



## REQUEST FOR PROPOSAL

Artwork design for a public interactive mural to be created on an exterior wall. The mural size should be approx. 10' x 10'. This mural will be located on La Salud, a Latino grocery store and restaurant, this is a building in Historic Downtown Marshalltown, Iowa, and the project is sponsored by The Marshall County Arts & Cultural Alliance.

**MISSION FOR THE ARTS & CULTURE ALLIANCE:** The Arts & Culture Alliance connects our community to arts and culture by supporting, promoting and enriching existing opportunities, and by seeking new possibilities.

[www.artsandculturealliance.org](http://www.artsandculturealliance.org)

**MISSION FOR MARSHALLTOWN CENTRAL BUSINESS DISTRICT** (a Main Street Community):

Through broad-based representation and strong public/private partnership, we will continuously enhance Marshalltown's central business district creating Central Iowa's first choice location for businesses, residents, shoppers, diners and visitors. <https://www.marshalltownmainstreet.org/about.html>

**DEADLINE** – Friday, October 9<sup>th</sup>, 2020 at 5:00pm to [director@artsandculturealliance.org](mailto:director@artsandculturealliance.org)

### DESCRIPTION

- **Location:** The mural will be situated on the North wall in an alleyway located in the historic Downtown Marshalltown, on La Salud Mexican Restaurant and Grocery. It will be next to the parking lot of an iconic Downtown Building, the Veterans Memorial Coliseum, which is currently being remodeled from tornado damage and is slated to open this Winter. The Coliseum is used for many community events and meetings, along with the space used for our Parks and Recreation activities. Once remodeled, it will be the largest venue in Marshalltown which will significantly increase foot traffic to this area in our Downtown.
- **Objective:** The mural should have an element of engagement and be interactive, inviting residents and visitors to take pictures with the mural. Since July 2018, Downtown Marshalltown has been rebuilding from the destructive tornado and the recent Derecho storm in August. The goal of this mural is to assist in the continuation of rebuilding and revitalization of the Downtown District, while creating a location for gathering, community pride and engagement, ultimately drawing foot traffic to the heart of our community. Additionally, we see an opportunity for this mural to celebrate our community's diversity and Latino culture (Marshalltown is approx. 30% Latino origin).

### TIMELINE

- Deadline for proposals: Friday, October 9<sup>th</sup>, 2020 at 5:00pm to [director@artsandculturealliance.org](mailto:director@artsandculturealliance.org)
- Mid October:
  - RFP review, initial interviews (if needed) with artist finalists
  - Final artist and design selected and meet with the Alliance to go over sketch, information from the client, timeline and budget.
- Weather dependent late October / early November Mural completed.

**PAYMENT** – \$1,300 — 50% to be paid upon starting and 50% within 2 weeks of completion of the mural. This fee includes materials, artist fee, and any lodging while in Marshalltown. A ladder can be provided.

**TO APPLY** – Email a PDF to [director@artsandculturealliance.org](mailto:director@artsandculturealliance.org) including the following information:

- Your name, phone number, email, and 2 references with contact info
- A page including artwork photographs and descriptions of your past work
- A completed sketch/draft for the suggested mural design
- A brief bio about you as an artist and your process

**QUESTIONS** – Call Amber Danielson, Executive Director of the Arts & Culture Alliance: 641-751-1329

PHOTO OF EXTERIOR WALL IN MARSHALLTOWN, IA



