

# ART AROUND DOWNTOWN

## Creative Hands Community Art Banners Program

### 1. Project Background

Rawlins Downtown Development Authority/Main Street is seeking Community Public Artwork for the **Creative Hands Community Art Banners Program** to hang on the City-owned light poles in the downtown as a public art and beautification project for the City of Rawlins.

### 2. Banner Information

- The project focus is creating banner art for downtown light pole banners in the City of Rawlins.
- The finished banners are 20 X 47 inches and hang vertically – PORTRAIT!
- The banners will be changed yearly. The banners are displayed from June and taken down in May to hang the two High School graduation banners. The next round of banners will then be hung in June again.
- Selected artwork will be professionally printed digitally on a high-quality vinyl. This vinyl product comprises the banners.
- The designs should accommodate variability in the banner manufacturing process and may require modifications.
- The Rawlins DDA/Main Street will contract with a vendor to print the banners at the DDA/Main Streets expense and use funds from the Passion & Pride fundraising efforts in 2021, and future fundraising efforts if needed. Volunteers and staff will install the banners.
- We are seeking designs that the public will perceive in a positive manner.
- No advertising, branding, or commercial images allowed.
- Works containing controversial images that are offensive in nature will not be accepted.

### 3. Responsibilities of Artwork Submitted for Consideration

- **THEME: What makes Rawlins Special to You?**
- Any 2D media may be submitted – all mediums such as pencil, paint, photography.
- Submission must be as close to the exact size of finished banner 20 x47 – hang vertically – PORTRAIT.
- Banner size paper for the creation of the artwork is available from Rawlins DDA/Main Street from February 15, 2022-March 31, 2022. Please call the DDA office to inquire.
- Artists could be involved with DDA/Main Street staff in the approval of final layout of their image on banner if needed
- One (1) submission per Artist - Child, Adults and/or organization.
- All submitters must live in Carbon County.
- If images of real living people are included, the artist must obtain a release from these people for the images to be used in this way. The artist must also obtain all releases necessary for text.

### 4. Schedule

- February 14, 2022 -Call for Artists Released
- April 4,2022 3:00 p.m. – Submission Due Date – Submission can be submitted earlier and recommended
- April 14, 2022 – Rawlins DDA/Main Street’s Design Committee will meet to review submissions and make recommendations to the Rawlins DDA/Main Street Board of Directors.
- April 18, 2022 - Rawlins DDA/Main Street Board will review the recommendations from Design Committee.
- June 2022 – Banners installed

### 5. Applications and Artwork Due Date and Location

Submissions must be received no later than Monday, April 4, 2022, at 3 P.M. Submission materials must be labeled Banner Proposal and delivered, in person or photography may be emailed to:

Rawlins DDA/Main Street  
Linda Berzina - Assistant  
116 4<sup>th</sup> Street - Upstairs415 Central Avenue  
Rawlins, WY 82301

E-mail: [ddaassistant@rawlins-wyoming.com](mailto:ddaassistant@rawlins-wyoming.com)

All questions regarding this Artwork Submission must be submitted **in writing** to the above address/e-mail.

## 6. Proposal Format and Submission Materials

- A. Completed Application
  - o Completed with a clear description of why the artwork was created - **What makes Rawlins Special to You?**
- B. Artwork other than Digital images must be submitted to the Rawlins DDA/Main Street office in Banner size.
- C. Digital Image Submissions
  - o Image guidelines: Each image must be a separate file, labeled with the applicant(s) name and a number. Do not include explanatory text in the image file. Printed photographs, brochures, slides, or web sites should not be submitted and will not be reviewed by the selection panel.
    - The photograph, in its entirety, must be a single work of original material taken by the Contest entrant. By entering the Contest, entrant represents, acknowledges, and warrants that the submitted photograph is an original work created solely by the entrant, that the photograph does not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the photograph.
  - o Submitted image size: Photographs must be in digital format. All digital files must be 20 megabytes or smaller, must be in JPEG or .jpg format, and must be 20"x47" / 6000 pixels wide x 14100 pixels tall vertical image only MUST be submitted at their highest resolution, no less than 300 dpi. Can be submitted at a smaller files size with the ability to be enlarged to the print size of 20"x47".
- D. Signed Permission Statements and Release Forms – provided.
  - o If works contain a text, a signed statement stating that: 1) You, the artist, own the copyright, or
  - o 2) the text is in the public domain, or 3) that you have contacted the copyright holder and they have given you a written agreement that you have permission to use the text; the written agreement must be provided along with the submission.
  - o Signed release forms and contact information must be included if works contain models, specific persons, or portraits of individuals.
  - o If the artist is under the age of 18, the permission statement must also be signed by his or her parent or guardian.

## 7. Selection Process and Criteria

Rawlins DDA/Main Street's Design Committee will review all submissions received by the deadline and make a recommendation to the Board of Directors regarding final selection. The Committee and Board reserve the right to reject any and all submissions.

The following criteria will be used for evaluating and selecting designs:

- Enhance community identity and place:
  - o Is the image meaningful to the city and its residents?
- Contribute to community & economic vitality
  - o Does the image draw in the viewer and provoke positive community ideals?
  - o Does the image celebrate the city?
- Involve a broad range of people/communities:
  - o Will a broad range of people connect with the image?

## 8. General Information and Design Suggestions

- Rawlins DDA/Main Street's logo may be used in banner designs.
- Original Artwork after digital copy is made will be return to submitter.
- All Artwork will be ready for pick-up after April 22<sup>nd</sup> and all Artwork must by picked up by May 13, 2022.
- Banners will be returned to Artist however to due wear and tear, Rawlins DDA/Main Street does not guarantee the integrity of the banner when returned.

## 9. Terms and Conditions

Rawlins DDA/Main Street and/or the City of Rawlins shall possess and own the final Public Artwork to be provided by the Artist. The Artist retains all other rights provided through the Copyright Act of 1976, 17 U.S.C. Section 101 et. seq. to the Public Artwork.

Since the artistic designs are for the Rawlins Downtown Community Public Artwork are unique, the Artist shall not make any additional, exact duplicate reproductions of the final design and dimension, nor shall the Artist grant to a third party, the right to replicate the artistic designs and dimensions of the Public Artwork without the written permission of Rawlins DDA/Main Street and/or the City of Rawlins.

The Artist grants to Rawlins DDA/Main Street and/or the City of Rawlins and its successors or assigns, an irrevocable license to make two- dimensional reproductions of the Public Artwork to be used in brochures, media, publicity, catalogs or other similar, and fundraising opportunities. All profits from any fundraising opportunities will be used for Downtown Beautification.

The Public Artwork created for the **Creative Hands Community Art Banner Program** shall be the exclusive property of Rawlins DDA/Main Street and/or the City of Rawlins and will be surrendered to Artist upon the completion of the Public Artwork, or upon the cancellation, termination, or expiration of this contract.

If the Public Artwork prepared under this contract is work or service provided by the Artist using a proprietary system for which the Artist has proprietary rights, then Rawlins DDA/Main Street and/or the City of Rawlins will not own or claim the Public Artwork as Rawlins DDA/Main Street and/or the City of Rawlins's exclusive property. The Artist represents and warrants that said work or service does not and will not infringe upon the proprietary or any intellectual property rights of any other persons or entities.

Rawlins DDA/Main Street and/or the City of Rawlins will not be liable in any way for any costs incurred by any artist in the preparation of its application.

Any fraudulent statement made in the submission will result in disqualification. It is unlawful for artists to solicit opinions or viewings from individual members of the Design Committee, members of the board or members of Rawlins DDA/Main Street or City of Rawlins prior to the applications being reviewed. This will result in disqualification from the competition.

Rawlins DDA/ Main Street and/or the City of Rawlins reserves the right to change the project timeline.

Governmental Immunity: Rawlins DDA/Main Street and the City of Rawlins, their elected and appointed officials, board members and employees preserve any and all immunity available to them and nothing contained herein shall be construed to be a waiver of their governmental immunity.

**DEADLINE FOR Submission of APPLICATION and ARTWORK:**

**MONDAY, April 4, 2022, AT 3 P.M.**