

Request for Proposal  
to Provide  
Concept – Design  
for



# GMA HQ – Courtyard Mural



**Title of Request for Proposal (RFP):** GMA Headquarters Courtyard Mural  
**Owner:** Georgia Municipal Association, Inc.  
**Site Location:** 201 Pryor St, SW, Atlanta, GA 30303  
**Date of Issue:** 11/17/2023  
**Last Day/Time to Submit Questions:** 1/5/2023 by 5:00 PM EST via email to ceidson@gacities.com  
**RFP Submission Due Date:** January 26, 2024, by 5PM- electronic submission via email to ceidson@gacities.com

**OVERVIEW**

The Georgia Municipal Association (GMA) seeks proposals from Georgia based visual artists to submit proposals for an innovative and colorful two-dimensional mural for the Courtyard area of the Georgia Municipal Association’s headquarters.

**ABOUT GEORGIA MUNICIPAL ASSOCIATION**

The mission of the Georgia Municipal Association is to anticipate and influence the forces shaping Georgia’s cities and to provide leadership, tools and services that assist municipal governments in becoming more innovative, effective, and responsive.

Created in 1933, the Georgia Municipal Association (GMA) is the only state organization that represents municipal governments in Georgia. Based in Atlanta, GMA is a voluntary, non-profit organization that provides legislative advocacy, educational, employee benefit and technical consulting services to its members which include all 537 cities in Georgia.

GMA currently represents all cities in Georgia. A 66-member Board of Directors, composed of city officials, governs GMA. Program implementation is charged to the Executive Director and staff of 115 full-time employees.

## DESIGN BRIEF

Visual artists who reside in Georgia are invited to submit proposals for an innovative and colorful two-dimensional mural for the Courtyard area of the Georgia Municipal Association's headquarters.

Artists are encouraged to create a contemporary work that addresses both the mission, interests, and scope of the Association, as well as the character, diversity and role of cities, their leaders, the work of their employees, and the citizens they serve in the context and history of Georgia's cities.

The goals of this mural are to:

- **Share** the intrinsic value of Georgia's cities on the state. Highlighting vibrance, energy, and diversity of cities in Georgia. Key characteristics of the artwork *could* include downtowns, small business, architecture, streetscapes, and parks. The artwork *may* represent these characteristics through the depiction of historic buildings, housing, businesses and shops, churches, greenspace, and murals or historic signage. This mural should broaden viewers' perspectives and awareness of the role of cities by celebrating the impact of cities as centers of commerce, incubators of ideas and cradles of democracy, all of which foster the dynamism of the state.
- **Connect** the GMA mission and the associations three pillars: Advocacy. Service. Innovation. The mural should serve as a welcoming, positive, upbeat, energetic, non-controversial space for visitors, GMA staff members, city officials, area residents and area workers.
- **Build** community and a sense of pride amongst member cities across the state who visit the GMA headquarters and strive to improve working relationships with state leaders and legislators.
- **Highlight** the dedication that GMA has for all its member cities and articulate the association's core values. This mural will also highlight the work and passion of a Georgia-based artist around the themes and concepts in this document and GMA guidance.

## SCOPE OF SERVICES

GMA's headquarters facility is in Downtown Atlanta at the intersection of Trinity Ave and Pryor St. The headquarters consists of two office buildings, courtyard area, and a 5-story parking structure.

The site for the design work installation will be located within the Courtyard area which is located within the interior between GMA's two office buildings. Once the design has been developed, GMA will have design sized, printed, and added onto an existing framing system located within the courtyard. Please see the below details regarding the size of the frame.

The site is available immediately upon selection and site visits can be coordinated with the building services team. The design work must be completed by **April 30, 2024.**

Architectural Elevation showing the Courtyard Mural area:



Courtyard



Existing Courtyard Mural

## ARTISTS ELIGIBILITY

- Eligible artists will be Georgia based, reside in Georgia, or have ties to Georgia, however two of these three are required. Artists must have experience in graphic design. Eligible artists will represent and warrant that the artwork will be an original work of art by the artist.
- Artists shall have previously created large-scale public art or exterior projects on their own or as an artist team.
- Artists must be willing to meet contractual obligations, adhere to the budget, and timeline. Included in the contractual obligations, artists must be willing to meet a waiver of claims under the Visual Artists Rights Act and related laws and an agreement to assign copyright interest in the artwork to GMA.

## REQUIRED SUBMITTAL ITEMS

- Artist Statement – An artist statement will be required by the artist who will be the principal contact and project manager. The statement should be a brief letter explaining why you want to be a part of this project, what you can contribute to GMA and explaining your ties to Georgia. If a team is applying, explain the team member's roles and why your team's experience makes you the best candidate for this project. (limit to 2 pages).
- Resume – Include a professional resume for yourself and each team member, if applicable.
- Supporting Works – Include images of 2-6 completed works of similar scale with an image identification sheet to describe each work. You may also submit renderings and proposals that are pertinent. Include a narrative describing the intent of each project, how that intent was met, and any other pertinent information to respond to the below criteria. Also include contact information for the clients of each as well as the approximate dimensions and timeframe to complete.
- Limit to 20-page maximum in standard font and margins.

## EVALUATION CRITERIA

Respondents will be assessed on the following criteria:

- The application is fully complete and organized.
- Demonstrated successful, innovative, and effective approach to art projects of a similar scope.
- Express interest in creating artwork for the opportunities presented by this request for qualifications.
- The artist / artist team demonstrates appropriate qualifications, experience, and technical abilities for the project.
- High quality visual artist as demonstrated in submitted work samples.

- Experience with the type of project specified in the RFP.
- Demonstrated knowledge of exterior mural design.
- Ability to create unique and engaging artwork appropriate in concept, materials, and scale.
- Full understanding of the client’s expectations, goals, and aspirations for the project.
- Proven capacity to deliver the project requirements on time and on budget.
- Submitted work samples.
- Strong references.

## SELECTION PROCESS

- Please confirm your interest in this project via email to [ceidson@gacities.com](mailto:ceidson@gacities.com)
  - This will ensure that you receive future communications regarding the project, including answers to all submitted questions.
- The qualifications review committee will check responses in accordance with the criteria.
  - Responses not meeting all criteria will not be considered for review.
  - The respondents will be shortlisted to smaller group of finalists.
  - Qualified finalists will be notified and provided with more detail relating to concept design.
  - Once the selection has been made the artist will be asked to provide a concept sketch and virtual interview with the selection committee.
  - Finalists will be compensated \$500 for submitting this work. Compensation for the work will be negotiated during the final phase of the selection process.
- Please send your proposals in a single PDF document to [ceidson@gacities.com](mailto:ceidson@gacities.com)
  - The subject line should read “GMA Courtyard Mural – Artist Name”
  - Max 20 MB file size.
  - Link to cloud storage download (i.e. OneDrive, Dropbox, Box, etc.) are acceptable.

## SELECTION TIMELINE

- RFP Open: November 17, 2023 – January 26, 2024 by 5pm.
- Questions must be submitted to [ceidson@gacities.com](mailto:ceidson@gacities.com) before Friday, January 5, 2024 by 5pm.
- Finalists notified by February, 2024.

**THANK YOU!**