



Town of Crested Butte

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-A National Historic District-

www.townofcrestedbutte.com



Request for Qualifications (RFQ) Artistic Graphics for Crested Butte Community Compass (Comprehensive Plan)

RFP Sent: September 5, 2019

Proposals Due: 5 PM MDT, October 18, 2019

Project Overview

The Town of Crested Butte (Town), in partnership with the Crested Butte Creative District (Creative District), is issuing a request for qualifications (RFQ) for artists or graphic designers to create unique, one-of-a-kind graphics in a variety of mediums for the Town's new Comprehensive Plan, titled Crested Butte's 2020 Community Compass (Community Compass). This Community Compass will be a guiding document for the Town's Policies over the next 10-20 years and the featured artists work will live on to serve as visual reminder to the Town's residents on our values and goals for the future.

The Community Compass will be a guiding document for the Town that will provide the community with a set of clearly re-focused public aspirations and expectations for the future of Crested Butte. These public guideposts will form the foundation upon which responsible, enduring decisions can be made in correlation to establishing a "level of acceptable change" whereby the natural environment does not deteriorate, the resident community is not adversely affected and the quality of the visitor experience does not decline. The Community Compass will be created through a publicly-driven process and the document itself will be a concise document that will be readable and referenced into the future on goals and strategies covering many topics including:

- Natural Environment
- Historic District/Built Environment
- Infrastructure/Utilities
- Resident Housing
- Arts & Culture
- Social/Special Events
- Regional Considerations
- Land Use/Zoning
- Transportation/Parking
- Recreation/Parks/Open Space
- Economic Development/Tourism
- Public Health and Safety

The Town and Creative District are seeking qualified local artists to create unique, artistic graphics in a variety of mediums to be featured in the plan that are representative of the community of Crested Butte. Three selected artist will each receive a \$1,250 stipend to create the digital image (which may be a digitized image of any artistic medium). The Town and Creative District will retain the rights to use the image within the Compass, advertising for events and public meetings, and for other Town or Creative District projects. The artist will retain the physical medium and the rights to sell the artwork or graphic. However, a 25% commission in the in the event of sale of the artwork will go to the Creative District to support programming or future projects including but not limited to their youth arts education fund or local arts education programs.

The intent of this project is to provide a unique aspect to the Community Compass, as well as provide exposure for local artists by utilizing their original graphics in these community materials that will live on as a visual reminder of the community's values and goals.

Project Requirements

1. The Town is seeking three different graphics in three different mediums. Each artist may only apply to create one graphic. The Town and Creative District are seeking local, Gunnison Valley artist candidates to create a one-of-a-kind graphic that is inspired by Crested Butte.
2. Selected artists will be notified by November 6, 2019. The artists will then be required to complete the graphic by January 31, 2020.
3. The final graphic shall be submitted to the Town as a digital, high resolution JPEG image and PDF.
4. Selected artists will be responsible for attending a minimum of one Community Compass meetings to present their work. The artist will also need to provide a brief narrative to explain how their image represents the community and any additional special meanings of the work. Town staff will coordinate with the artists on their attendance at the required meeting. Additional participation in the Community Compass Plan creation is highly encouraged but no additional compensation will be granted.
5. The artwork must be available for up to a one month gallery showing at the Center for the Arts in 2020. This will also serve as an opportunity for the artists to sell their work if desired.

Budget

Each selected artist will receive a \$1,250 stipend to create the graphic, and the Town and Creative District will retain the rights to use the image. The artist will retain the original artwork and the ability to sell the artwork or graphic. In the event of a sale, the Creative District will retain a 25% commission on the artwork.

Timeline*

September 5, 2019	Request for Qualifications Posted
October 18, 2019	Submission Deadline to the Town of Crested Butte
October 21-31, 2019	Application Review by pre-selection committee
October 31, 2019	Finalists Notified
November 6, 2019	Finalists present proposal to the Public Art Commission, Selection Occurs
November 18, 2019	Project Begins
December 15, 2019	Draft Concept submitted to the Town and Creative District
January 31, 2019	Final Graphic submitted to the Town and Creative District

** Dates subject to change at the request of the Town and/or Creative District*

Proposals

Interested individuals should submit a proposal with the following information:

1. Cover letter. Cover letter should include: which medium you propose to utilize, background information on your past artistic experience and personal connection to Crested Butte, and an overview of a proposed concept and where you will draw your inspiration from for this graphic.
2. A portfolio of 3-5 relevant pieces of artwork that will relate to this project.
3. Additional information may be provided to expand on relevance of the artwork to the Town of Crested Butte.
4. Statement from the artist on the ability to create the artwork on schedule, within the budget and explanation on how the work will be digitalized for use by the Town and Creative District.

Selection

Proposals will be evaluated and selected by the Town/Creative District Public Art Commission. Selection date is tentative but will occur by November 6, 2019. The selected applicants will need to supply their W-9 tax information to the Town of Crested Butte and enter into a contract with the Town.

Proposals will be evaluated on the following criteria:

1. Project feasibility: Does the project have a high likelihood of being completed as proposed?
2. Applicant's concept and inspiration idea

3. Applicant's experience with Crested Butte and inspiration for the graphic
4. Applicant's past experience

Submission

All proposals must be received no later than 5 pm on October 18, 2019. Proposals may be submitted via mail, email, or in-person to:

Mel Yemma
Open Space/Creative District Coordinator
Town of Crested Butte
PO Box 39 (mail)
507 Maroon Avenue (in-person)
Crested Butte, CO 81224
(970) 349-5338
melyemma@crestedbutte-co.gov