



2020-2021 Business Façade pARTnership Grant *Open Call for Quotes from Artists, Art Professionals/Teams, and Makers*

Program Overview: Atlanta BeltLine, Inc.'s (ABI) Business Façade pARTnership Grant is a program that partners local artists and maker professionals with the business community to complete capital improvements, catalyzing business growth within the BeltLine Tax Allocation District (TAD) that spans the 22-mile corridor. One goal of the program is to stimulate growth of businesses through capital improvements or by seeding additional capital improvements at their current/new location as part of their business expansion plans. The program will also provide work opportunities for Atlanta's artist and maker community through the implementation of the transformative designs they create. Another goal of the program is to catalyze revitalization of commercial districts in the hopes of spurring additional capital improvements within commercial nodes. This could include showcasing the business' proximity to the Atlanta BeltLine, providing a new BeltLine-facing façade, or implementing a COVID-related adaptation to the storefront, resulting in the attraction of new tenants, investment, and customers to the districts. We have kicked off the 2020-2021 program by selecting four business participants.

Grant Amount: Artists partners can submit proposals to be considered for grant funding of up to \$40,000 to implement an artistic façade improvement for any of the four selected business participants. All applications and project budgets will be reviewed by subject matter experts. Amounts to be awarded will vary by project and be negotiable. The amount granted towards the improvement will be determined based on the final design and budget submitted, pending review. It is recommended that the artist partner should incorporate 15% of their budget as an artist's fee. The project budget should include design/artist's fee, site prep work, fabrication, installation, and any other related fees. The grant amount will be paid directly to the artist partner selected to design and implement the improvement. The first installment of 70% of the grant will occur after the final designs have been submitted and approved by ABI and the business participant. The final installment of 30% will occur upon successful completion of the final onsite project review, after the façade improvement has been installed. The artist partner will be responsible for any costs incurred over and beyond the final approved grant amount.

Eligibility and Program Requirements: Artist Partner Project Quote Packets will be **due on Monday, February 8, 2021 by 5 PM** by e-mail to business@atlbeltline.org. Given the restrictions on our ability to conduct business as "normal" due to the COVID-19 crisis, all proposal submissions will be accepted in digital format only. Artist partners will be asked to submit one general information page and biographical information for the principal team members. Then, the artist partner should include a project proposal quote submission for each of the four project sites for which they would like to be considered. Artist partners will only be selected for one project site but are eligible to submit proposals for any of the business façade improvement project sites (one per site). We would encourage artist partners to submit quotes for multiple sites. It will increase their chances of being selected for the program. Each project site quote will consist of an overview of the proposed improvement (including materials to be used and how it meets the needs of the business participant), a budget, a timeline, and a design sketch with dimensions and scale. Artist partners must credit ABI by incorporating, "Improvement made possible by Atlanta BeltLine, Inc." into the final design. Projects should be well-planned, feasible, and adequately address the needs of the business participant. **Business participants have provided a narrative of the desired improvements, but this information should not limit the creativity of the submission.**



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Eligibility and Program Requirements (continued): Proposed materials/design should be durable and require minimal maintenance in an outdoor setting. All construction and installation methods must meet or exceed industry standards and be safe for public interaction. Completed projects are expected to remain intact for at least 5 years. All improvements must be suitable for all ages and audiences and be designed to improve the aesthetic of the business façade.

The artist partner will be guided by ABI staff and its consultants through the permitting process with the City of Atlanta. Any costs incurred above the grant amount will be the responsibility of the artist. Funding is not guaranteed. ABI, nor the artist partner, are responsible for the ongoing maintenance or sustainability of the improvements. ABI will document the program with photography and videography. ABI will retain all rights to those elements, and requests that the artist partner participate in the creation of the video(s) and/or photography. Submissions will not be accepted after the deadline.

Artist Partner Applicant Scoring Criteria: Artist partner applications will be scored based on the outlined program goals, which include the proposed improvement’s ability to stimulate business growth for the business participant and/or the commercial district where the business is located. The applicants will be evaluated by a committee consisting of ABI staff and the business participants. The proposed improvements will be evaluated based on the following criteria, which is not exhaustive: ability to meet the needs of the business, artistic merit/quality, feasibility, durability/sustainability, ability to create a major impact within the business district and show its proximity to the BeltLine, artist partner’s collaboration experience, and creativity. Added consideration will be given to artists from the neighborhoods where the business participants are located and the improvement’s potential for increasing foot traffic and/or sales for the business participant.

2020-21 Program Timeline:

- October 7, 2020: Business Applications Due
- November/December 2020: Business Participants Selected
- December 2020/January 2021: Artist Scopes Created and Posted
- January 21, 2021: Artist Partner Info Event
- February 2021: Artist Partner Selection Process and Agreements Executed
- March 2021: Final Design Concepts Completed & Permitting Begins
- April/May 2021: Finish Permitting & Project Sites Go Under Construction
- June 2021: Project Sites Complete

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Pilot Program Submission Checklist:

- Checklist and Artist Partner General Information Page Completed
- Biographical information for principal team members
- Project Proposal Submission(s) completed and signed for each of the _____ project sites for which we would like to be considered, which includes the proposal overview/informational question page, a detailed line-item budget, a timeline, and a design sketch of the proposed façade improvement design
 - Budget – It is recommended that the artist partner should incorporate 15% of the budget as an artist’s fee. The project budget should include line items for the design/artist’s fee, site prep work, fabrication, installation, and any other related fees.
 - Timeline – give an estimate of the work to be completed on a weekly basis and the proposed status for both the mid-point and final project review visits.
 - Design sketch – Should provide scale and dimensions of the proposed improvement.

2020-2021 Artist Partner General Information:

Artist Partner Name: _____ **Contact Name:** _____

Contact Phone: _____ **E-mail:** _____

Address: _____

Website / Social Media Handles: _____

What experience do you have partnering with the business community and/or collaborating with a private property owner for implementation of an art installation: _____

I certify that all information included in this request for proposals is true and correct. I give Atlanta BeltLine, Inc. permission to contact me and to otherwise review and verify the contents of this application.

Contact Signature

Date

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Atlanta BeltLine, Inc. Vision

ABI's vision is to be a catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life. As one of the largest, most wide-ranging urban redevelopment programs in the United States, the Atlanta BeltLine is building a most socially and economically resilient Atlanta with our partner organizations and host communities through job creation, inclusive transportation systems, affordable housing, and public spaces for all. For more information on the Atlanta BeltLine, please visit www.BeltLine.org.

Terms and Conditions

By submitting this proposal, anyone who provides a proposal in response to this Open Call for Artists, Art Professionals/Teams, and Makers (hereafter "Offeror"), is accepting the following Terms and Conditions, and these terms and conditions shall form the basis of any contract awarded as a result of the publication of this RFP:

- 1) Offeror shall hold harmless, ABI, Invest Atlanta, and the City of Atlanta against any and all claims, judgements or liabilities to which they may be subject as a result of any breach of contract or negligence associated with, arising from, or relating to the submission by Offeror of a proposal in response to this RFP;
- 2) Offeror agrees that its status shall be that of an independent contractor, and neither it nor any of its employees or subcontractors is or shall be an agent, servant or employee of ABI, Invest Atlanta, or the City of Atlanta;
- 3) Offeror agrees that ABI shall be permitted to use and reproduce images of the selected projects for promotional purposes;
- 4) All proposal submissions become property of ABI; and
- 5) A Federal Form W-9 for tax payer identification number and certification shall be required along with other required documents.
- 6) Pursuant to O.C.G.A. §13-10-91, qualifying contractors and subcontractors performing work within the State of Georgia on a contract with ABI must register and participate in a federal work authorization program. A certification form verifying participation in such a program will be required of all Offerors in addition to the S.A.V.E. Program Affidavit required under O.C.G.A. §50-36-1 (e) (2).
- 7) Offeror agrees to provide evidence of insurance, waive all rights of subrogation, and add ABI, The Atlanta Development Authority d/b/a Invest Atlanta, and the City of Atlanta as additional insureds to its general liability and automobile policies, if applicable.

Protests

Any protest of the RFP Open Call solicitation documents or process shall be submitted for resolution to:
Atlanta BeltLine, Inc.
Procurement Officer
100 Peachtree Street, NW
Suite 2300
Atlanta, GA 30303.

Such protests shall be in writing and shall be supported by the information necessary to enable the protest to be considered. A protest will not be considered if it is insufficiently supported or it is not received within the time limits specified herein. A protest based upon terms, conditions, or form of a proposed procurement action shall be submitted so that it is received by ABI no later than ten (10) calendar days following notification of the action by ABI. A written final determination on any protest will be rendered by ABI and will be provided to the protester as soon as practicable.