



WALLS BETWEEN WATERS MURAL FESTIVAL PROSPECTUS

About Essex County Land Bank

At the Essex County Land Bank, we are committed to revitalizing and transforming vacant, abandoned, and underutilized properties into valuable community assets. As an land bank administered by North Country Rural Development Coalition, our mission is to foster sustainable development, promote economic growth, and enhance the quality of life for residents throughout Essex County.

In 2025 The Essex County Land Bank, in partnership with the North Country Rural Development Coalition (NRDC), will work with the community to program a mural festival in the Town of Ticonderoga. *Walls Between Waters* aims to transform spaces near blighted, vacant, and abandoned properties through public art installations. This new public art will foster community pride and encourage economic revitalization. The project will focus on the creation of five murals in the downtown corridor, accompanied by a community festival.

Essex County Land Bank and NRDC are seeking qualified artists to install five large-scale mural projects. *Walls Between Waters* will be held in downtown Ticonderoga in the first week of June 2025.

Project Overview: During the Request for Qualifications, RFQ Phase, PHASE I, a review panel will evaluate initial responses according to the criteria outlined in the RFQ application. Artists or artist teams whose proposed qualifications demonstrate, in the review panel's sole opinion, the qualifications that best fulfill the purposes of this RFQ will move to the finalist selection phase, PHASE II. In PHASE II artists will be hired to create proposal concepts based on specific themes. Those proposals will undergo a community jury review. The selected artist in PHASE II will be contracted to implement their mural concept in Ticonderoga in June of 2025.

Applicant Eligibility

- Applicant(s) must be willing to sign an indemnification agreement, a hold harmless waiver, and a photo release waiver;
- Applicant(s) must be prepared to provide proof of insurance;
- Applicant(s) must be 18 or older;
- Applicant(s) must be able to travel to the Town of Ticonderoga to install the mural in late May and the first week of June 2025;
- Applicant(s) must be able to provide tax documentation and be eligible to work in the USA in 2025;
- Applicant(s) must be willing to participate in an Apprentice Program;
- Applicant(s) must be willing to participate in a dedication ceremony, interviews, or conduct demonstrations/presentations.

NRDC and Essex County Land Bank are an equal opportunity employer.

Statement of Work: The scope of work for the selected artist or artist team may generally include, but not limited to, the following:

PHASE I RFQ Applicant:

- Submit RFQ before the deadline (see project timeline below).

PHASE II finalists:

- Enter into proposal contract with Essex County Land Bank.
- Provide a fully rendered, in color, design proposal for the site by the deadline.
- Prepare and present, as necessary, the design concept, timeline for installation, materials, and equipment needed.

PHASE III finalist(s):

- Enter into contract with Essex County Land Bank.
- Install the the mural within the contractually stated timeline.
- Install the mural in accordance with the terms and conditions of the contract. The Artist or Team will work collaboratively with A H Public Spaces Consulting and Essex County Land Bank to ensure that the mural is installed correctly and in a timely manner.
- Artist(s) may be asked to work with local volunteers and/or artists while implementing the mural.
- Artist(s) will attend a dedication ceremony at the mural site.

Project Timeline:*

JANUARY 2025

FEBRUARY 16, 2025

FEBRUARY 21, 2025

APRIL 9, 2025

APRIL 2025

MAY – JUNE 7, 2025

Phase I: RFQ release

Phase I: Deadline for RFQ submissions

Phase I: Review RFQs and make finalist selections. Phase II Finalists selected and notified; Finalists signed into contract; *all applicants will be notified about the status of their application*

Phase II: Deadline for finalist(s) design proposals

Jury review of finalist(s) design proposals;

Phase III: Walls Between Waters Mural Festival; Murals are installed.

**Dates may be changed due to inclement weather; Essex County Land Bank reserves the right to modify this schedule if necessary.*

Public Art Location: The project locations are within downtown Ticonderoga. Site template and additional photos will be provided to Phase II finalists.

Specifications: The total area of the murals range between 800 square feet to 2,000+ square feet. Phase II finalists will be assigned to a specific site and paid to design a proposal for their assigned location.

Mural Theme: The goal is to provide a creative installation that will resonate with the Town of Ticonderoga. A creative brief is being developed by the community. This document will be shared with Phase II finalists. Phase II muralists are asked to use this reference material to develop their design. Not all components of this brief should be included in the artist's proposal. The goal of the mural is to highlight community assets, tell a unique story, and celebrate Ticonderoga.

Project Budget: There is no fee for RFQ applicants to submit their qualifications in Phase I.

A review committee will select the Phase II artists from the RFQ applicants. Phase II finalist(s) will enter into a contract with Essex County Land Bank, provide a signed Form W-9, and issue an initial stipend invoice for a design proposal fee.

The selected artist(s) will be paid to implement their mural. Phase II finalists will be assigned a location, and they will be told the budget for their mural site. Essex County Land Bank will cover all costs associated with the mural, inclusive of, but not limited to, artist fee, materials, transportation, travel to and from the site, project documentation, associated project equipment rentals and purchases and the contingency to cover

Information Contact: Perspective applicants who have questions regarding the project may submit questions by e-mail to **Alex Hall: AHPSConsulting@gmail.com.**

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unexpected expenses and any other costs related to the mural not covered in the preceding list. Food and non-mural-related expenses will be the responsibility of the muralist. The muralist is responsible for obtaining insurance and providing proof of insurance. The muralist will be given a portion of the artist stipend amount upon signing their contract and providing any necessary documentation. The artist will be awarded the final sum of payment at the satisfactory completion of the project.

Funding for this project was made possible by Homes and Community Renewal's Land Bank Initiative program. Essex County Land Bank will serve as the fiscal agent for the initiative.

Work Samples Submission Guidelines: Qualifications must be submitted electronically via the **JotForm link**. Applications that do not include the below mandatory information will be rejected without further consideration. Applications must be received on or before the due date and time specified in this solicitation.

RFQ JotForm Application must include the following:

- a. **Applicant Contact Information:** Please provide your name, mailing address, email address, phone number and city of residence
- b. **Professional Resume (2 Page Limit):** An outline of the primary artist's background and experience with examples of work done by the primary artist(s); and a list of other individuals who will assist in the completion of the project, detailing their training, and relevant work experience.
- c. **Four Previous Work Images:** four relevant work samples; please indicate: location, dimensions, medium, and completion date within the prompted area.
- d. **A Brief Statement:** State in 200 words or less why you are interested in participating in this project.

Evaluation: All responses received by the deadline will be evaluated by representatives of the a Ticonderoga review panel. Essex County Land Bank reserves the right, based on the scores of the qualifications, to create a short-listing of artists who have received the highest scores to interview or conduct demonstrations/presentations. Those chosen by the review panel will be invited to move forward as Phase II finalists.

Evaluation Factors for Request for Qualifications: The review panel will consider the following factors and weigh on which qualifications will be judged during this process: expressed understanding of project objectives in written statement, artistic quality of previous work, scale of previous work, and style of previous work. Artistic quality shall be demonstrated by the artist(s) work samples, experience in the production of public art.

Evaluation Factors for Proposals: Artists whose proposed qualifications demonstrate they best fulfill the purposes of this RFQ, will be invited to enter into a contract with the Essex County Land Bank and receive a stipend to develop a proposal for the project. The Ticonderoga review panel will consider the following factors and weighting on which artist(s) proposals will be judged: mural design and written narrative. The selected finalist's designs will be shown to the community and Property Owner for final approval.

Deadline: Qualifications must be received by **JOTFORM APPLICATION** no later than **11:59 p.m. (EST), FEBRUARY 16, 2025**. Incomplete or late submissions will not be considered.

JotForm Link: https://form.jotform.com/alexandra.hall.artist/WallsBetweenWatersMuralFestival_RFQ