresses storefronts that would require construction prior to business occupancy. Art in the Windows helps to showcase the potential of available retail space, while activating the streetscape and providing points of interest for the downtown community.

Together, the Pop-Up Retail and Art in the Windows programs address downtown retail vacancy by engaging creative entrepreneurs and local talent to reimagine new uses for vacant storefronts.

Timeline and Due Dates

Submissions Due from Artists, Non-Profit Galleries, and Property Owners will be reviewed by a jury of Downtown Syracuse property owners on a rolling basis. Artists will have two weeks from the time of selection to complete the installation activity.

Artwork will remain on display approximately three months from the installation date. In the event an Art in the Windows host space is leased during that time, the art may be moved or reinstalled in an alternate downtown location. Property owners must notify the Downtown Committee at least two weeks in advance so the piece may be relocated.

The original installation period may be extended by mutual agreement between the artist and the property owner. Unfortunately, no additional Art in the Windows funding will be available to support extended agreements beyond the initial grant timeframe.

Budget

Each selected artist or gallery will receive up to \$750 for their installation, provided on a reimbursement basis for eligible materials expenses. The funds may only be used to cover expenses related to the design and implementation of the project. Proper records and receipts will be required for reimbursement.

Downtown property owners are donating rent-free retail space for the duration of the installation, and will receive a \$25/month utility allowance for illuminating the artwork for the duration of the initial exhibition period. If an installation space is leased for retail use during the installation timeframe, the property owner will receive a prorated utility allowance for the applicable timeframe.

The Downtown Committee will provide branded Art in the Windows signage for participating properties and artists. Signage will include contact information for leasing the available space and purchasing work by the featured artist. This signage must be displayed in the window so that it is clearly visible from the sidewalk.

Who Can Apply

Individuals, teams, or non-profit galleries located within Central New York are eligible to apply for artist/gallery participation. Applicants located within the City of Syracuse will be given preference. Students as well as professionals are encouraged to apply. Artists or Non-Profit Galleries interested in designing and implementing an Art in the Windows display should compile the materials listed in the attached "Artist and Non-Profit Gallery RFP" and complete the "Artist/Gallery Responsibilities" page and return them to hschroeder@downtownsyracuse.com.

Property owners with ground-floor, vacant storefronts in Downtown Syracuse are eligible to apply to host artwork through Art in the Windows. Preference will be given to spaces that are not ready-to-occupy (e.g., no Certificate of Occupancy; construction required). Property owners/managers interested in hosting an Art in the Windows display should complete the

attached “Property Participation Form” and “Property Owner Responsibilities” page and return them to hschroeder@downtownsyracuse.com.

Applicants are strongly encouraged to engage with the Downtown Committee **prior to submitting their application materials**. Please contact Heather Schroeder, Economic Development Program Manager, at (315) 470-1958, or hschroeder@downtownsyracuse.com, for questions about the Art in the Windows program.

Selection Criteria

A jury of local business owners will select the winning submissions. Priority will be given to eye-catching artwork that enlivens the Downtown Syracuse city streetscape. Preference will be given to department-store style, site-specific installations; however, collections of artwork will also be considered for display. Consideration will be given to artistic merit, project feasibility (installation methods and budget), and artists’ previous experience. Applicants located within the City of Syracuse will be given preference.

Artist applicants agree to showcase their artwork in any space provided, unless objections to certain spaces are specified in the Required Submission Materials. *Please note that special requirements, e.g. lighting specifications, may limit a proposal’s success due to space constraints.*

Artist/Gallery Responsibilities

1. Respond to the RFP with a complete application package, in the requested format.
2. Submit detailed concepts for installations/displays to invigorate the downtown streetscape.
3. Design and install artwork/displays, including procuring all necessary materials/supplies and working within any site-specific limitations stated by the property owner.
4. Display Art in the Windows program signage provided by the Downtown Committee.
5. Monitor and maintain the artwork/displays throughout the duration of the display period.
6. Remove artwork on the agreed-upon timeframe and restore space and surfaces to original or improved condition.
7. Grant the Downtown Committee of Syracuse, Inc. the right to use any depictions of the artwork for non-commercial purposes, with credit given to the artist/exhibitor.
8. Provide relevant payment information for reimbursement by the Downtown Committee.
9. Artists and non-profit arts organizations may acquire liability insurance if they choose.
10. All participants will be required to sign a Hold Harmless Agreement with the Downtown Committee of Syracuse.

Property Owner Responsibilities

1. Respond to the RFP with a complete application package, in the requested format.
2. Provide clear, detailed, advance instructions of any limitations within the space – e.g., restrictions on paint, adhesives, etc.
3. Provide access to storefront window on agreed-upon dates for installation, maintenance, and removal of artwork.
4. Notify the Downtown Committee immediately of any leases signed during the installation period. Provide at least two weeks’ notice prior to removal of artwork.

5. Illuminate artwork at all times during the installation period, using a minimum of one electric light source per window.
6. Provide payment information for predetermined utility allowance from the Downtown Committee.
7. All participants will be required to sign a Hold Harmless Agreement with the Downtown Committee of Syracuse.

Downtown Committee Responsibilities

1. Solicitation and review of proposals, and coordination of jury to select artists/galleries and property participants.
2. Coordination/matching of selected artists or galleries with available properties.
3. Notification of awards.
4. Marketing of program, preparation of press release and other marketing materials, media interviews, production and installation of programmatic signage.
5. Coordination with grant provider, the Central New York Community Foundation.
6. Reimbursement to artists/galleries for documented eligible expenses.
7. Payment of utility allowance to property owners.
8. Monitoring of displays and notification to artists and property owners of any challenges to be addressed (e.g., fallen artwork, malfunctioning lighting, etc.)

Additional Requirements and Notices

Window displays should be sufficiently durable to withstand intense sunlight, heat, and cold for the duration of the display. Reproductions of fine art/framed artwork (rather than original works) are strongly encouraged to prevent damage to original work. The Downtown Committee, its staff, and participating property owners and their staff are not responsible for lost, stolen, or damaged artwork. All participants will be required to sign a Hold Harmless Agreement with the Downtown Committee of Syracuse.

Designs must not include advertisement or promotion of any business, product, or viewpoint, nor may they breach laws related to intellectual property, trademarks, or brands. The artist and/or gallery is responsible for ensuring the artwork has not breached any relevant laws. The completed artwork(s) will be in the public domain and must respect our community's diverse audience. The Downtown Committee reserves the right to reject any artwork prior to installation or during display for failure to comply with these criteria.

Property Participation Form for Art in the Windows

Building Information

Building Address: _____

Last Year Storefront Was Occupied (please estimate if unknown): _____

Last Known Use (e.g., Retail or Office) in available storefront: _____

Brief description of available storefront (e.g., existing condition of walls/flooring; number and size of windows; availability of electrical and plumbing utilities):

Special instructions on window art installation (e.g., limitations on paint, adhesives, nails, staples, or other fasteners; any other information that may limit what type of artwork can be matched with the space):

Contact Information

Name of Individual Completing Form: _____

Company Name: _____

Phone Number: _____ Email Address: _____

I am the (please check one):

- Owner
- Property Manager
- Leasing Agent

Property Owner Responsibilities (please initial each line and sign at the bottom):

_____ As the person responsible for access to and use of this property, I give permission to the Downtown Committee of Syracuse, Inc. and its staff to match the available storefront space (described above) with a selected artist or non-profit gallery.

_____ I understand that, if my property is selected to participate in Art in the Windows, I must sign the Downtown Committee's Hold Harmless Agreement prior to participating.

_____ I agree to provide the artist/gallery staff with access to the storefront window on agreed-upon dates, for installation, maintenance, and removal of the artwork.

_____ I will notify the Downtown Committee immediately of any leases signed during the installation period. I will provide at least two weeks' notice prior to early removal of artwork – described as removal of the artwork prior to the end of the defined installation period.

_____ I agree to illuminate the artwork at all times during the installation period, using a minimum of one electric light source per window.

_____ I will provide the Downtown Committee of Syracuse, Inc. with payee information for the specified \$25/month utility allowance.

Signature of Owner or Other Responsible Party

Name and Title (please print)

Phone: _____

Email: _____

Thank you for your participation! If you have any questions about program participation, please contact Heather Schroeder, Economic Development Program Manager, at (315) 470-1958, or hschroeder@downtownsyracuse.com.

Artist and Non-Profit Gallery RFP: Required Submission Materials

Written proposal (up to three 8.5" x 11" pages), in PDF format, including:

- Name, address, email, and phone number of the contact person
- Artist's/organization's statement and resume (teams may submit multiple resumes totaling one page per team member; all resumes will be counted together as "one page" of RFP response)
- Description of the proposed work
- Proposed medium/materials and dimensions (height x width x depth)
- Proposed materials budget
- Installation method and anchoring procedure
- Special requirements, if any (space, lighting, etc.)
- Up to 5 images of artist's previous work, and/or link to relevant social media sites.

Submissions must be compiled into a single PDF file and e-mailed to hschroeder@downtownsyracuse.com. Please use the subject line "Art in the Windows". Incomplete applications will not be reviewed.

Artist/Gallery Responsibilities (please initial each line and sign at the bottom):

_____ As part of this application process, I have provided detailed concepts for the installation/display I intend to create.

_____ I understand that, if I am selected to participate in Art in the Windows, I must sign the Downtown Committee's Hold Harmless Agreement prior to participating.

_____ I agree to work within any site-specific limitations stated by the property owner.

_____ I agree to display my artwork for up to a 3-month period.

_____ I agree to display Art in the Windows program signage provided by the Downtown Committee.

_____ I will monitor and maintain the artwork/displays throughout the duration of the display period.

_____ I will remove the artwork on the agreed-upon date and restore the space and surfaces to original or improved condition.

_____ I will grant the Downtown Committee of Syracuse, Inc. the right to use any depictions of the artwork for non-commercial purposes, with credit given to the artist/exhibitor.

_____ I will provide relevant payment information for reimbursement by the Downtown Committee.

Signature of Artist/Gallery Staff Member

Name and Title (please print)

Phone: _____

Email: _____

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