



**July 14, 2022 – Re-Release**

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 – **August 15, 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 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 or DIGITAL COPY BIDS TO:**

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



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**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 up to nine local artists to design a thirty (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 Britten Banner to install 30 new banners in nine different “sets” along West Front Street. The Arts Commission is seeking up to four (4) unique banner designs from up to 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” (see attachment). 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 Selection Panel and Arts Commission will select the best designs (from the designs 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. The Arts Commission has dedicated \$3,000 for this project and has committed to pay each artist \$100 per banner.



## 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



## 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.



## 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 artists.
- The selected artist(s) are invited to develop and submit up to 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:

- |                   |  |
|-------------------|--|
| • July 14, 2022   | Call opens.  |
| • August 15, 2022 | Call closes and artists qualifications due.                              |
| • August, 2022    | Art Selection Panel review artists qualifications and selects finalists. |
| • August, 2022    | Finalists submit concept art.  |
| • September, 2022 | Art Selection Panel selects artists.                                     |
| • September 2022  | Artist and artwork considered by Arts Commission.                        |
| • September       | Artists work with Britten Banner to fabricate art.                       |
| • TBD             | Banners hung and artist fees are allocated.                              |





## 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. 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





Artist - Please complete and return

**REQUEST FOR QUALIFICATIONS SUMMARY**

TITLE: West Front Street Banners  
DUE DATE: August 15, 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 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 \_\_\_\_\_





# ART REQUIREMENTS



## PROOFING TIPS

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