

## **Artist Request for Proposal (RFP)**

### **Revity Federal Credit Union**

#### **Mural Project at 217 North Greene St., Greensboro, NC 27401**

##### **Introduction to the Project**

Revity Federal Credit Union, a not-for-profit cooperative Credit Union, is seeking proposals from artists for the design and execution of a mural that honors the Credit Union Movement and Greensboro's rich and diverse culture.

The address of this mural is 217 North Greene Street, Greensboro, NC 27401.

In 2024, Revity FCU was awarded a grant from the Carolinas Credit Union Foundation to go towards the creation of this mural.

Our goals for this mural are:

- To raise awareness of Revity FCU and the Credit Union Movement in general
- To reinforce our commitment to financial literacy and education as well as our Greensboro city roots
- To welcome members, nonmembers, and the public into our renovated space

##### **About Revity**

Revity FCU was founded as Greensboro Municipal Credit Union in 1937 to serve city employees and their families. Since then, we have grown to include over 60 local small businesses, nonprofits, neighborhoods, groups, and the Underserved Greater Greensboro Community. In April 2024, we rebranded to Revity Federal Credit Union. A combination of "revitalization" and "community," Revity better reflects the communities and populations we serve.

Financial Literacy and Education are the cornerstones of Revity FCU's mission: Wherever you are on your financial journey, we will meet you there. We are hopeful that the selected artist will share our vision in making our mission more visible to the community at large through this public art piece.

##### **About Carolinas Credit Union Foundation**

For nearly 30 years, the Carolinas Credit Union Foundation has served as a partner in philanthropy to credit unions, with a mission to empower and inspire credit unions in the Carolinas through collaborative opportunities to enrich our communities. The results of our work are visible across North and South Carolina, proving that by leveraging our cooperative spirit, we can change our communities.

##### **Location and Specifications**

The location of the mural will be on the back of the West Elevation of our Main Office at 217 North Greene Street, Greensboro. This portion of the building is facing our parking lot off Sternberger Place. This location is easily visible to members of the credit union as well as the public.

The wall being considered for the mural is approximately 40' 3.5" wide and approximately 25' tall. It will be made of Nichiha concrete walls. Paint will need to be an exterior 100% acrylic latex. We are also interested in putting an anti-graffiti coat as well as UV coating over the finished mural to help protect the design.

For a diagram of the wall, please email Heather Lyons at [hlyons@revityfcu.org](mailto:hlyons@revityfcu.org).

### **Eligibility**

This call is open to all US-based artists. Of course, artists from North Carolina and Greensboro are strongly encouraged to apply as well as members of Revity FCU. 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.

### **Proposal Requirements**

The following is required for consideration as a completed proposal:

1. Contact information: Name, address, telephone number, email address
2. Resume/CV for lead artist(s)
3. Written narrative describing your artistic vision and proposal (2 pages maximum)
4. Sketches to explain your vision
5. Proposed installation timeline
6. Estimated budget
7. Examples of past work, either attached as a PDF or with a shared web address to a digital portfolio (Maximum of 5)
8. References (Minimum of 2)

### **Deadline**

All proposals must be submitted electronically by Monday, September 30, 2024 at 5:00 PM EST.

Materials must be submitted via emailed PDF to Heather Lyons, Marketing Manager, [hlyons@revityfcu.org](mailto:hlyons@revityfcu.org). A confirmation email will be sent to all applicants. If you do not receive a confirmation email within 48 business hours of the deadline, please contact Heather at [hlyons@revityfcu.org](mailto:hlyons@revityfcu.org) or 336-433-7286.

### **Budget**

A total of \$5,000 has been identified for the purposes of this project at this time, though we may be able to add more to the budget depending on the proposal given. We would love for the full wall to be used, but we will also accept partial space options (such as  $\frac{1}{2}$ ,  $\frac{2}{3}$ , or  $\frac{1}{3}$  of the available space). Artist will be responsible for their own travel costs, materials (including scaffolding/lifts), and personal liability insurance.

### **Selection Process**

A 7-person committee has been established and will review all completed proposals. Committee members include Revity FCU management, Carolinas Credit Union Foundation leadership, and a Revity FCU Board Member.

We will select up to three semifinalists to interview. We will select one finalist for the project.

The following will be considered in the selection process:

- Artist met the requirements outlined in the RFP and the proposal was submitted by the deadline
- Attention to the mission of the project
- Evidence of ability to create large-scale, distinctive work
- Demonstrated ability to maintain project timelines and budgets
- Originality and creativity

#### **Project Timeline (subject to change)**

- August 16, 2024: Announcement and distribution of RFP
- September 30, 2024: Deadline for receipt of proposals
- October 15, 2024: All submissions reviewed and semifinalists selected
- October 21, 2024: Interviews with semifinalists
- November 4, 2024: Artist selected and contract completed
- January 30, 2025: Art design finalized and approved
- February/March 2025: Work begins
- Spring 2025: Work finalized

#### **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 Revity FCU and the selected artist. At that time, Revity FCU will obtain 100% ownership of artwork produced, in whatever stage of completion, and the artwork shall become the property of Revity FCU as a work made for hire as defined by the copyright laws of the United States. Revity FCU shall be the sole and exclusive owner and copyright proprietor 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.