

# Call for Artists

## Request for Proposals (RFP)

### *Park Rapids Public Art Opportunity*

#### ABOUT PARK RAPIDS

The City of Park Rapids lies about 20 miles south of Itasca State Park, source of the Mississippi River. Fish Hook River runs through this vibrant community that serves a population of about 3,700 within the city limits and about 10,000 people who call Park Rapids home. Located in Heartland Lakes, Park Rapids welcomes summer visitors and identifies as a mecca for retiring Baby Boomers. The Park Rapids Downtown Business Association, Park Rapids Lakes Area Chamber of Commerce, Heartland Lakes Development Commission and Heartland Arts are all committed to promoting the community's economic well being.

**Community Information at:** [www.parkrapidsdowntown.com](http://www.parkrapidsdowntown.com), [parkrapids.com](http://parkrapids.com), [www.prlaac.org](http://www.prlaac.org) and [heartlandlakes.com](http://heartlandlakes.com).

#### ABOUT HEARTLAND ARTS

Heartland Arts, formerly Park Rapids Lakes Area Arts Council, has served as an umbrella organization for 16 arts and cultural organizations in the Heartland Lakes area since 2005. Representatives from these groups, at-larger members and individual arts project champions, meet monthly to coordinate arts calendars, share information and incubate interest in new projects.

#### PROPOSED PROJECT

A new mural will be painted on the south wall of a Downtown business. The stucco wall has recently been repaired and repainted creating a "blank canvas." Goals of the project are: 1) To represent the Heartland Lakes brand of nature, family and tradition, and 2) Promote Downtown as a destination.

#### SELECTION CRITERIA

The Arts Council and building owner will select one proposal based on proposed cost and the following criteria:

- Artist's proposed cost including meals and lodging
- Artistic quality
- Ability of artist to complete project based on prior work experience
- Ability of design to meet project goals and timeline

#### DESIGN CONSIDERATIONS

- Potential surface area is 140 feet in length by 15 feet in height.  
NOTES: It isn't necessary for the new mural to cover the entire surface area, but preference will be given to a design that covers a majority of the wall. The existing business signage will be replaced as part of the new mural.
- Stakeholders have indicated a desire for the mural to be a "billboard" for Downtown throughout the seasons (summer, fall, winter) reflecting the experiences, feelings and product available.
- Assuming full funding has been received, the mural will be completed by Aug. 31, 2020.
- Because the building has a stucco exterior, the mural will have to be painted on the wall rather than on panels to be mounted on the wall.

#### REQUIRED SUBMISSION MATERIALS

- Project description
- Image of at least 1 proposed design
- 3 images of recent work (attach electronically or on CD, DVD or as prints)
- Biographical information or resume with artist's contact information
- Two references for recently completed projects

#### SCHEDULE

DEADLINE FOR SUBMISSION  
Friday, October 4, 2019

SELECTION OF PROPOSAL  
Wednesday, October 9, 2019

PROJECT INSTALLATION  
TBD - when project is fully funded  
Goal is summer of 2020



East view ending at Main Street



West view ending at alley

#### HOW TO SUBMIT MATERIALS

email to: [luann47@gmail.com](mailto:luann47@gmail.com)

or mail to: Lu Ann Hurd-Lof  
Heartland Arts  
PO Box 702  
Park Rapids, MN 56470

For more information, contact  
Lu Ann at 218-820-2716 or  
218-652-4081

For more information about  
Heartland Arts, go to  
[www.prlaac.org](http://www.prlaac.org)