

# **Main Street Prototyping Festival:**

## **Dream | Design | Discover**

### **Request for Proposal**

The **Main Street Prototyping Festival** is part of the larger **Mesa D-Lab Project**, which seeks to enhance downtown's vibrancy through community-led design and experimentation. The Prototyping project asks residents, artists, and urban planners to dream, design ideas and discover a more welcoming, diverse and connected downtown Mesa, through two primary project activities:

- **Main Street Prototyping Festival-** Applicants will submit proposals to create temporary projects – from gathering places to pathways, from games to performances to interactive artwork – that activate public space and engage the community toward enhancing connectivity and vibrancy in Downtown Mesa. The temporary design installations (prototypes) will be shown in a two-day festival in November 10<sup>th</sup> & 11<sup>th</sup> 2017 and residents will be invited to vote for their favorites.
- **Artist residencies** in two community service organizations near downtown to engage residents in using art and art-making to express and work towards goals of their community.

**Prototyping:** (noun) to create and test an experimental model of a new idea or object.

*The Main Street Prototyping Festival is led by a collaborative team made up of representatives from the City of Mesa, Downtown Mesa Association (DMA), Neighborhood Economic Development Corporation (NEDCO), LISC Phoenix and Mesa Arts Center (MAC).*

**Out of the submissions received, 20-25 proposals will be accepted. The prototypes will turn Downtown Mesa into a creative playground, with opportunities for the community to provide feedback and vote on their favorite ideas.** Installations will activate Main Street public spaces from Country Club Dr. to Sirrine, and between 1st Ave & 1st Street, in the heart of Mesa. The event will allow pedestrians to experience, explore, and interact with the prototype installations. It is hoped that the community's favorite ideas can be moved forward for longer-term prototyping, and possible permanent installations of select projects, in the future.

Selected submissions will receive a stipend to support their project, which will be displayed for public interaction during the 2-day Festival, Friday - Saturday, November 17-18, 2017. The festival will also include outdoor performances and food.

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For the Community Artist Residencies, a **separate Request for Qualifications will be released soon**. Of the submissions received for the Artist residencies, two artists will be chosen to partner with one of two community service organizations near downtown to engage residents in using art and art-making to express and work towards goals of their community. The projects that emerge will have the option of (1) being presented during the 2-day Festival or if the community organizations decide, (2) may display the created art at their own site.

### Community Partners:

#### **CARE Partnership**

<http://www.carepartnership.org/>

#### **Boys & Girls Club**

<http://clubzona.org/locations/mesa/>

## **OUR GOALS**

### **ENGAGING COMMUNITY**

- Actively engage the local community in planning and shaping the future of downtown.
- Increase the number of people who have a sense of ownership in downtown.

### **BRIDGING DIVERSE RELATIONSHIPS**

- Build strong relationships within and between the South of Broadway communities and downtown.
- Seek, communicate and welcome the involvement and participation of people from diverse backgrounds, ages and cultures.

### **PLACEMAKING**

- Further develop Downtown Mesa as an arts-centered, friendly and innovative place with an increasingly exciting urban center.
- Create an interactive festival with exciting prototypes and extraordinary experiences that inspire community participation and feedback.

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**PROJECT APPLICATION**

**Who can apply?**

We are seeking proposals from all types of disciplines, perspectives and areas of passion to submit prototype ideas to make Downtown Mesa's public spaces more interactive and connected. This opportunity is not limited to artists, architects, or designers, but to all who are interested, and anyone with a great idea is encouraged to apply. Applicants can recruit team members with various skills needed to realize their concept, and can apply as an individual or a team.

Original application deadline January 23, 2017

**\*\*\*NEW Application Extension deadline Feb 20<sup>th</sup>, 2017\*\*\***

**Criteria**

From concept to creation, each project must align with the criteria to be considered for selection. Proposals must create a sense of community, be engaging and feasible (both to be built or performed, and to provide and withstand interactivity and engagement over a two-day event).

**1. Sense of Community**

- Enhances the character of the surrounding communities and environment.
- Project reflects that the applicant has considered and responded to community input. \*\*
- Demonstrates innovative ways people can interact, or could interact, with one another in Downtown Mesa.
- Project activates downtown. \*

**2. Engaging**

- Increases community's desire to spend time in downtown.
- Encourages a visitor to come more frequently and to stay longer.
- Draws and activates a diverse audience.
- Alters people's interaction with downtown and each other.

**3. Feasibility**

- Project can be implemented on schedule.
- Project can be maintained over the 2-day Festival.
- Project is able to withstand an urban environment and various weather conditions.
- Concept is attractive and innovative.
- Applicant provides evidence of capacity (individually or as a team) to implement proposed concept.

**\*May activate downtown and respond to community input through** aesthetics, ideas, interactivity or interventions to address community barriers/challenges/issues, pathways, connectivity of key community resources, gathering spaces, platforms for performance, performances, art-making, idea sharing, or many other opportunities. Please refer to community input information for ideas and inspiration.

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#### **\*\*Community Input**

Applicants are strongly encouraged to incorporate community input and research into the development of their proposals. In the proposal narrative, applicants should demonstrate how community needs and input were considered and addressed, and this will be considered by the panel in rating the proposal.

Several community input sessions are being held to gather the public's ideas about their needs, dreams and desires within the targeted areas. **The notes from the public input sessions will be posted on Mesa Arts Center's website by or before the end of November ([HERE](#)).** In addition, other resource materials will be available on the website, including Downtown Mesa's Vision Statement and the notes from the downtown community visioning sessions conducted during the past year. The applicants can also conduct independent research, interviews or observations to inform their proposal.

#### **Project Stipend**

Total project stipend will range from \$1,000- \$3,000.

The minimum \$1,000 fee is intended to cover the concept and design process, project oversight, prototype installation, de-installation, and community interaction. This includes supervision and management of the prototype throughout the hours of the public festival.

The remainder of the budget will vary by project, but is intended to support materials, fabrication, labor (including labor by the applicant or others for fabrication) and other associated expenses. This variable portion of the budget, up to a maximum of \$2,000, must be detailed in the application, showing line items for materials, listed by major item, any fabrication, labor or performer costs, rental equipment, moving expenses, etc.

Note: The proposed budget and how it aligns with the needs of the project will be taken into consideration when being evaluated by the review panel.

Applicants are welcome to seek additional funding to expand their project budget if they so desire. Before approaching additional funders, please check with the Project Coordinator to ensure that the business is not already a festival sponsor. Additional funders can be recognized on a standard 2' X 2' sign (provided by the prototype designer) which can be displayed at the prototype location during the festival.

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#### Design Constraints

Proposed project must:

- Be able to withstand thousands of users testing and interacting with the prototype each day for 2 days.
- Not be attached to buildings, fire zones, fire hydrants, or public utilities including water, power and sewer (unless permission to plug into a City power outlet is provided)
- Not exceed the maximum power available at select locations. (See Special Event Power Service Map at the end of this document)
- Take into consideration power needs when requesting locations. We will do our best to provide power wherever possible, and a small fee will be incorporated into your stipend to cover power costs, depending on the level of power required.
- Take no more than 24 hours to install or de-install.

#### Location

Proposed sites should be located in the public right of way or on other public property along Main Street between Country Club and Serrine, or on any of the side streets to the north and south of Main between 1<sup>st</sup> Street to the north and 1<sup>st</sup> Avenue to the south (see MSPF map at the end of this document).

**IF** the prototype concept seeks to address connectivity to nearby neighborhoods or there are other reasons for proposing a site outside the central downtown area, please explain clearly the benefits of the alternative location and any other reasons for selecting that location.

**In the proposal, applicants must identify their first, second and third choice locations.** Since some of the stronger prototype concepts are expected to be site specific, please share the reasons for your site selection. Attempts will be made to provide first choice sites, but in the event multiple proposals come in for the same site, the strength of their case for site specificity will be weighed, and some projects may need to be located to their second or third choice locations.

Please note that even if permission from a private property owner is obtained, **we ask that proposed sites are limited to in public spaces**, not on or attached to private property. This is because it is hoped that some of the concepts may someday be realized in more permanent form, and no long-term site control of private property can be assured. **IF** applicants have a strong reason why a location on private property is ideal, the case for that site should be made and the age of any buildings or structures should be shared, information about the permission to use the site, and this may or may not prevent acceptance.

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### Submission Materials

**Applications must be submitted electronically to EMAIL by or before 11:59pm on February 20th, 2017 (Arizona Time)**

Submissions must not exceed (10) (8.5" X 11) pages (including project map).

Please save your application as a single PDF (LastName\_FirstInitial.pdf) in the following order.

#### PROPOSAL REQUIREMENTS:

1. \*Narrative project proposal and indication of how it meets the criteria (maximum 3 pages, see description below)
2. Proposed Project Budget (maximum 2 pages)
3. Rendering/Illustration of the proposal (1 page)
4. Indication of the preferred installation location and the second and third choices on the attached project map and provision of closest addresses or detailed physical descriptions (1 page)
5. Project Lead CV/bio/resume (not to exceed 2 pages)
6. List of any other Project Team Members with 1-2 sentence bios (maximum 2 pages)
7. (2) examples of previous work by applicant or named team members (not to exceed 2 pages, 2 audio or video samples, or 6 photographs, or a combination of these not to exceed more than 6 individual items)

\*Project Proposal must include:

- Project/Idea Title
- Anticipated Project size
- Power requirements
- One Sentence Project Description (30 Words)
- Detailed Project Description (500 words)
- Criteria Alignment
- Link to portfolio or website (optional)
- Two References (name, relationship, contact information)

**NOTE:** Don't forget to include Project Renderings and Budget and all other items listed above under Submission Requirements.

**Incomplete submissions will not be accepted.**

Email completed application to [samuel.pena@mesaartscenter.com](mailto:samuel.pena@mesaartscenter.com) by or before 11:59pm **on February 20th, 2017** (Arizona Time)

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**Key Dates:**

Public Community Input Sessions:

Nov. 12, 2017 Mesa Public Library, 10-11:30AM, 64 E 1st St., Mesa, AZ 85201

Nov. 15, 2017 Mesa Contemporary Arts Museum, 5:30-7PM, One East Main St., Mesa, AZ 85201

Nov. 16, 2017, Downtown Mesa Association, 11AM-12:30PM, 100 N Center St, Mesa, AZ 85201

Deadline for Submissions: **January 23<sup>rd</sup> 2017 (Midnight) Arizona Time**

Selected Applicants Notified: On or before February 28, 2017

Project Launch Event/ Artist Orientation:

Mar. 18, 2017

10AM to 12pm, Artist Orientation

12pm to 2pm, Artists, Community and Community Stakeholder Lunch

Stipend Release Dates:

- 1) **Initial Payment:** \$750 within three weeks of signing agreement,
- 2) **Second Payment:** 70% of remainder; by the end of July,
- 3) **Final Payment:** Remainder within three weeks of the conclusion of the Prototyping Festival.

**Main Street Prototyping Festival:**

**Friday November 17<sup>th</sup> & Saturday November 18<sup>th</sup> 2017**

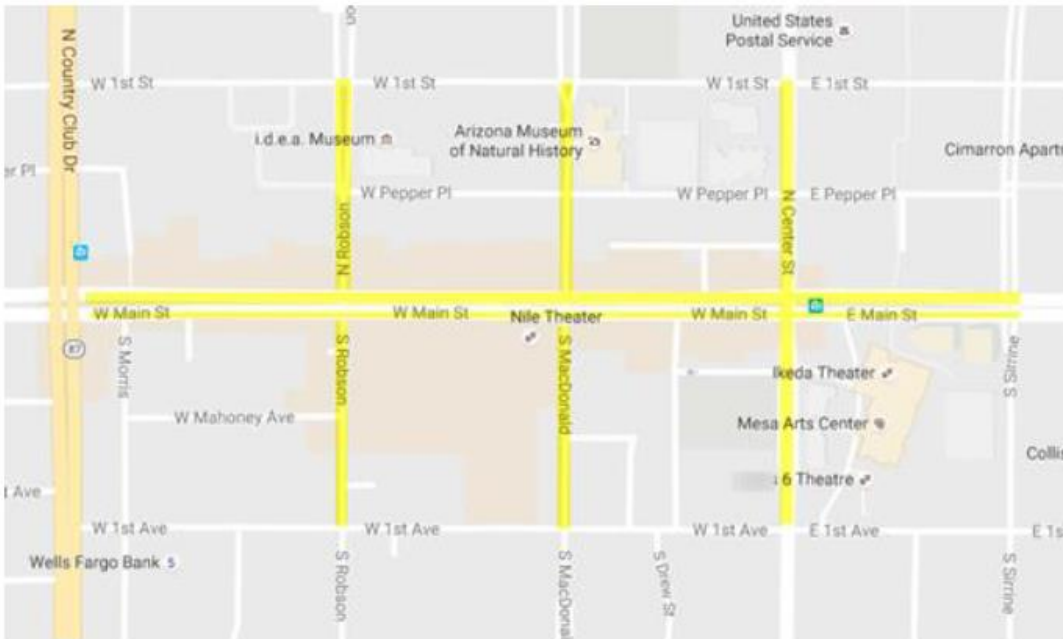
*If you have additional questions about the Prototyping Festival, please contact Samuel Peña at [samuel.pena@mesaartscenter.com](mailto:samuel.pena@mesaartscenter.com)*

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### MAIN STREET PROTOTYPING FESTIVAL (MSPF) BOUNDARIES



### SPECIAL EVENT POWER SERVICE LOCATIONS MAP

