

## ARTS SELECTION PANEL AGENDA

Monday, February 10, 2021, 3:30 pm

Zoom: <https://us02web.zoom.us/j/85899121241>

Webinar ID: 858 9912 1241

[www.downtowntc.com](http://www.downtowntc.com)

1. Roll Call
2. Public Comment
3. Appointments
  - a. [Current Board Terms](#)
  - b. [Memo for Arts Commission](#)
4. Art on the TART Artist Review
  - a. [RFQ](#)
  - b. [Bid Tabulation](#)
  - c. [CAFE Scores](#)
    - i. Steve Kline
    - ii. Tom Moran
    - iii. Nathan Pierce
    - iv. John Enright
    - v. Brian Ferriby
    - vi. Dave Kirby
    - vii. David Petrakovitz
5. New Business
  - a. ARTS Commission and Selection Panel Structural Discussion
  - b. Mural Project
    - i. Brief Overview
      1. [Narrative](#)
    - ii. MCACA Grant Received for \$2,000
6. Public Comment
7. Adjournment





The Traverse City Downtown Development Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The DDA Director has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice Regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the DDA office.



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**Traverse City Arts Commission**  
C.

303 E. State St., Ste

Traverse City, MI 49684  
231.922.2050  
[tcppublicart.org](http://tcppublicart.org)

### Art Selection Panel

|   | <u>Initial Apt. Date</u> | <u>Termination</u> |
|---|--------------------------|--------------------|
| Gary Howe<br>926 Lincoln St., TC, 49684<br>883-5121 (Cell)<br><a href="mailto:garylhowe@gmail.com">garylhowe@gmail.com</a>        | 03/21/18                 | 02/17/21           |
| Meg Weichman<br><a href="mailto:meg@tcff.org">meg@tcff.org</a>  | 02/17/16                 | 02/17/22           |
| James Levy<br><a href="mailto:lecountj@live.com">lecountj@live.com</a>  | 02/17/16                 | 02/17/22           |
| Joseph Beyer<br><a href="mailto:joe@michiganlegacyartpark.org">joe@michiganlegacyartpark.org</a>                                  | 02/17/16                 | 02/17/21           |
| Shea M. O'Brien<br>209 Fair St., TC 49686<br>231-633-1664<br><a href="mailto:shea.m.obrien@gmail.com">shea.m.obrien@gmail.com</a> | 09/19/18                 | 09/19/20           |
| Gretchen Carr<br><a href="mailto:gretchen7881@gmail.com">gretchen7881@gmail.com</a>   | 09/19/18                 | 09/19/20           |
| Roger Amundsen<br><a href="mailto:roger.amundsenii@gmail.com">roger.amundsenii@gmail.com</a>                                      |                          | 04/04/22           |

Staff Liaisons - Katy McCain, Director of Community Development & Nick Viox, Downtown Experience Coordinator, 922-2050, [katy@downtowntc.com](mailto:katy@downtowntc.com), [nick@downtowntc.com](mailto:nick@downtowntc.com)

The Art Selection Panel, a seven-member panel appointed by the Traverse City Arts Commission, will hold meetings on an as-needed basis to review proposals and make recommendations to the Traverse City Arts Commission. The Art Selection Panel shall be comprised of one representative from the Arts Commission and six members who are arts professionals or community members, with knowledge of or interest in the visual arts and/or design, and who understand the challenges of Public Art, to actively participate in the selection process of artists and/or works of art. Members of the Art Selection Panel will be appointed to terms of three years.

In cases where there are one or more stakeholders, the Arts Commission may choose to appoint additional non-voting members representing stakeholders to the Art Selection Panel.

**Memorandum**

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**To:** Arts Commission Selection Panel

**From:** Nick Viox, DDA Downtown Experience Coordinator  
Katy McCain, DDA Community Development Director

**For Meeting Date:** February 10, 2021

**Memo Date:** February 02, 2021

**SUBJECT:** Selection Panel Appointments

As we know, the selection panel has not been able to meet since February 2020 due to the COVID pandemic delaying scheduled projects. In the meantime, two positions expired in September of 2020 and two will be expiring later this month. Please refer to the Art Selection Panel Members document linked in the packet. The selection panel is appointed by the Arts Commission and all expired or expiring terms are eligible for renewal. The following info will be brought forth to the Arts Commission for consideration at their February 17, 2021 meeting:

Terms that are expired or expiring:

Gretchen Carr: Expired 09/19/20, seeking reappointment

Shea O'Brien: Expired 09/19/20, seeking reappointment

Joe Beyer: Expiring 02/17/21, seeking reappointment

Gary Howe: Expiring 02/17/21, seeking reappointment



**January 8, 2021**

**Addendum to the Traverse City Arts Commission Tenth Street Trailhead RFQ:**

In order to receive as many qualified applicants as possible, the deadline for the RFQ has now been extended to midnight on Sunday, January 31, 2021. The tentative project timeline has been updated at [tcpublicart.org](http://tcpublicart.org) to reflect the deadline extension.

**December 1, 2020**

Bidder:

The City of Traverse City will receive artist qualifications directed to the Traverse City Arts Commission, Downtown Development Authority, 303 East State Street Suite C, Traverse City, Michigan, 49684, until **Sunday, January 10, at 11:59pm** for the following:

**ART ON THE TART 10<sup>th</sup> STREET TRAILHEAD**

If the specifications are obtained from the Arts Commission's website link at: [www.tcpublicart.org](http://www.tcpublicart.org), it is the sole responsibility of the Bidder to check the website for updates and addenda prior to the qualifications being submitted.

The City of Traverse City reserves the right to accept or reject any or all bids, waive irregularities, and to accept the bids either on an entire or individual basis that is in the best interest of the City.

The City accepts no responsibility for any expense incurred by the Bidder in the preparation and presentation of a bid. Such expenses shall be borne exclusively by the Bidder. Only the successful Bidder will be notified.

You must submit a completed online application through CaFE prior to the above-indicated time and date or the bid will not be accepted. Hard copy bids will be accepted, however online bids are recommended and preferred. Please ensure that all requirements listed in the specifications are met.

If you have any questions, please contact Katy McCain, DDA Director of Community Development, at [katy@downtowntc.com](mailto:katy@downtowntc.com) or (231) 922-2050 before the bid is submitted.

**PLEASE SUBMIT ONLINE BIDS TO:**

Website <https://www.callforentry.org/>

Direct Link: [https://artist.callforentry.org/festivals\\_unique\\_info.php?ID=8265](https://artist.callforentry.org/festivals_unique_info.php?ID=8265)



**Traverse City Arts Commission**

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[tcpublicart.org](http://tcpublicart.org)



Technical Assistance For Submitting Online  
cafe@westaf.org  
303.629.1166

**PLEASE SUBMIT HARD COPY BIDS TO:**

TC ARTS COMMISSION  
Attn: Katy McCain  
303 E. State St., Ste. C  
Traverse City, MI 49684

## Project Intent

The purpose of this RFQ is to select an individual artist to create, fabricate and install public art at the Tenth Street trailhead along the Boardman Lake Trail in Downtown Traverse City. The art installation will serve to enhance the trailhead (and trail experience) and its connection with the nearby Old Town Neighborhood. Part of TART's system non-motorized trail, the Tenth Street trailhead services the Boardman Lake Loop as it traverses around beautiful Boardman Lake.

## Project Background & History

For several years, TART Trails has been working diligently to complete the Boardman Lake Loop, a 6-mile non-motorized trail around Boardman Lake. This past year, construction began on the last section of trail to complete the loop, with construction targeted for completion in the fall of 2021.

The Traverse City Arts Commission has given their support to this project every step of the way and partnered with TART to assist in efforts to install public art at key trailheads along the trail. In doing so, this partnership will bring recreation and the arts together to enhance the trail experience and add to Traverse City's unique sense of place.

The art installation at the Tenth Street Trailhead will be part one of two such trailhead installations along the TART Trail. It is a priority of both the Traverse City Arts Commission and TART to connect outdoor recreation with the arts.

## Project Details

The Traverse City Arts Commission is working with TART Trails, Inc. to install several art pieces at strategic locations along the Boardman Loop Trail, part of their "Art on the TART" program. The first location is slated for the Tenth Street Trailhead. TART Trails is working with INHABITECT (a local landscape company) to manage the design and installation of the landscaping. A preliminary site plan and INHABITECT's proposal are attached.



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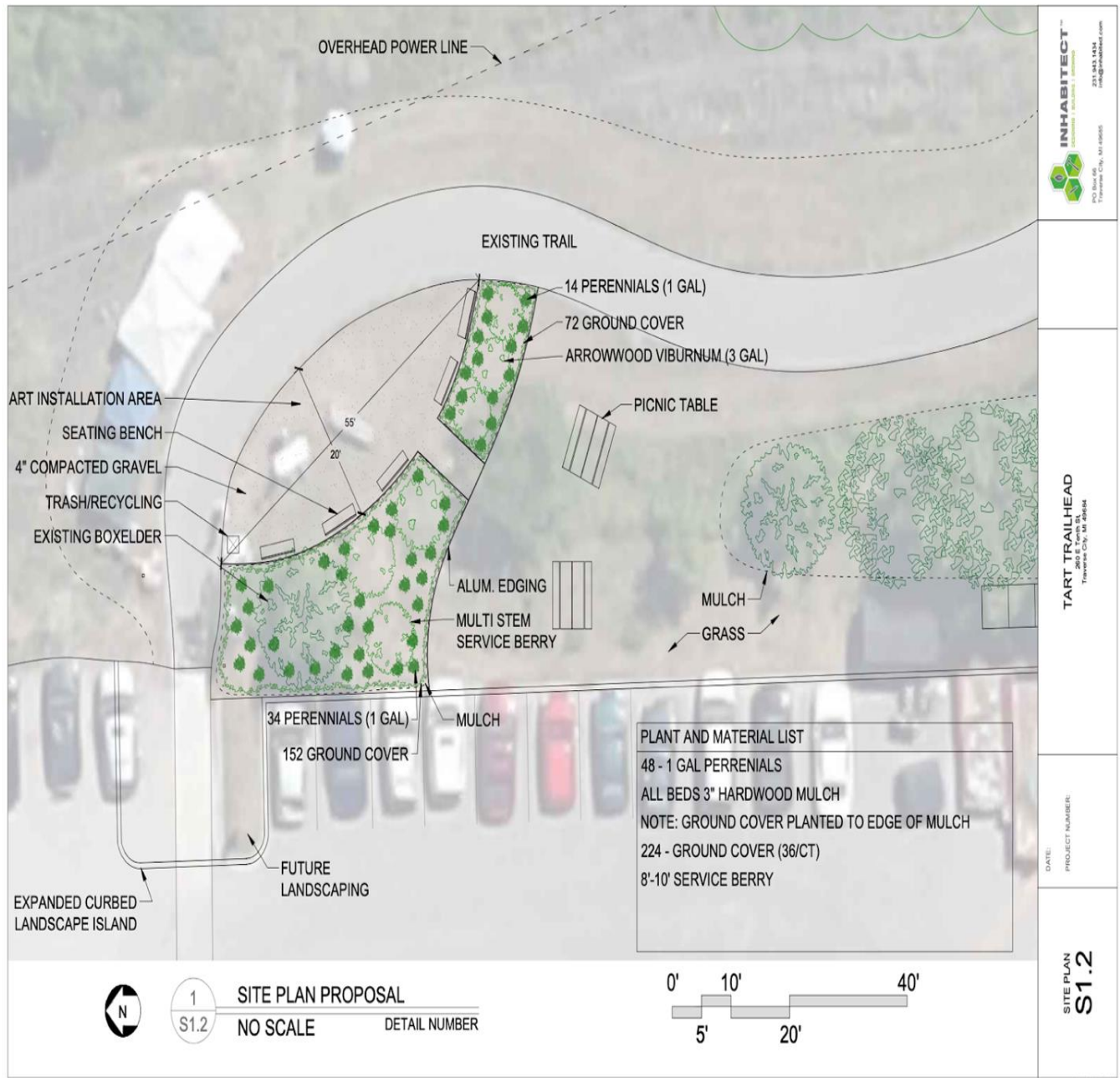
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The Arts Commission and TART have dedicated \$10,000, toward the installation of art at the Tenth Street location. Non-sculpture pieces are highly encouraged, these can include: multisensory, multifunctional (ie furniture), and immersive works.

## Location

Boardman Loop Trailhead located at 10<sup>th</sup> and Lake Avenue.



## Contract Requirements

The finalist shall enter into a contract with the City of Traverse City upon acceptance of proposal. Michigan law shall apply to the contract and agreement between artist and the City of Traverse City.

Title to and ownership of the artwork passes to the City of Traverse City upon written acceptance of and payment for the work.

Copyright belongs to and remains with the artist. The artist retains all rights under the Copyright Act of 1976 (17 USC Section 101) as the sole author of the work for the duration of the copyright. The duration of copyright in the United States is currently the life of the author plus seventy (70) years.

The City of Traverse City retains the right to reproduce the artwork in any and all forms, and will include credit to the artist and notice of copyright on all reproductions.

The Arts Commission recognizes some changes may occur during the process of creating the finished artwork. If, in the reasonable judgment and opinion of the Commission, the final artwork is materially different than the concept presented and accepted during the selection process, the Commission reserves the right to request revisions to, or recreation of the art. It is the responsibility of the artist to discuss with the Traverse City Arts Commission any changes during the creative process that could be considered materially different.

If three dimensional, the piece must be installed in a workmanlike manner with sufficient anchoring to prevent it from being removed, tipped, broken, or overturned. The artwork and installation will be completed so that the artwork does not create any known risk to the public. The commission will review the artist's proposed installation plans and may make recommendations to modify them to address safety concerns of the City of Traverse City.

The City of Traverse City and the Arts Commission reserve the right to relocate the artwork to a comparable downtown site at the direction of the City Commission, should future City projects necessitate a change.

The City of Traverse City requires that the selected artist carry Liability Insurance in the amount of \$2,000,000 (two million dollars) per incident during the production of the artwork, with an endorsement naming the City of Traverse City as additional insured.

The artist and the City of Traverse City shall and hereby agree to defend, indemnify, and hold harmless each other against any liability that arises out of the other Party's negligent or willful behavior.







Artists will be disqualified if they owe taxes to the City of Traverse City.

## Eligibility

The project is open to all qualified artists age 18 and over. Teams of artists are welcome to apply.

## Selection Process

The project will follow the process and guide described in the Public Art Program Master Plan for Traverse City, available at [traversecitymi.gov/artscommission.asp](http://traversecitymi.gov/artscommission.asp). The artist and final art will be selected by the Art Selection Panel and a recommendation will be made to the Arts Commission for final consideration.

The Arts Commission reserves the right to reopen our search if the right finalist/project is not found.

The call for entry process will include the following:

The Art Selection Panel reviews artists' submissions and qualifications and develops a short-list with a maximum of (3) artists.

The selected artist(s) are invited to develop and submit a concept for the art piece and will be compensated to develop a drawing or maquette.

The Art Selection Panel selects its first-choice artist and makes a recommendation to the Arts Commission.

The Arts Commission Chairperson reviews the recommendation, completes an artist phone interview, background check, and speaks with the references provided by the artist.

## Budget

### BUDGET

The artist fee is \$ 10,000 (Ten Thousand Dollars) and includes all artist expenses for project completion including artist fees, materials, fabrication costs to develop the original art, documentation, transportation and shipping, and travel.

The total budget is \$35,000 (Thirty-Five Dollars) which includes (\$10,000 Ten Thousand Dollars) from the Public Arts Trust Fund. The total budget includes all expenses for the project including artist materials and fee, travel expenses and artist reimbursables, structural investigation or engineering if needed, permits, installation, sign plaque, and any events or artist forums.

## Timeline

All dates but the Artists Qualifications Deadline are subject to change:



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[tcpublicart.org](http://tcpublicart.org)

## **TIMELINE**

### **Tentative Schedule:**

December 1, 2020: Application Published

January 31, 2021: Application Deadline

February 8, 2021: Art Panel review artists' qualifications and select up to (3) finalists

February 22, 2021: Finalists submit concept art and maquette

March 1, 2021: Art Selection Panel selects an artist

March 17, 2021: Artist and artwork considered by Arts Commission

March-June 2021: Art Fabrication

July 2021: Preparation and installation

August 2021: Exhibit opening

## **Maintenance**

The Arts Commission will work with the selected artist to identify specific maintenance requirements for the artwork. The maintenance plan will need to consider seasonal cleaning of the work. All maintenance on the artwork will be paid for with funds from the Public Arts Trust Fund. Landscape maintenance to be maintained and paid for by TART Trails. Ground maintenance such as lawn mowing to be done by City of Traverse City.

## **How to Apply**

Artists who wish to be considered for this project must prepare and submit the following materials online or in hard copy form. Information on where to apply and submit can be found on the first page of this RFQ packet.

Required materials include:

1. Letter of interest – one page only explaining interest in the project
2. Current resume – detailing past or current commissions and public installations of work (if a team application, include resumes of all members), and including artist name, gallery representation (if any), address, phone, and email.





3. Images – examples of representative work history in the past five years, not exceeding 16 high resolution images, 3 videos, and 1 audio, with emphasis on recent work.
4. Image annotation – artwork title, date, medium, size, location as appropriate, and the commission budget for the work, if applicable.
5. References – list of three professional references with knowledge of the artist's work and working methods. This list must include complete addresses and phone numbers for the reference.
6. Optional – artists may submit up to three items of support materials (i.e. reviews, articles about their work etc.)

Contact Person

TRAVERSE CITY ARTS COMMISSION

Katy McCain, Director of Community Development, Traverse City DDA

katy@downtowntc.com

231-922-2050

Artist - Please complete and return

### **REQUEST FOR QUALIFICATIONS SUMMARY**

TITLE: ART ON THE TART TENTH STREET TRAILHEAD

DUE DATE (Hard Copy): JANUARY 10, 2021

DUE DATE (Online): 6PM EST

Having carefully examined the attached specifications and any other applicable information, the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this bid. Bidder submits this bid and agrees to meet or exceed all requirements and specifications unless otherwise indicated in writing and attached hereto.

Bidder certifies that as of the date of this bid the Company or he/she is not in arrears to the City of Traverse City for debt or contract and is in no way a defaulter as provided in Section 152, Chapter XVI of the Charter of the City of Traverse City.

Bidder understands and agrees, if selected as the successful Bidder, to accept a Purchase Order / Service Order / Contract and to provide proof of the required insurance.

Bidder submits this bid and agrees to meet or exceed all the City of Traverse City's requirements and specifications unless otherwise indicated in writing and attached hereto. Bidder shall comply with all applicable federal, state, local and building codes, laws, rules and regulations and obtain any required permits for this work.



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The Bidder certifies that it is in compliance with the City's Nondiscrimination Policy as set forth in Administrative Order No. 47 and Chapter 605 of the City's Codified Ordinances.

The Bidder certifies that none of the following circumstances have occurred with respect to the Bidder, an officer of the Bidder, or an owner of a 25% or more share in the Bidder's business, within 3 years prior to the bid:

1. conviction of a criminal offense incident to the application for or performance of a contract;
2. conviction of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or any other offense which currently, seriously and directly reflects on the Bidder's business integrity;
3. conviction under state or federal antitrust statutes;
4. attempting to influence a public employee to breach ethical conduct standards; or
5. conviction of a criminal offense or other violation of other state, local, or federal law, as determined by a court of competent jurisdiction or an administrative proceeding, which in the opinion of the City indicates that the bidder is unable to perform responsibility or which reflects a lack of integrity that could negatively impact or reflect upon the City of Traverse City, including but not limited to, any of the following offenses or violations of:
  - a. The Natural Resources and Environmental Protection Act.
  - b. A persistent and knowing violation of the Michigan Consumer Protection Act.
  - c. Willful or persistent violations of the Michigan Occupational Health and Safety Act.
  - d. A violation of federal, local, or state civil rights, equal rights, or non-discrimination laws, rules, or regulations.
  - e. Repeated or flagrant violations of laws related to the payment of wages and fringe benefits.
6. the loss of a license or the right to do business or practice a profession, the loss or suspension of which indicates dishonesty, a lack of integrity, or a failure or refusal to perform in accordance with the ethical standards of the business or profession in question.

Bidder understands that the City reserves the right to accept any or all bids in whole or part and to waive irregularities in any bid in the best interest of the City. The bid will be evaluated and awarded on the basis of the best value to the City. The criteria used by the City may include, but will not be limited to: ability, qualifications, timeframe, experience, price, type and amount of equipment, accessories, options,





insurance, permits, licenses, other pertinent factors and overall capability to meet the needs of the City. The City is sales tax exempt – Government.

Bidder agrees that the bid may not be withdrawn for a period of sixty (60) days from the actual date of the opening of the bid.

Submitted by: \_\_\_\_\_

Signature \_\_\_\_\_

Name and Title (Print) \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Company Name (if Any) \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Sole proprietorship/partnership/corporation \_\_\_\_\_

If corporation, state of corporation \_\_\_\_\_



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**CITY OF TRAVERSE CITY & DOWNTOWN DEVELOPMENT AUTHORITY**  
**BID TABULATION**

**Project:** TART Tenth Street Trailhead

**Location:** Zoom

**Date and Time Due:** February 1, 2021 at 2:00am EST

**Staff** Nick Viox

|              |                    |
|--------------|--------------------|
| <b>Staff</b> | <u>Katy McCain</u> |
|--------------|--------------------|

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**To:** Arts Commission Selection Panel  
**From:** Nick Viox, DDA Downtown Experience Coordinator  
 Katy McCain, DDA Community Development Director  
**For Meeting Date:** February 10, 2021  
**Memo Date:** February 04, 2021  
**SUBJECT:** ART on the TART Artist Review

Seven bids were received in the CaFE system for the Art on the TART Tenth Street Trailhead Project. Selection Panel members juried the seven proposals from within CaFE, utilizing their easy review and scoring system. Below are the details:



**Ferriby, Brian | 6.0000**

Amundsen: 7

Beyer: 6 - "(Please note that I know Brian Ferriby personally through my work at Michigan Legacy Art Park, where he is a contract vendor and an artist with two works in our collection. I've tried to judge his application as objectively as possible.) There is a welcoming, lively energy and whimsy in the first series of sculptures that seems very in line with the focus, curiosity and experiences that good public art can provoke for the community. I believe this portfolio demonstrates experiences and skills, and a strong creative point of view."

Carr: 7 - "Brian Ferriby's work is a good fit for the trailhead location. "

Howe: 5 - "Could easily grade higher. The larger, topographic work is impressive. "

Levy: 7

O'Brien: 6 - "Has worked in NoMI before. Great topographical sculptures. Enjoyed the organic shapes making organic sculptures, very fish or bug like. Possible Boardman lake topographical piece? I prefer the pieces like Ronin and could see something like them at the trailhead, colorful and striking against the changing landscape."

Weichman: 4



**Petrakovits, David | 5.5000**

Amundsen: 7

Carr: 6

Howe: 5 - "Whimsical portfolio. "

Levy: 7

O'Brien: 4 - "Great whimsical colors, kid friendly. Provided finished piece to be installed but could be a good artist for funky bike sculptures. Has ridden TART, knows the area and includes durability in selection of piece. "

Weichman: 4



## MEMORANDUM



### Pierce, Nathan | 5.5000

Amundsen: 4

Carr: 6

Howe: 5 - "We can always use more unity. "

Levy: 7

O'Brien: 7 - "Imaginative pieces with interactive parts. Pops of colored glass will play with movement of sun and intrigue those who pass by. Good artist statement, seeks to create conversation with art."

Weichman: 4



### Kline, Steve | 5.0000

Amundsen: 4

Carr: 6

Howe: 5

Levy: 6

O'Brien: 5 - "Like the sail portion of A Stage for Viewing piece, good shadow play and interactive space would be nice for trailhead. Like the birdhouses of Confetti Park, could lead to great natural performance by birds. I really enjoy the lighted portions of some of Steve's work, unsure about execution but if pulled off could be a good trailhead piece."

Weichman: 4 - "Not crazy about the tables idea. Work is fine."



### Moran, Tom | 3.5000

Amundsen: 1

Carr: 5

Howe: 6 - "The Thinker is responsible for the high score. "

Levy: 3 - "Too representational for my taste"

O'Brien: 3 - "Forest Princess is an interesting blend of human and nature. Could make for interesting interpretive trail user piece, not necessarily biker or walker, wheelchair or skateboarder blended with nature?"

Weichman: 3 - "Too Americana."



Enright, John | 3.2857



Amundsen: 6

Beyer: 3 - "The replicas and large format photo realistic samples don't seem to invoke the kind of craft and creativity the call was hoping to inspire. It also seems like a quick application from a large company, again not so in concert with the project's goals. In the end the samples are too broad and generic to get a strong sense of the artist's style, techniques or interests."

Carr: 2

Howe: 4 - "Worth considering, but not 100% that it fits the work fits the project. "

Levy: 6

O'Brien: 1 - "Could be interesting to see a mural piece outdoors. Not a huge fan of realistic murals but I really enjoyed the Illumina piece and could imagine a piece like that at the trailhead but no letter of interest included so kind of hard to gauge level of interest or dedication."

Weichman: 1



Kirby, Dave | 3.0000

Amundsen: 3

Beyer: 4 - "Even though I'm familiar with the Solar System project I wish Mr. Kirby had included more works in this portfolio so I could get a stronger sense of his background. The idea in the proposal, of the 'motion mural,' is very imaginative and creative but is still in an early idea stage, and many technical challenges, remain TBD."

Carr: 2

Howe: 3

Levy: 5

O'Brien: 2 - "Has worked in Traverse City before but very minimal art provided for reference. Idea is great, the possibility of execution is questionable. If chosen, could be a fun piece for trail users and something different than sculptures. May be done without electricity and done with hand cranks? Boardman lake history on panels?"

Weichman: 2 - Does not seem well thought out

## 1. ARTISTIC & CULTURAL MERIT

*Describe the project for which you are requesting support and explain why you are doing the project.*

We are requesting MCACA support for our upcoming mural pilot program—the ‘Union’ Mural Project—this spring. This project includes two pairings of two 5'x5' murals (four murals in total). We are doing this project to place public art in an underutilized urban area in the small northern Michigan town of Traverse City (on Union Street), and in an effort to increase the role of art in public places. Murals have been, and are an increasingly, popular public art form that adds vibrancy and vitality to the built landscape. A growing body of research has positively identified murals as having social, cultural and economic benefits, and many communities around the country have found murals to be a robust indicator of a safe and thriving community—providing quick, bright, visual experiences that can help enliven even the most underutilized streets.

From a simple ‘let’s do some murals’ concept, the Traverse City Arts Commission began to consider the name of the street (‘Union’) could be utilized to the community’s advantage, particularly in this current political climate where lack of unity seems to be a common theme. Going beyond the traditional concept of a single mural, we have developed the idea of creating ‘pairs’ (or ‘unions’) of murals along Union Street to speak to the symbolic nature of the concept. ‘Union’ Murals are slated to be painted in the month of July 2021 and are intended to be on display for a few years or until the pieces fade, at which time we will seek new murals. Locations along Union Street have been selected by the commission based on availability, access and visibility. Approval from local property owners will need to be obtained.

The size of the pieces will keep project costs low for the initial pilot. Each mural will be in the shape of a square—expressing equal distribution and allowing the mural pairs to interact like characters, each with their own distinct, but complimentary, personalities.

These artist pairings might reflect a diversity of age, style or aesthetics (traditional or contemporary), geographic and economic background, etc. The engagement of the artists in each pairing will be its own reflection on the theme of ‘union’ and will force the artists to collaborate and communicate as they formulate their work. A statement about that process, and that union, will be displayed along with the artists’ info.

The scope for this iteration, for this pilot program, is quite small—with a focus on selecting locations specifically on Union Street. We have defined these parameters and hope to place two pairs (four murals in total) near the middle and end of the streets to give the project a sense of destination, and to give residents and other visitors a sense of placemaking.

As already mentioned, locations along Union Street will be selected by the commission based on availability, access and visibility. We intend to select locations in and around a neighborhood district known as ‘Old Towne’ which is just outside of the more trafficked blocks of Union (closer to Grand Traverse Bay). Old Towne is itself in the midst of its own rebirth of sorts. Business occupancy rates are higher than they have ever been before, with new anchor tenants like the MSU Credit Union and McMillen's Frame Shop (with a 20+ history in downtown) having selected Old Towne as their permanent homes. In fall of 2022, at a site adjacent to the location of these murals, the City will unveil FishPass, a globally significant project on the Boardman River. FishPass is a collaborative project led by the City, Grand Traverse Band of Ottawa and Chippewa Indians, Army Corps of Engineers and Great Lakes Fishery Commission. This project will

draw new energy to Old Towne, and we would like to have these public art murals be an element of that experience.

After the success of the pilot program has been assessed, the scale of the project has the potential of being expanded to include an additional 8-10 sets of mural pairs. Our larger vision is to utilize other locations along this corridor that highlight less popular, or less trafficked, areas of our small town.

This project would also be important to our specific organization because it would improve Art Commission visibility. Many community members are unaware of the Art Commission's role, or even existence, which has been a problem as we strive to not only grow, but diversify our collection, notoriety, fundraising efforts and participation. There are few projects we have accomplished that have had the potential to expand beyond that specific project, whereas this project has the capacity to evolve to many areas and perhaps be many things. By design, we are choosing to not simply commission a stand alone mural, but to instead provoke conversations between two artists, and in turn between the murals' audience and the murals themselves. The assistance of this grant would help these murals act as a springboard for future engagement, and to provide increased awareness to the Commission's vibrant role in the arts community.

*How the project will use qualified, appropriate artists.*

For this project we intend on selecting from a pool that is racially and culturally diverse, with a focus on under-represented, lesser known Michigan-based artists. We will lean on our Arts Commission's strong creative professional network to invite the most qualified and appropriate artists to participate in this pilot run.

*Explain how your project will provide experiences for audiences/participants to express themselves, grow, further their well-being or be more happy*

Our project will allow nearly anyone within the vicinity to experience something different. For our rural small town, exposure to contemporary art is not an everyday experience for most. It is our hope these murals will provide a broader lens for community conversations and connections.

## 2. ARTISTIC & CULTURAL MERIT

*Describe how you engage with and learn from your audience.*

Our audience is the Traverse City residents and regional community members, and the ways we can engage with and learn from them can come from many avenues. Social media tends to be a constant factor in this sort of artistic medium and this project would be no different. We will also utilize community boards stationed throughout the city to get insight from the community on what they are looking for in the murals along the 'Union' theme. The Arts Commission's social media @tcpublicart will also utilize the hashtag #artonunion to gain public response and feedback.

*Describe how you engage with and learn from your artists.*

We will schedule an informal debrief meeting with the artist the day they present their piece to the community and we plan on following up again after four months have passed to hear if it has impacted them in ways they did not expect, or to provide suggestions as to how we can improve the process on our end.

*Describe your organization's efforts to reach a broader community and/or specifically targeted audiences with programs, including efforts to increase accessibility*

In 2019 we began to implement consistent signage with any new piece we add to our collection, these murals will be no different. We updated our website to be ADA accessible and have future plans to also put QR codes on all signage. We are trying to reach beyond downtown wherever possible and this is an example of that. In addition to the direct impact this will have on Traverse City residents and foot traffic, it is also worth noting that the broader Northern Michigan community—outlying rural villages and neighboring counties—will be positively impacted by this project as well. The Union Street corridor is a popular destination for in-town doctor's visits, errands, etc. and will have a reach that far exceeds our city limits. Traverse City also has a significant tourist population with well over 3,000,000 visitor trips in a non-pandemic year. This artwork will draw visitors into newer parts of the downtown area, allowing them to explore, discover, and interact with public art—and thereby helping the businesses in this neighborhood to continue to thrive

Since this project will be specifically inviting underrepresented artists (something we have not set as a unique goal in the past), we are looking forward to the prospect of creating long term relationships with new artists and partnering property owners. The Commission has many existing relationships with area nonprofits, art organizations, and local schools, all of which will be invited to take part in viewing the painting of the murals or to attend their unveiling.

### 3. IMPLEMENTATION / MANAGEMENT

*State clear parameters of activities including table or schedule of activities showing when, where, how and for how long the activities will take place*

**February 2021:** Locations secured with property owners along Union Street.

**March 2021:** Art Commission decides on four (number TBD) Michigan artists that represent the 'Union' Mural project vision and send them invitations to fill out an RFQ on our website

**April 2021:** Arts Commission approves artists and final project

Project comes to full City Commission for approval, permitting

Will select four Michigan artists that represent the iconic nature of Union for this pilot project.

**May/June 2021:** Surfaces prepped, permits secured

**July/August 2021:** Artists paint, ribbon cutting, media outreach, signage installed

**September 2021:** Communications, engagement, documentation, tours/community conversation

*Describe the qualifications of those executing the project such as staff or volunteers, and the technical, artistic or administrative experience they bring to the project*

## Traverse City Arts Commission

Our Art Commission consists of seven members, all of which have extensive professional experience in their respective creative fields. Currently this includes a member from our local (and only) art museum, The Dennon Museum Center; coordinators of the Traverse City Film Festival; the Director of Crooked Tree Art Center; a City Commissioner and a Parks and Recreation Commissioner. Several members are themselves artists, architects, and other creatives.

Having two members of this Commission that also sit on other city commissions (City, and Parks and Recreation) helps provide efficient solutions to any logistic difficulties that may arise, such as obtaining permits from the City. Charlotte Smith, the Art Commission chair, brings a technical background, a strong commitment to public art, and visionary thinking. Roger Amundsen, the vice-chair, is a local multi-disciplinary artist and designer with an extensive background in logistics and operations. Megan Kelto and Chelsie Niemi's backgrounds in, and relationships with, artists and the museum world is endlessly helpful.

For projects of this scale we have experience working together and utilizing our resources to execute projects, timely and efficiently—leaning on each member's network and resources to achieve the collective vision of high quality public art for our small town.

### *Describe how you evaluate the success of the project*

By being on the front page of our local newspaper, the Record Eagle. Kidding! Success may come in many forms. Multiple artists being happy and respected for the work they do. Another example may be a business owner that is proud to have the artwork be around or near their business. In addition to social media, we rely heavily on the feedback received by our two sibling organizations, the Traverse City Downtown Development Authority and City Commission. Each body is subject to the Open Meetings Act, and public comments regularly come through those partners. Our board has a member from each partner, ensuring that feedback is shared between us.