

**Mural Arts Philadelphia
Art & Environment Capacity Building Initiative
Call for Proposals**

Mural Arts Philadelphia is the nation's largest public art program, dedicated to the belief that art ignites change. For 30+ years, Mural Arts has united artists and communities through a collaborative process, rooted in the traditions of mural making, to create art that transforms public spaces and individual lives. To learn more, visit muralarts.org.

A typical post-industrial city, Philadelphia's environmental issues include carbon emissions, energy waste, stormwater management, land remediation, access to healthy foods, and waste management. It is not alone. Many cities across the United States share similar histories and landscapes. Over the last decade, Philadelphia has established itself as a leader in green planning, and Mural Arts has partnered to build strong alliances among partners, add value to capital improvements, and engage people in learning about and stewarding changes. We are excited to open a dialogue with other cities which, like Philadelphia, are tackling these challenges.

With the Art & Environment Capacity Building Initiative, Mural Arts strives to build the capacity of organizations nationally (starting with three) to use public art as a catalyst for community engagement, leadership, and stewardship in advancing sustainable solutions to a range of environmental challenges and opportunities. Our approach to this project will be collaborative: we seek to share knowledge, experiences, and resources while also facilitating learning among stakeholders selected to participate.

In the first year of the Art & Environment Capacity Building Initiative, Mural Arts is soliciting proposals from arts organizations in 1) Memphis, Tennessee; 2) Akron, Ohio; and 3) Detroit, Michigan. In each city, Mural Arts will select one organization to serve as a lead partner.

Beginning in early 2018 and concluding by summer 2019, each partner will be expected to:

- Collaborate with Mural Arts to design and implement a demonstration project that addresses a specific environmental need or opportunity. While partners do not need to propose projects at this time, the following parameters will be applied at a later stage:
 - Projects can include a range of creative approaches, including workshops, public programs, social practice, storefront activations, murals, and other forms of public art.
 - The demonstration project should prioritize equitable development and directly include and benefit underserved individuals.
 - The project can be new or existing. If existing, the expectation will be that this investment creates an expanded scope of work, to be imagined with Mural Arts during the first phase of the initiative.
- Work with Mural Arts to host two capacity-building workshops targeting the broader community in each city, with a goal of building awareness and sustainability for future practice. Mural Arts and each lead partner will determine specific topics and audiences. If there is another organization better suited to leading capacity building workshops, the lead partner can involve that organization in this portion of the project.
- Participate in two field-building symposia hosted in Philadelphia. Expenses will be fully covered for a limited number of participants from each city.
- Identify one staff member who will serve as the lead contact for this project, and commit to supporting other staff as participants in the technical assistance, capacity building, and field building provided by Mural Arts.

Mural Arts will provide:

- \$100,000 in funding towards the demonstration project and the cost of staff participation in the project and capacity-building activities. 10% can support indirect costs. No budget is required at this time.
- Ongoing technical assistance, provided remotely and via four trips. Technical assistance will be divided into four phases: (1) project planning; (2) discovery & design; (3) production; and (4) installation & celebration. The specific nature of technical assistance will be determined collaboratively with the lead partner. Partners will have access to coaching and conversation with Mural Arts' full staff, and Mural Arts will involve other partners and practitioners as needed. Sample documents, checklists, and other material support will be provided.
- Planning, design, and presentation of two capacity-building workshops in each partner city, plus two annual field-building symposia in Philadelphia

Eligibility

All applicants must be 501(c)(3) designated organizations, and can submit no more than one response to this RFP. Eligible organizations must have an explicit focus on the arts and a track record engaging underserved communities. Larger, multi-purpose organizations with a substantive focus on the arts will also be considered. Organizations do not need to have significant experience leading public art projects to apply.

All lead applicants must have identified an environmental partner with whom they will collaborate to design and implement the demonstration project. We are open to a broad range of environmental needs and opportunities, including but not limited to access to parks, connecting people to waterways, green stormwater infrastructure, bike lanes and bike sharing, air quality, environmental justice, etc. Environmental partners can include non-profits, for-profits, or public entities. Letters of commitment must be provided by the proposed partner with this application.

Lead applicants are also permitted to partner with other arts organizations and artists, if there is a desire that resources be shared among multiple organizations. However, Mural Arts will expect the lead applicant to manage the dissemination of resources and access to technical assistance. No letters of support are required from partnering arts entities.

The deadline for this call for proposal is 5:00 pm EST on Tuesday, December 19, 2017. Please submit the narrative proposal and required attachments as a single document to proposals@muralarts.org. Please direct any questions about this opportunity to caitlin.butler@muralarts.org. All questions must be received by Tuesday, December 12, 2017. Please allow 48 hours for a response. Decisions are expected to be announced in early 2018, with first visits to each partner occurring shortly thereafter.

Basic Information

Organization name:

EIN:

Address:

Website:

Executive Director (name, title, phone, email):

Application Contact (name, title, phone, email):

Proposal

Please respond to the following questions. Please do not exceed four pages. Narrative should be single spaced, in 11-point font, with 1-inch margins. Brevity is encouraged, and bullet points are welcome as a method for responding.

1. State your mission, and briefly describe your history, target audience, and current activities (for multi-purpose organizations, focus on your arts activities). Please note how your work involves or benefits underserved audiences.
2. What is the environmental need or opportunity you wish to address? Be specific, and use data or other evidence to support your response. Please be concise, as you will have the opportunity to upload one supporting document elaborating on the need or opportunity.
3. Who is your environmental partner? Why did you select this partner? Have you partnered with this collaborator in the past?
4. Would you intend to use the resources to expand an existing project or develop a new project? If it is to expand an existing project, please provide a short description of the idea, the current stage of development, and how it has been funded to date. You do not need to state how you plan to use the additional funding, as that will be developed collaboratively with Mural Arts.
5. Please provide one example of a project your organization initiated and sustained. How was the idea developed? Were partnerships developed due to this project? If so, how did those partnerships grow due to the project? What were the funding mechanisms for the project?
6. Are you able to meet the expectations listed on page 1? If you have any concerns about meeting these expectations, please state them here.

Attachments

- Letter stating your 501(c)(3) status
- Most recently available audited financial statement
- Current operating budget
- Letter of commitment from a partner organization with an environmental focus
- Bios of the Executive Director and the staff member who will serve as the lead contact for this initiative (if other than the Executive Director)
- Executive summary of current strategic plan, if available (optional)
- One (1) additional document reinforcing the environmental need or opportunity (optional)