



Revised: 12/14/22

City of Utica, New York  
Mayor Robert M. Palmieri



Request for Qualifications/Call For Artists

# Liberty Bell Park Mural

Issue Date: December 8, 2022  
Proposal Due Date: January 12, 2023  
Proposals to be received by 3:15 PM (EST)

**Submit Proposals to:**  
Board of Contract & Supply  
City of Utica Department of Engineering  
1 Kennedy Plaza, Utica, NY 13502

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

## OVERVIEW

The City of Utica is conducting a search for an artist or artist team with experience in mural installation to design and execute a large-scale mural that celebrates and recognizes Utica's history, cultural diversity, overall revitalization, and bright future. The objective of this project is to create a piece of art that is vibrant, captivating, and encourages people to admire the work for both its beauty and substance.

The design and installation of a permanent public mural will live on the exterior south wall of 58 Hotel Street. This is one of the most, **if not the most**, visible locations in the city of Utica, facing both a public park and located at the intersection of Genesee Street and Bleecker Street - historically known as the "Busy Corner"

## PROJECT GOALS

The City of Utica is looking to further its downtown revitalization and create a one-of-a-kind destination and welcoming environment at Liberty Bell Park. The mural should add to the city's resurgence, a sense of community, and inclusivity for both residents and visitors. It should also be non-political and have a universal appeal. **The chosen artwork must be completed by September 1, 2023.**

## MURAL LOCATION AND SPECIFICATIONS

The specific wall is located at 58 Hotel Street, facing south, with high visibility from Genesee Street and Bleecker Street, from dozens of area businesses, from Utica University's Business School, and from inside coffeeshops, restaurants and countless offices.

This section of Genesee Street is heavily trafficked by car, bus, bicyclists and pedestrians. It sits at an intersection of downtown, known as the "Busy Corner" and at the front door of the historic Hotel Utica (now DoubleTree by Hilton). It is located two blocks east of the new Wynn Hospital set to open Fall 2023 on Lafayette Street and one block south of NYS Route 5S.

Due to this unique location, the mural is not only representative of the downtown, but also the city of Utica as a whole, and will likely become the unofficial "face" of the city. The mural, in its current state, was already the backdrop in innumerable photos and videos for families, friends, weddings, graduations, and tourists.

The southern façade of the building will be parged and waterproofed prior to the art being installed (being done by another entity, not the artist).

The wall has two distinct sections: **The western portion is approximately 36 feet tall and the eastern portion is approximately 60 feet tall. The length of the wall is approximately 160 feet long.**

The wall has several doors, windows, down spouts, and a chimney. The wall fronts Liberty Bell Park, a public park, with an active fountain and several trees (pictures on next page).





The artist or artist team is expected to paint the entirety of the wall. Due to the large scale of the building, it is imperative that the artist or artist team consider the scale of the different components of their mural in relation to the size of the individual and the surrounding environment, including the park's fountain and trees.

## GUIDELINES

Artist(s) should understand that the completed mural will need to meet the following guidelines:

- Materials must include durable, color-safe, UV-protected, high-quality outdoor paint.
- Specific mural dimensions: ~160' L | Western/Eastern Section: ~36' H / ~60' H (~4,800 ft<sup>2</sup>)
- The artist or team will be responsible for the complete installation.
- The artist is not responsible for permitting.
- The City of Utica, as well as the artist, will have the right to reproduce the artwork through a shared copyright.
- The artist or team will agree to a contract with the City of Utica that will stipulate project payment process and schedule.

## PROJECT TIMELINE

**December 8, 2022** | RFQ Released

**December 21, 2022** | On-site Meeting with City of Utica - Optional

(Please notify us if you will be attending by emailing [dcrossman@cityofutica.com](mailto:dcrossman@cityofutica.com))

**January 12, 2023 at 3:15 PM (EST)** | Deadline for Submissions

**February 3, 2023** | All Submissions Reviewed and Finalists Selected

**March 17, 2023 at 5:00 PM (EST)** | Deadline for Finalist Proposals

**March 20, 2023 - April 7, 2023** | Public Review and Selection (Voting Period)

**April 10, 2023** | Final Selection Announced

**May 1, 2023** | Mural Started

**September 1, 2023** | Mural Completed

The City of Utica reserves the right to adjust the project timeline as necessary.

## BUDGET AND TIMELINE

A total budget of \$100,000 has been identified for this project. Finalists selected in February will be required to submit along with their final proposals in March a reasonable final budget and timeline not to exceed \$100,000 that includes all of the following items outlined below:

### - **Design/Sketch Fee**

To include a minimum of three (3) iterations on the final selected design

### - **Supplies**

Including, but not limited to, paint (spray or bucket), rollers, brushes, caps, anti-graffiti coating, sealant, etc.

### - **Scaffolding/Lifts**

### - **Labor and Artist Stipend**

The artist or artist team will be responsible for their own travel costs and will need to provide proof of personal liability insurance.

## ELIGIBILITY

This call is open to all US-based artists, but are not required to be a US citizen. Candidates must be professional artists, designers, or fabricators or partnered with professional artists, designers, or fabricators; eligible to work in the United States; and age 18 and older. The artist must be available to oversee the installation of the mural. Teams or collectives are also eligible to apply.



## SUBMISSION PROCESS

Interested artists and teams should submit the following information to the Board of Contract & Supply by January 12, 2023, at 3:15 P.M. (EST):

1. Artist/team member names and contact information  
Name, address, telephone number, email address
2. Resume(s) or CV(s) of artist/team members
3. Artist Bio(s) of 250 word maximum per artist/team member
4. Written narrative describing your artistic vision and proposal  
No longer than two single-spaced pages.
5. Sketches to explain your vision, preferably both as standalone artwork and superimposed on the wall.
6. Examples of past completed work, preferably public murals, either attached as a PDF or with a shared web address to a digital portfolio (Maximum of 5)
7. Optional additional support materials (i.e. news article on past work)
8. References (Minimum of 2)

A city public art committee will review submissions and award a \$500 honorarium to as many as five finalists. The awardees will then develop a proposed design, a narrative describing how the design meets the project goals, a budget, and a timeline. The city public art committee reserves the right to not select any finalists or a final design if they do not meet the project goals, budget, or timeline requirements.

## DEADLINE

All interested artists and teams must submit their proposals on a flash drive by **Thursday, January 12, 2023, at 3:15 PM (EST)**. Materials must be submitted via flash drive to the attention of the Board of Contract & Supply, 1 Kennedy Plaza, Utica, NY 13502.

Artists are encouraged to submit the files on their flash drive using this naming convention: **UticaLBPM23\_ArtistName.pdf**.

## SELECTION CRITERIA

Finalist will be selected by the city public art committee based on their assessment of artists to meet the project goals. The following will be considered in the selection process:

- Originality and creativity
- Pursuit of excellence in public art
- Relationship to the site and how it will activate public space
- Relevance to the city, its values, culture, and people
- Evidence of ability to create large-scale, distinctive work
- Proven ability to complete a project within budget and deadline

Finalists selected will submit their final proposals for public review and selection. The public will consider the Finalists' submissions and vote for their preference during an open public voting period. The successful proposal will be announced following the conclusion of the voting period.

## **OWNERSHIP**

The artist will retain ownership of any ideas submitted for consideration until a final selection has been made and a contract will be signed between the City of Utica and the selected artist or artist team. At that time, the City of Utica and the artist will obtain a shared copyright of artwork produced, in whatever stage of completion, and the artwork shall become the property of both the City of Utica and the artist as a work made for hire as defined by the copyright laws of the United States. City of Utica and the artist will be co-owners and copyright proprietors of all rights and title in and to the results and proceeds of artist's services hereunder. In addition, artist will represent being the sole author of the Work and that all services are original by artist and not copied in whole or in part.

## **QUESTIONS**

Artists are encouraged to reach out to the City of Utica Department of Urban & Economic Development with any questions or concerns by emailing Derek Crossman, Principal Planner, at [dcrossman@cityofutica.com](mailto:dcrossman@cityofutica.com) or by phone at 315-792-0181



