



The Berea Tourism Commission seeks Requests for Proposals (RFP) for an individual or company to manage the first phase of a public art place-making program for the City of Berea. The overall place-making program will result in new installations of public art throughout the City over a five year period. The first phase will focus on the pedestrian corridors between College Square and the Artisan Village and include public art benches and a mural(s) that interpret aspects of the arts history of the City of Berea. Each artwork will include a plaque with the URL of the Berea Public Art Tour website, where interviews, photographs, and text will interpret the history represented as well as highlighting the participating public artists and their processes. The purpose of the place-making public art program is not simply to increase the number of public artworks in Berea, but also to nurture civic pride and the engagement of residents in the appreciation, care, and creation of public art and to engage visitors in a vibrant, visual dialogue that creates a unique sense of place.

This RFP is soliciting qualified applicants to:

- Recruit and convene a committee representing staff and board of Berea Tourism Commission, staff and board of Berea Arts Council, City of Berea Department of Streets, and community partners including Berea College. Said committee will refine parameters for public artwork and meet quarterly to oversee progress;
- Work closely with Berea Arts Council on components of project to be sub-contracted to them, including development and dissemination of Requests for Proposals from interested artists, convening of a panel to select winning submissions and award commissions; oversight of creation of artwork meeting aesthetic standards and City requirements for safety; development and implementation of community engagement activities;
- Work closely with Berea Tourism staff to identify and document changes needed to existing public art tour;
- Work closely with website management team or individual selected by Berea Tourism Commission to update Berea Public Art website to represent changes in original sites on website as well as to add materials relevant to artwork created in Phase One of the place-making public art project;
- Document creation and installation of new artworks with audio and/or video interviews and text suitable for the Berea Public Art website and collaborate with photographer from the website management team to obtain corresponding photographs;
- Document arts history represented by benches and mural with audio and/or video interviews, and text suitable for the Berea Public Art website and collaborate with photographer from the website management team to obtain corresponding photographs;
- Identify and obtain rights to use historic photographs relevant to arts history represented in artworks;
- Organize all textual, photographic, video, and audio materials for new public art sites as well as for materials relevant for changes needed to existing public art sites into folders for the website management team;

- Work with two public high schools in the City of Berea to engage their art classes in the program; and
- Identify grants that might provide outside funding for any aspects of Phase One and/or the next phase of the program.

Interested parties should submit the following:

- A letter of introduction explaining your interest and qualifications for this work;
- A proposal outlining your approach to management of the public art program;
- Three (3) professional references;

Proposals must be postmarked no later than August 31, 2018. Please address proposals to:

Berea Tourism Commission  
Kerri Lee Hensley, Executive Director  
#3 Artist Circle, Berea, KY 40403  
Attention: RFP

Questions may be addressed to Kerri Lee Hensley, Executive Director, at 859-986-2540.