



**Mural Arts
Philadelphia**
Roots & Reimagination
40th Anniversary

RFQ: PHARE Affordable Senior Housing mural project

Posting Date: March 6, 2024

Application deadline: ~~March 25~~. April 1, 2024

Budget: \$20K Artist fee + \$30K Project budget

Department: Community Murals

Questions: Kali Silverman, Project Manager <kali.silverman@muralarts.org>

For submissions, [follow this link](#).



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1. Introduction

Mural Arts Philadelphia seeks an artist to conceive and create a mural in the SouthWest Philadelphia neighborhood. In collaboration with HumanGood East Developers, Ann Thomas Presbyterian Apartments' residents, and the Philadelphia Corporation for Aging (PCA), the project is part of a broad initiative to create artworks that benefit residents of public housing projects undergoing transformation. The project will take place between April and September 2024, and the fee for the lead artist will be \$20k, with additional funds for assistants, supplies, and equipment. The application deadline is March 25, 2024.

This project is funded by the Pennsylvania Housing Finance Agency (PHFA) and the Pennsylvania Housing Affordability and Rehabilitation Enhancement Fund (PHARE). It is made possible by a new partnership with HumanGood, which offers affordable housing options for qualifying low-income seniors throughout the Country.

Mural Arts has long partnered with the Philadelphia Housing Authority (PHA) by piloting new public programs that benefit residents of significant housing developments in Southwest Philadelphia. This project aims to amplify the voices of our aging populations of Southwest Philadelphia while connecting them to their neighbors and families. We hope this project can reframe aging by fighting stigmas, assumptions, and limitations placed on aging Philadelphians citywide and beyond.



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2. Background

Location: Located in Southwest Philadelphia on HumanGood's four-building 58th Street Campus, Ann Thomas Presbyterian Apartments serves low-income seniors ages 62 and older (about 300 residents). The campus is located at **2000 S 58th St, Philadelphia, PA 19143**, at the corner of 58th Street & Kingsessing Avenue. Mural Arts' Operations Crew have conducted preliminary site evaluations of all potential mural surfaces to identify which is best for visibility, installation, and budget. There are a potential of 4 surfaces for the mural design to incorporate, as shown below:



This grant intends to increase safe, affordable housing opportunities and reduce housing disparities. It targets areas within communities that have experienced significant divestment, which face loss of affordable housing due to gentrification, or areas offering greater opportunity and economic diversification. For this project, we have focused our work in the **SW/19143** zip code, with potential for future work throughout the city of Philadelphia.



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Narrative of the proposal

PHARE funds will support a partnership between Mural Arts Philadelphia (MAP) and the Philadelphia Housing Authority (PHA) to benefit residents of two significant housing developments in Southwest Philadelphia, enabling us to build upon our existing relationships and current work in these neighborhoods. The area is undergoing a comprehensive transformation in coming years as designated HUD Choice Neighborhoods, and we will pilot and evaluate new public programs outlined in these neighborhood plans.

Of special attention is activating key corridors and public spaces via intergenerational programming through community art hubs and working with residents to develop public artworks and other physical enhancements. These strategies are priorities named in the comprehensive neighborhood plans as they benefit resident health and safety, provide youth development opportunities, and build social capital among residents.

Both MAP and PHA are committed to long-term neighborhood investment. Through this mural project, we aim to create beautiful and activated spaces that contribute to a sense of safety and build social capital in the community, creating opportunities to develop intergenerational relationships and structured activities that nurture the positive development of children and youth.

Partners

HumanGood is the sixth-largest nonprofit senior living provider in the country. We operate nearly 100 affordable housing communities across five states (California, Delaware, Oregon, Pennsylvania and Washington) with approximately 8,880 residents.

At HumanGood, we believe everyone deserves the opportunity to live with enthusiasm, confidence and security regardless of physical, social or economic circumstances. That's why we offer affordable housing for low-income seniors ages 55 and older.

Our mission is to help older adults live their best lives possible, and our values define how we create meaningful experiences for our residents:

- **Passion:** We care deeply about those we serve at HumanGood.
- **Inclusion:** We are better when we include people of different backgrounds and perspectives.
- **Courage:** We do what's right, even when it's hard.
- **Innovation:** We find new and better ways to serve residents and team members.
- **Impact:** We judge ourselves based on our ability to move our mission forward.



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Beyond simply building more affordable housing, we raise the bar in environmental and program design, innovative support services and ever-improving quality standards.

For more information, please visit <https://humangood.org/affordable-housing>

For nearly 50 years, **Philadelphia Corporation for Aging's (PCA)** goal has been to empower older Philadelphians through services and support so that they continue to thrive in both their homes and communities. When supported, these individuals find new and interesting ways to give back to their communities. As the trusted voice for Philadelphia's aging community, PCA has helped to shape the dialogue around aging, specifically as it pertains to the importance of older adults in our communities. What better way to capture that than through the power and influence of art? The concept for the mural is one that celebrates the strength, beauty, wisdom and resilience of older Philadelphians and the many contributions they bring to our families, neighborhoods, communities and culture, at large. PCA believes that through this mural, we can honor the beautiful contributions of older Philadelphians and significantly refocus paradigms around aging. Often, society tends to divide people by ages or generations. Aging truly is not an "us" and "them" concept, but a "we" acknowledgment as we are all aging every day. By aging, we bless the world around us with our growth, experiences and wisdom. Through this mural, we believe we can celebrate our aging community as a community that touches every one of us.

Throughout the last few years, older adults in Philadelphia were hit incredibly hard by the COVID-19 pandemic. Countless lives were lost throughout Philadelphia communities and nursing homes throughout the City. Many health and wealth disparities had existed in older populations prior to the pandemic. The proportion of poverty among older adults in Philadelphia is consistently one of the highest in the nation's top ten largest cities. The economic impact of the pandemic has only exacerbated these disparities, placing strains on financial resources, limiting food resources and widening the risk for social isolation as stay-at-home orders remain for the City. Yet, despite the devastating impact this pandemic has taken on the aging community, older adults in Philadelphia continue to thrive. Adapting to new technology and finding creative ways to remain in touch with family and neighbors—the resiliency and spirit of older Philadelphians cannot be overstated. Because of this, PCA feels that there is no time like the present to celebrate and honor the ability of our aging population who continue to persevere in the face of adversity.



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3. Scope of Work, Budget and Schedule

Lead artist scope

- Design a mural to be installed at 2000 S 58th St, Philadelphia, PA 19143; wall faces 58th St. and Kingsessing Ave.
- Engage with residents and community members to contribute to the mural theme/concept
- Lead community art-making workshops for aging populations, including youth and families when possible
- Lead mural production and installation
- Support communications planning

Artist Responsibility

- A project idea and mural concept, including community engagement
- Engage in regular meetings with the Project Manager to further develop creative concept and overall plan
- Share regular updates, opportunities, ideas, and questions with Project Manager as the plan takes shape
- Produce design concepts and mockups for project and mural
- Work with Mural Arts Design Review team on edits to the concept
- Contribute to mural production, onsite mural installation work
- Submit invoices and receipts for reimbursement as approved by the Project Manager

Mural Arts' Responsibility

- Project Manager as main support and point of contact
- Teach and review guidelines for the development and designs of a mural
- Host design review and provide input from staff curators and artists through design process



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- Provide administrative support by processing artist payments and reimbursements, purchasing project supplies, and managing contractors associated with the project
- Other support as needed

Partners' Responsibility

- HumanGood to allow mural installation on their wall; provide space for workshops with their residents; coordinate communication with residents
- PCA will amplify the project through their networks across the city; connect the selected artist with their annual Art Show and aging artist for potential collaboration

Artist Fee and Budget

The Artist will be provided with a **\$20,000** artist fee in addition to a **\$30,000** project budget managed by the Project Manager. The stipend will be paid in four installments of **\$5,000** each to the artist based on project milestones.

- The **\$20,000** artist stipend goes directly to the artist to fund any of their needs as they engage in the project.
- The **\$30,000** project budget is managed by the Project Manager, who is responsible for all payments related to the mural project, and other programming-related costs, including communications materials, mural supplies, assistant artist fees for mural, equipment for installation, consultant support, and other project-related items.



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4. Artist Selection Process

Based on these submissions, Mural Arts' will curate and present a number of lead design/muralist options for selection by stakeholders, including HumanGood and PCA staff and other key community partners. The curated options will be based on skills, styles, and other criteria highlighted by the stakeholders. Once selected, the artist will engage in a collaborative design process, a process of engagement that starts with hosting forums with HumanGood staff and residents in which they will contribute to the project. The selected artist incorporates the feedback into a design that is then reviewed by all stakeholders, including the site owner and an internal (MAP) design review committee.

Mural Arts will help coordinate engagement efforts that align with HumanGood events and programming for residents and families. Engagement will also include other relevant local community organizations, garnering a sense of shared ownership.

Eligibility

We are looking for an artist who is interested in working with Philadelphia's aging populations, as well as exploring intergenerational themes that can be incorporated.

Selected artists will lead community workshops with residents and neighbors and will incorporate these engagement opportunities into the mural design process.

Process

This is a qualifications based process, created to yield a group of candidates to be interviewed and invited to create designs. Selected candidates will be compensated for proposed designs.

Project timeline

- **March** - Open Submissions
- **April** - Follow up, Interviews if needed, presentation to partners and Decision
- **April-May**: Design process and community workshops
- **June**: Design Review
- **July-August**: Production and Installation
- **September**: Dedication



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5. How to Apply

Preliminary Consultation

Artists who are interested in submitting their qualifications are encouraged to contact **Kali Silverman**, Project Manager <kali.silverman@muralarts.org> with any questions about the project, its scope or requirements, or how to complete an application.

Submission Requirements

Please provide the following information:

- The names and contact information for all artists on the team.
- A CV or resume for each artist (up to 2 pages) PDF format.
- A short written response that addresses the following:
 - The artist's artistic practice, relevant past experience with community-engaged projects and interest in this specific project.
 - Specific questions relevant to this project.
- Images of past completed work that the artist considers relevant to this project. In some circumstances, video or audio clips should be allowed, but only if pertinent to the desired artist qualifications [L]
[SEP]
- A list of images in PDF format
- Name and email of 2 references that can speak to your creative practice

Submission Instructions

Please provide all required application materials [through this link](#).



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Background

About Mural Arts Philadelphia

Mural Arts Philadelphia is the nation's largest public art program, dedicated to the belief that art ignites change.

For 40 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. Mural Arts engages communities in nearly 100 public art projects each year, and maintains its growing collection through a restoration initiative. Core Mural Arts programs such as Art Education, Restorative Justice, and Porch Light yield unique, project-based learning opportunities for thousands of youth and adults.

In recent years, Mural Arts has evolved into a multi-disciplinary arts organization exploring the intersection of muralism, public art and contemporary art. In addition, Mural Arts has collaborated with an increasing range of community, civic, cultural and development organizations to realize projects that have expanded the city's public art portfolio in new and exciting ways. Increasingly, Mural Arts has assisted in private organizations in commissioning artworks that engage the communities where they are working.

For more information: <https://www.muralarts.org/>



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Miscellaneous

Proof of Insurance

Prior to performing any Works or Services, or entering into a contract with Mural Arts, the selected artist(s)/artist team(s) must show proof of the minimum insurance as indicated below. This insurance must be maintained during the term of this Agreement:

- a. Workers' Compensation Insurance (including without limitation coverage for Artist, its officers, owners, principals, directors, employees, volunteers, guests, and/or agents) if applicable.
- b. Employers Liability Insurance, if applicable, with minimum limits of the greater of \$100,000 E.L. each accident, \$100,000 E. L. disease-each employee, \$500,000 E.L. disease-policy limit or as required by the law of the state in which the Project is located.
- c. Commercial General Liability Insurance, Insurance Services Office (ISO) form Commercial General (CG) 00 01 (12/07) or equivalent occurrence policy which will provide primary coverage to the additional insureds (Owner) in the event of any occurrence, claim, or suit with limits of the greater of: (1) Artist's actual coverage amounts or (2) One Million Dollars (\$1,000,000) per occurrence and Two Million Dollars (\$2,000,000) in the aggregate. Artist's insurer will add Owner as an additional insured on this policy using ISO endorsement CG 2010 (07/04) or its equivalent.
- d. Automobile Liability Insurance (1) having a combined single limit each accident in the amount of Three Hundred Thousand Dollars (\$300,000) or in the amount of Artist's actual coverage, whichever is greater, and (2) coverage applying to "any auto", including hired and non-owned auto liability.

Artists may satisfy the insurance amounts by an umbrella / excess insurance coverage policy.

Clearances

Child Abuse Clearance

All artists and independent contractors working for MAA and/or MAP that will have contact with minors on a regular basis in the course of their work day are required to obtain and maintain valid child abuse clearance. It is the Artist's responsibility to obtain and provide to MAA and MAP the original clearance to be copied and maintained appropriately, without break in coverage. The Artist fully understands that if the Artist is named as a perpetrator of a founded report of child abuse, or has been named as the individual responsible for injury or abuse of a child, the Artists will be terminated from his or her position. By signing this contract, each Artist also affirms that he/she has made application for the official Child Abuse



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Clearance and will provide this clearance within 30 days of the start date of this Agreement, or cease work.

Criminal Background Clearance

All artists working for MAA and MAP who will have contact with minors on a regular basis in the course of their work day are required to obtain and maintain valid criminal background clearance. It is the Artist's responsibility to obtain and provide MAA and MAP the original clearance to be copied and maintained appropriately, without break in coverage. Any clearances with record of criminal activity will be reviewed on an individual basis by an authorized MAA and MAP representative who will determine if the Artists may continue to work for MAA and MAP.