



## **Traverse City Arts Commission Regular Meeting**

**February 16, 2022**

**3:30 pm**

2nd Floor Committee Room, Governmental Center

400 Boardman Avenue

Traverse City, Michigan 49684

Posted: February 14, 2022

The City of Traverse City does not discriminate on the basis of disability in the admission to, access to, treatment in, or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, phone 231-922-4440, TDD/TTY 231-922-4412, VRS 231-421-7008, 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 ADA Coordinator.

If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

The City of Traverse City is committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with the Commission honor these values.

Traverse City Arts Commission:  
c/o Harry Burkholder, DDA COO  
(231) 922-2050  
Email: [harry@downtowntc.com](mailto:harry@downtowntc.com)  
Web: [www.traversecitymi.gov](http://www.traversecitymi.gov)  
303 E. State Street  
Traverse City, MI 49686

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# Welcome to the Traverse City Arts Commission meeting!

## Agenda

	Page
<b>1. CALL TO ORDER, ATTENDANCE, ANNOUNCEMENTS</b>	
<hr/>	
<b>2. CONSENT CALENDAR</b>	
A. Consideration of minutes from the Regular Arts Commission meeting of December 16, 2021 (approval recommended)	5 - 7
<a href="#">Arts Commission December 15 2021 DRAFT Meeting Minutes</a>	
B. Consideration of approving the January Financials (approval recommended)	9
<a href="#">Arts Commission February 2022 Financials</a>	
<hr/>	
<b>3. OLD BUSINESS</b>	
A. Budget Update and Budget Amendment Consideration (approval recommended)	11 - 13
<a href="#">Budget Amendment Memo (Burkholder) - PDF</a> <a href="#">2021/2022 Budget Spreadsheet</a>	
B. Art Signage Installation Project Update	15
<a href="#">Signage Memo (Burkholder) - PDF</a>	
C. Banner Request for Proposals	17 - 29
<a href="#">Banner Initiative Memo (Burkholder) - PDF</a> <a href="#">Draft Banner RFQ - PDF</a> <a href="#">Britten Art Requirements</a>	
D. Art on the TART Request for Proposals	31 - 42
<a href="#">ART on the TART Memo (Burkholder) - PDF</a> <a href="#">Draft RFP Art on the TART - PDF</a>	
E. Strategic Plan Update	43
<a href="#">Strategic Plan Update Memo (Burkholder) - PDF</a>	
<hr/>	
<b>4. NEW BUSINESS</b>	
A. Pride Celebration Proposal - Nick Viox	45 - 48
<a href="#">Nick Viox Communication</a>	
<hr/>	
<b>5. PUBLIC COMMENT</b>	

- A. General
- B. Commissioners

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**6. ADJOURNMENT**



**Minutes of the  
Arts Commission for the City of Traverse City  
Regular Meeting  
December 15, 2021**

A regular meeting of the Arts Commission of the City of Traverse City was called to order at the Commission Chambers, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 3:41 p.m.

The following Commissioners were in attendance: Ms. Walter, Ms. Stanley, Mr. Hoisington, Mr. Amundson

The following Commissioners were absent: Mr. Nance, Ms. Early, Ms. Niemi

Chairperson Amundson presided at the meeting.

(a) **CALL TO ORDER, ATTENDANCE, ANNOUCEMENTS**

(b) **CONSENT CALENDAR**

(1) Consideration of approving the meeting minutes from the November 17, 2021 meeting (approval recommended) Burkholder) - PDF

(2) Financials  
Approval of the Consent Calendar as presented

Moved by Ashlea Walter, Seconded by Roger Amundsen

**Yes:** Ashlea Walter, Roger Amundsen, Mi Stanley, and Joshua Hoisington

**Absent:** Chelsie Niemi, Caitlin Early, and Steve Nance

**CARRIED. 4-0-3 on a recorded vote**

(c) **OLD BUSINESS**

(1) Rotating Art Update

- Mr. Burkholder noted that the new art installations are up along the TART Trail.
- Commissioner Walter asked about a Ribbon Cutting ceremony

- Mr. Burkholder noted he would reach out to TART, Roger and the artist regarding a ribbon cutting

**(2) Strategic Plan Update**

- Mr. Burkholder reviewed the memo
- Commissioner Walter asked that we spell out next steps for amending the plan as a procedural item
- Mr. Burkholder said he would make a 6-month timeline for next steps to present at the January Meeting

Motion that the Arts Commission approve to enter into a contract with Parallel Solutions for consulting services for a strategic plan for a not-to-exceed cost of \$12,100 subject to approval and substance by the DDA CEO and city attorney.

Moved by Mi Stanley, Seconded by Roger Amundsen

**Yes:** Ashlea Walter, Roger Amundsen, Mi Stanley, and Joshua Hoisington

**Absent:** Chelsie Niemi, Caitlin Early, and Steve Nance

**CARRIED. 4-0-3 on a recorded vote**

**(3) Banner Initiative**

- Burkholder noted he was still waiting to get the banner dimensions and count from Britten Banner
- Commissioners discussed a desire to have submissions only open to local artists
- Commissioners discussed the theme of "Fresh Perspectives of Downtown"

**(4) Art on the TART Update**

- Commissioners discussed a desire to include fabrication costs within the total budget
- Mr. Burkholder noted he would work with TART to get the exact dimensions of the space
- Mr. Burkholder noted he would work on a RFP to be reviewed and approved by the Arts Commission in January

**(5) GIS Inventory Mapping Initiative Presentation (Jerry Swanson, Brianna Pemberton)**

- This item was moved to the top of "old business"
- A presentation was provided by Jerry Swanson and Brianna Pemberton

**(d) PUBLIC COMMENT**

- (1) General
- (2) Commissioners

(e) **ADJOURNMENT**

- (1) Adjournment  
Motion to adjourn the meeting

Moved by Joshua Hoisington, Seconded by Roger Amundsen

**Yes:** Ashlea Walter, Roger Amundsen, Mi Stanley, and Joshua Hoisington

**Absent:** Chelsie Niemi, Caitlin Early, and Steve Nance

**CARRIED. 4-0-3 on a recorded vote**

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Roger Amundson





02/04/2022 04:01 PM  
 User: nvanness  
 DB: TRAVERSE CITY

REVENUE AND EXPENDITURE REPORT FOR TRAVERSE CITY

Page: 1/1

PERIOD ENDING 01/31/2022

GL NUMBER	DESCRIPTION	2021-22 AMENDED BUDGET	ACTIVITY FOR MONTH 01/31/22	YTD BALANCE 01/31/2022	ENCUMBERED YEAR-TO-DATE	UNENCUMBERED BALANCE	% BDGT USED
Fund 282 - PUBLIC ARTS COMMISSION FUND							
Revenues							
Dept 000 - NON-DEPARTMENTAL							
282-000-664.000	INTEREST & DIVIDEND EARNINGS	0.00	0.00	0.00	0.00	0.00	0.00
282-000-674.000	CONTRIBUTIONS-PUBLIC SOURCES	15,000.00	0.00	0.00	0.00	15,000.00	0.00
282-000-675.000	CONTRIBUTIONS-PRIVATE SOURCES	0.00	0.00	1,500.00	0.00	(1,500.00)	100.00
282-000-677.000	REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00
282-000-695.000	TRANSFERS IN	30,000.00	0.00	30,000.00	0.00	0.00	100.00
282-000-699.000	PRIOR YEARS' SURPLUS	5,000.00	0.00	0.00	0.00	5,000.00	0.00
Total Dept 000 - NON-DEPARTMENTAL		50,000.00	0.00	31,500.00	0.00	18,500.00	63.00
TOTAL REVENUES		50,000.00	0.00	31,500.00	0.00	18,500.00	63.00
Expenditures							
Dept 282 - PUBLIC ARTS COMMISSION							
282-282-727.000	OFFICE SUPPLIES	500.00	0.00	0.00	0.00	500.00	0.00
282-282-801.000	PROFESSIONAL AND CONTRACTUAL	15,000.00	600.00	22,784.41	14,395.78	(22,180.19)	247.87
282-282-900.000	PRINTING AND PUBLISHING	0.00	0.00	0.00	0.00	0.00	0.00
282-282-930.000	REPAIRS AND MAINTENANCE	4,500.00	0.00	0.00	0.00	4,500.00	0.00
282-282-970.000	CAPITAL OUTLAY	30,000.00	0.00	9,500.73	1,499.27	19,000.00	36.67
282-282-988.000	UNALLOCATED FUNDS	0.00	0.00	0.00	0.00	0.00	0.00
Total Dept 282 - PUBLIC ARTS COMMISSION		50,000.00	600.00	32,285.14	15,895.05	1,819.81	96.36
TOTAL EXPENDITURES		50,000.00	600.00	32,285.14	15,895.05	1,819.81	96.36
Fund 282 - PUBLIC ARTS COMMISSION FUND:							
TOTAL REVENUES		50,000.00	0.00	31,500.00	0.00	18,500.00	63.00
TOTAL EXPENDITURES		50,000.00	600.00	32,285.14	15,895.05	1,819.81	96.36
NET OF REVENUES & EXPENDITURES		0.00	(600.00)	(785.14)	(15,895.05)	16,680.19	100.00



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**To:** Traverse City Arts Commission

**From:** Harry Burkholder, DDA COO

**Memo Date:** February 10, 2022

**Subject:** Budget Summary and Budget Amendment Consideration

As you are aware, the Arts Commission is poised to move forward with two remaining projects under the 2021/2022 budget year - the art installation at 16<sup>th</sup> Street (the second of the Art on the TART initiatives) and the Strategic Plan.

After reviewing the year-to-date budget (including all paid invoices to artists and contractors), if we move forward with the two projects, I calculate that we will be \$9,721.78 over the 2021/2022 budget. The attached budget sheet identifies the costs incurred to date for each project and the anticipated costs for the remaining two projects.

As you may recall, TART and the Arts Commission dedicated \$30,000 toward the two Art on the TART projects, with an understanding that costs for the two projects would be split roughly 50/50 (that is \$15,000 for the 10<sup>th</sup> Street Trailhead project and \$15,000 for the 16<sup>th</sup> Street project). As you can see on the spreadsheet (in orange), the costs for the 10<sup>th</sup> Street Trailhead project totaled \$17,595.82. The increased costs (above the \$15,000 threshold) were attributed to higher than anticipated costs for installation and signage. If the Arts Commission intends to stay within the \$30,000 threshold for the two projects, the remaining \$12,404.18 would be dedicated for the 16<sup>th</sup> Street installation (which would include artist fees, installation and signage).

The second remaining project is the Strategic Plan for \$12,000.

Additional costs incurred for this budget year included the extension for the Robert Sestok sculptures, the GIS intern (whose costs were split with the city), higher than anticipated costs for signage and additional funding for the strategic plan.

Based on the two remaining projects, I am suggesting the Arts Commission seek a budget amendment in the amount of \$12,000. This amount would include the \$9,721.78 needed to complete the two remaining projects as well as a 10%

## MEMORANDUM

contingency. The budget amendment would be deducted from the current fund balance, which sits at roughly \$119,800.

If approved, the budget amendment would be submitted to the DDA for their approval at their February 18<sup>th</sup> meeting and the City Commission at either their March 7<sup>th</sup> or March 21<sup>st</sup> meeting. The approval of the budget amendment will be needed prior to entering into a contract with Ms. Motil for the Strategic Plan.

### **Recommended Motion**

That the Traverse City Arts Commission submit a request to the DDA Board of Directors and the City Commission for a budget amendment of \$12,000 for the 2021/2022 budget.

July 1, 2021 - June 30, 2022 Arts Commission Budget

Projects	Expenses	Totals
<b>Murals</b>		
Artist Fee	\$ 10,000.00	
Supplies	\$ 1,918.72	
Signage	\$ 681.88	
		\$ 12,600.60
<b>Art on Tart</b>		
<b>10th Street</b>		
Artist Fee	\$ 10,000.00	
Installation	\$ 5,500.73	
Signage	\$ 2,095.09	
		\$ 17,595.82
<b>16th Street</b>		
Artist Fee		
Installation		
Signage		
<b>Rotating Exhibits</b>		
<b>Sestok</b>		
Artist Fee Extension	\$ 600.00	
<b>Petrakovitz</b>		
Artist Fee	\$ 3,000.00	
Signage	\$ 921.18	
		\$ 4,521.18
<b>Strategic Plan</b>		
<b>GIS Intern</b>		
Chelsea Hummon	\$ 600.00	\$ 600.00

Funding left over from \$30,000 commitment to the two Art on the TART projects  
(\$20,000 from TART and \$10,000 from Arts Commission)  
**\$ 12,404.18**

Proposal Submitted by Megan Motil  
**\$ 12,000.00**

Expenses Total \$ 35,317.60

Additional Funds Needed  
**\$ 24,404.18**

2021 - 2022 Budget Total	\$ 50,000.00
Current Expenses & Additional Funds Needed Total	\$ 59,721.78
Funds Needed	\$ 9,721.78
Plus 10% Contingency of Remaining Projects	\$ 2,440.00
Total Budget Amendment	\$ 12,161.78 or \$12,000





## MEMORANDUM

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**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
**Memo Date:** January 17, 2022  
**Subject:** Signage Update

Signage has now been installed at the 10<sup>th</sup> Street Art on the TART trailhead as well as at the four Petrakovitz sculptures. Signage was also re-applied at the Cass Street pedestrian tunnel.







## MEMORANDUM

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**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
**Memo Date:** February 14, 2022  
**Subject:** Banners – West Front Street

Based on our December Arts Commission discussion and schematic parameters from Britton Banners, I have attached a draft RFP for the Banner initiative for your review. I am asking the Arts Commission for a little flexibility on the timeline as we may need to get approval from the City Commission.





**[DATE]**

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 **March 18<sup>th</sup> 2022**, no later than 4:00 PM for the following:

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 one sealed hard copy and one digital copy of the bid to the DDA's office prior to the above indicated time and date or the bid will not be excepted.

If you have any questions, please contact Harry Burkholder, Downtown Development Authority Chief Operations Officer, at [harry@downtowntc.com](mailto:harry@downtowntc.com) or (231) 922-2050 before the bid is submitted.

**PLEASE SUBMIT HARD COPY & DIGITAL COPY BIDS TO:**

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



**Traverse City Arts Commission**

303 E. State St., Ste C.  
Traverse City, MI 49684  
231.922.2050  
[tcpublicart.org](http://tcpublicart.org)



## Project Intent

The purpose of this RFQ is to select nine local artists to design a twenty-eight (30) digital images that will be placed on pole banners along West Front Street. The banners will serve to enhance the experience, aesthetic and sense-of-place of West Front Street. The theme of the banners is "fresh perspectives of downtown". Submissions should reflect different perspectives of Downtown Traverse City.

## Project Background & History

The banners along West Front Street were installed as part of a comprehensive streetscaping project in 2015. The design and color scheme for all 30 banners was universal. The banners are planned to be replaced in 2022. In cooperation with Britten Banner, the Arts Commission is using this opportunity to bring color and art into this highly visual streetscaping element. To be clear, the Arts Commission is excited for this banners to serve as "art", rather than the promotional/celebratory banners that are utilized in other parts of downtown.

## Project Details

The Traverse City Arts Commission is working with Britton Banner to install 30 new banners in nine different "sets" along West Front Street. The Arts Commission is seeking at least four (4) unique banner designs from nine local artists under the theme of "a fresh perspectives of downtown". Submissions should reflect different perspectives of Downtown Traverse City. Any type of painting (e.g., abstract, impressionism, etc.) photography and/or graphic art may be submitted. Final designs must be compatible with fabrication processes established by Britten Banner Inc., who will be printing and installing the banners. Banner sets include:

Set One:	2 single-banners (south side)	Front Street and Division
Set Two:	3 single-banners (north side)	Front Street and Maple
Set Three:	3 single-banners (south side)	Front Street and Maple
Set Four:	2 double-banners (north side)	Front Street (in front of the firehouse)
Set Five:	2 double-banners (south side)	Front Street (in front of the GT Pie Company)
Set Six:	2 double-banners (north side)	Front Street (in front of the Fogarellis)
Set Seven:	2 double-banners (south side)	Front Street (in front of Walter and Hemmings)
Set Eight:	3 single-banners (north side)	Front Street and Wadsworth
Set Nine:	3 single-banners (south side)	Front Street and Hall Street

All banners are two-sided. The size of each banner is 24" x 48". Given the arrangement (or "set") of banners along the corridor, some artists will have four banners printed, some will have three banners printed and some will have two banners printed. We ask that each artist submit four different designs. The Arts Commission will select two or three of the best designs (from the four submitted), for those areas along the corridor with the corresponding number of banners. The Arts Commission will also select the location(s) of each banner along the corridor.

Page 2.



Traverse City Arts Commission

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## Location

The project area is located along West Front Street, between Hall Street and Division. A map and images of the project area (sets) are included below.

### Project Area Map & Pictures



Page 3.



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## Contract Requirements

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

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

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.

Page 4.



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## Eligibility

The project is open to all qualified artists age 18 and over living or working in Traverse City.

## 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 submittals and qualifications and develops a preferred-list of (3) artists.
- The selected artist(s) are invited to develop and submit a minimum of four concepts for the project area.
- The Art Selection Panel selects the final artists and makes a recommendation to the Arts Commission.
- Arts Commission approves the artist and the design.

## Timeline

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

- |                     |  |
|---------------------|--|
| • February 16, 2022 | Call for entry approved by Arts Commission.                              |
| • February 17, 2022 | Call opens.  |
| • March 18, 2022    | Call closes and artists qualifications due.                              |
| • March 22, 2022    | Art Selection Panel review artists qualifications and selects finalists. |
| • April 8, 2022     | Finalists submit concept art.  |
| • April 12, 2022    | Art Selection Panel selects artists.                                     |
| • April 20, 2022    | Artist and artwork considered by Arts Commission.                        |
| • April - May 2022  | Artists work with Britton Banner to fabricate art.                       |
| • May - June 2022   | Banners hung.  |

Page 5.



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## 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 RFO 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  
Harry Burkholder, COO, Traverse City DDA  
harry@downtowntc.com  
231-922-2050

Page 6.



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Artist - Please complete and return

#### REQUEST FOR QUALIFICATIONS SUMMARY

TITLE: West Front Street Banners  
DUE DATE: March 18, 2022

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.

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

Page 7.



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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 \_\_\_\_\_

Page 8.



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

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

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

DRAFT

Page 9.



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# ART REQUIREMENTS



## PROOFING TIPS

- ☐ **Reference:** Include a pdf proof as a visual along with your print file
- ☐ **Size:** Double check that the sizing of your art file matches what was ordered
- ☐ **Zoom In:** View print file at full size to verify quality
- ☐ **Proofread:** Spell-check all text



## SIZING

### Art Creation at 10% Scale:

- 1.) Convert Feet to Inches (8' = 96")
- 2.) Divide by 10 to get 10% (96" > 9.6")

### Bleed:

0.25" per side unless specified otherwise

### Britten Templates:

Can be opened in Adobe Illustrator for easy use!



## FILE FORMAT

### Preferred:

packaged .ai or .indd  
(all links and fonts included)

### Alternate:

.pdf .eps .psd .tif .jpg

### Not reliable for high quality print:

.png .gif .bmp Microsoft Office

### Non-Adobe Programs:

Corel, QuarkXpress, etc - must be exported as a high quality .pdf for print



## IMAGE RESOLUTION

**Full Size** - 72\* DPI

**10% Scale** - 720 DPI

\*Smaller prints (4" or less) may require higher than 72 DPI for resolution



## FONTS

### Preferred:

Include all font files with your art files

### Alternate:

Outline all text to avoid complications



## COLOR

### Color Mode:

Create artwork in CMYK mode for print

### Color Matching:

Use Pantone CP colors for vector graphics

Match Prints are recommended for images to meet color expectations



## FILE

### Preferred:

Britten [FTP](#), WeTransfer, DropBox

### Alternate:

CD, DVD, Thumb Drive



## NEED HELP?

See our [FAQ](#) page or contact your sales rep for more information!  
Additionally, Britten can design your artwork for \$75/hour.

800.426.9496  
[britteninc.com](http://britteninc.com)





**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
**Memo Date:** February 10,, 2022  
**Subject:** 16<sup>th</sup> Street ART on the Tart

Based on our December Arts Commission discussion (and subsequent discussions with commission members) and a review with TART staff, I have attached a draft RFP for the 16<sup>th</sup> Street ART on the Tart installation. The total amount for this project will be \$12,400 and will include fees for the artist, installation and signage.







**[DATE]**

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 **March 11<sup>th</sup> 2022**, no later than 4:00 PM for the following:

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 one sealed hard copy and one digital copy of the bid to the DDA's office prior to the above indicated time and date or the bid will not be excepted.

If you have any questions, please contact Harry Burkholder, Downtown Development Authority Chief Operations Officer, at [harry@downtowntc.com](mailto:harry@downtowntc.com) or (231) 922-2050 before the bid is submitted.

**PLEASE SUBMIT HARD COPY & DIGITAL COPY BIDS TO:**

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



**Traverse City Arts Commission**

303 E. State St., Ste C.  
Traverse City, MI 49684  
231.922.2050  
[tcppublicart.org](http://tcppublicart.org)



## Project Intent

The purpose of this RFQ is to select an individual artist to create, fabricate and install public art along the Boardman Lake Trail at Sixteenth Street in Traverse City. The art installation will serve to enhance the experience of the trail user and compliment an emerging trail node and the surrounding area, which includes an expansive overlook of Boardman Lake. Part of TART's network of non-motorized trails, the area around Sixteenth Street provides direct access to the Boardman Lake Loop as it traverses around beautiful Boardman Lake.

## Project Background & History

For several years, TART Trails has been diligently working 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 spring of 2022.

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 nodes and 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. It is a priority of both the Traverse City Arts Commission and TART to connect outdoor recreation with the arts.

The art installation along Sixteenth Street will be second of two art installations along the Boardman Lake Trail in the past twelve months. The first art installation was erected in the fall of 2021 at the Tenth Street Trailhead.

## 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 as part of their "Art on the TART" program. The next location is at a trail-node along Sixteenth Street. TART Trails is working with Team Elmer's (a local engineering and construction company) to manage the design and installation of the trail-node area. A preliminary site plan of the area can be found in Attachment A.

The Arts Commission and TART have dedicated \$12,400, toward the installation of art at the Sixteenth Street location. There are no parameters or theme limitations for this art installation. Creativity is key. Art that incorporates a dual purpose (e.g., bench, bike rack) is also welcomed but not required.



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## Location

The project area is located along Sixteenth Street, overlooking Boardman Lake. The intended space for the art installation is a roughly 30' by 13' oblique shape. However, artists are encouraged to consider a creative art installation that incorporates structure(s) or artistic elements that blend into the surrounding landscape or trail (in addition to the oblique shape) if warranted. These elements may or may not be connected to the oblique space identified below. Any combination of elements that are not physically connected must share the theme of the overall art installation. That is, even if the installation includes several "pieces" it is considered one art installation. A map and image of the project area is included below.

### Project Area Map



### Project Site



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## Contract Requirements

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



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## 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 submittals and qualifications and develops a preferred-list with a maximum of (3) artists.
- Each selected artist will be required to conduct a site-visit to the project location.
- The selected artist(s) are invited to develop and submit a concept for the project area.
- The Art Selection Panel selects the final artist and makes a recommendation to the Arts Commission.
- The Director reviews the recommendation, completes an artist phone interview and speaks with references provided by the artist.
- Arts Commission approves the artist and art installation.

## Budget

The total budget is \$12,400 (Twelve Thousand, Four-Hundred 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. Also included in the total project budget are expenses for structural investigation or engineering if needed, permits, installation, and a sign plaque. The artist should consider the total cost (including installation) of their project when determining the scope, size and type of art submitted.



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## Timeline

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

- |                       |   |
|-----------------------|---|
| • February 16, 2022   | Call for entry approved by Arts Commission.                                       |
| • February 17, 2022   | Call opens.   |
| • March 11, 2022      | Call closes and artists qualifications due.                                       |
| • March 14, 2022      | Art Selection Panel review artists qualifications and select up to (3) finalists. |
| • March 14 - 18, 2022 | Site visit with selected artists  |
| • March 10, 2022      | Finalists submit concept art and maquette.  |
| • April 6, 2022       | Art Selection Panel selects artist.   |
| • April 20, 2022      | Artist and artwork considered by Arts Commission.                                 |
| • April - May 2022    | Art fabrication.  |
| • June 1, 2022        | Preparation and installation (subject to coordination with Team Elmers)           |

## 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.



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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  
Harry Burkholder, COO, Traverse City DDA  
harry@downtowntc.com  
231-922-2050



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Artist - Please complete and return

#### REQUEST FOR QUALIFICATIONS SUMMARY

TITLE: Sixteenth Street - Art on the TART  
DUE DATE: March 11, 2022

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.

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



Traverse City Arts Commission

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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 \_\_\_\_\_



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

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

DRAFT



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## MEMORANDUM

---

**To:** Traverse City Arts Commission  
**From:** Harry Burkholder, DDA COO  
**Memo Date:** February 10, 2022  
**Subject:** Master/Strategic Plan Update

The contract with Megan Motil from Parallel Solutions was scheduled to be reviewed and discussed (under the Consent Calendar) by the City Commission at their January 18<sup>th</sup> meeting. However, we pulled this item from the City Commission agenda upon further discussion with city staff who expressed concern over the cost and scope of the contract.

Over the last month, we have talked with city staff and any lingering questions have been addressed. As mentioned in our budget memo, per your approval, we will be seeking a budget amendment that will cover the costs for the Strategic Plan.



## Memorandum

---

To: Traverse City Arts Commission  
From: Nick Viox  
Re: Up North Pride City Art Installation  
Date: January 18, 2022

As Up North Pride's large celebration moves to fall this year, we have been working on ways to celebrate community during other times of the year. This summer, Up North Pride is hoping to have our successful outdoor art exhibits, in partnership with BoxPop, return for all of Pride Month. This June, Up North Pride will install three new art exhibits in shipping containers across Northern Michigan. Each display will offer space for artists from the 2SLGBTQIA+ and BIPOC communities to explore the title theme of "Unconditional". Each installation will invite the public to explore this theme and celebrate together. The installations will be open to the public June 1 through June 30, 2022.

Up North Pride is asking the Arts Commission to help us (1) confirm a family-friendly location within the City that would be a good location for this exhibit and (2) help promote this event and call for artists. Hosting locations are responsible for the following:

- Alerting Up North Pride of any vandalism/required maintenance of the piece
  - Opening it up at the beginning of every work day and locking it up at the end of the work day
  - This would all be within the standard operating hours of the business
- Promoting on social media
- Assist in planning Up North Pride with an event to take place a weekend in June

Attached, please find the Project Proposal/Call for Artists for your review. We are also looking for sponsorship to pay for our artists, if the Arts Commission is interested in supporting in that capacity as well.



## PROJECT PROPOSAL

---

### **“Unconditional” An Immersive Art Installation**

Completely, thoroughly, bodaciously, unequivocally, wholeheartedly, subject to no conditions. Unconditional. Oftentimes, the word unconditional is immediately linked with the word love and unintentionally assigned conditions by which it exists in this world. If we are able to give conditions to a word, we are definitely able to assign conditions to human emotions and behavior that we pass on to others as we move through the world.

Unconditional love does not necessarily mean unconditional acceptance. Unconditional acceptance does not necessarily mean unconditional support. As you explore and experience each of these installations, we ask that you identify areas of your own life where conditions that have been put in place can be removed. Do you love someone in your life only when they are presenting a certain way? Do you support someone in your life only when they do things that you deem “good and honorable”?

Everyone deserves to feel held and loved and accepted and seen as they are, not only as we want them to be. The conditions we put on ourselves and on others around us are born out of fear. We have asked three artists to examine their relationship with the word unconditional, with things they have put conditions on or conditions that have been placed on them throughout their life, and to use their art as a representation of that understanding.

We ask that as you experience each of the installations that you come to them unconditionally, with an open mind and heart. Please tap into your own understanding of where you place conditions in your life and challenge yourself to remove some of those conditions to experience or give someone else the experience of feeling love, support & acceptance without strings attached.

### **Project Summary**

For the month of June, Up North Pride will rent a minimum of three shipping containers that will be placed across Northern Michigan. Each location will provide a safe, accessible art exhibit in the theme of “Unconditional”. An example of the Up North Pride exhibits from 2021 can be found here:

<https://www.boxpop.com/project/building-up-pride-month/>

### **Project Timeline**

- January
  - Call for artists
- February
  - Artists selected and initial meeting with Up North Pride representatives
- March

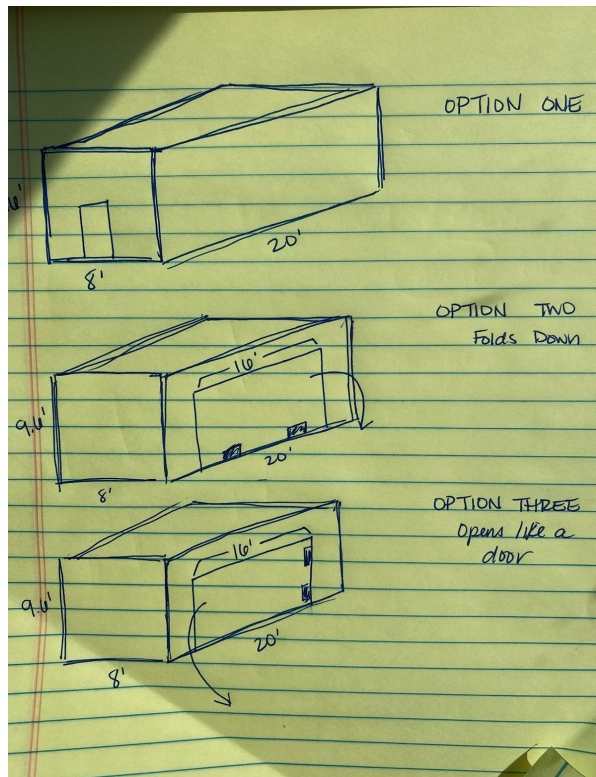


## PROJECT PROPOSAL

- Project Review
- April
  - Project review with final proposal
- May
  - Artist site review
  - Installation begins
- June
  - Exhibits up

### Shipping Container Information

Shipping containers, provided by Britten, have the dimensions of 9.6' tall x 20' long x 8' wide. There are three options available that our artists can choose the inside and outside base coat of. Options are detailed in the image below). All details must be confirmed with Britten by May 1 so they can manufacture for a May 23 - 29 installation.





## PROJECT PROPOSAL

### Project Budget

Below is a breakdown of cost per unit. The total cost is estimated to be \$

Artist Cost (w/ Materials)	\$2000
Signage	\$500
Marketing	\$100
Travel for Artist (if needed)	\$100
Rental of Unit (conservative, could be as low as \$600)	\$5,000
<b>Total per Unit</b>	<b>\$7700</b>

### Sponsorships

- Presenting Sponsorship (Price TBD) | Britten Banners (covers the cost of all shipping containers and coatings)
- Artist Sponsorship | TBD

### Shipping Container Maintenance

Hosting locations will hopefully see a large influx of visitors during the month of June for the installation. Up North Pride would also like to host at least one pop-up event at the hosting location (one per week) to highlight the location and the art piece.

Each hosting location would be responsible for the following:

- Alerting Up North Pride of any vandalism/required maintenance of the piece
- Opening it up at the beginning of every work day and locking it up at the end of the work day
  - This would all be within the standard operating hours of the business
  - This would include setting out signage and sanitizing stations at each location when opening
- Promoting on social media

### Artist Information

Artists will be provided a \$2000 stipend from Up North Pride that will include their material costs for the project. A \$100 traveling allowance is provided as well. Housing will be provided by Up North Pride if it is needed for the install. Installation will be taking place the week of May 23 - 29.