

Main Street Prototyping Festival:

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Request for Proposal

The **Main Street Prototyping Festival** asks residents, artists, and urban planners to dream, design ideas and discover a more welcoming, diverse and connected downtown Mesa.

Main Street Prototyping Festival applicants 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 showcased in a two-day festival in November 10th & 11th 2017 and residents will be invited to vote for their favorites.

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—a place for interacting, sharing ideas and engaging in new ways. Visitors will have opportunities 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 of \$1,000-\$3,000 to support their project, which will be displayed for public interaction during the 2-day Festival, **Friday - Saturday, November 10-11, 2017**. The festival will also include outdoor performances and food.

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 20th, 2017*****

Criteria

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 encouraged to incorporate community input into the development of their proposals. Several community input sessions were held to gather the public's ideas about their needs, dreams and desires within the targeted areas. **The notes from the public input sessions are posted on Mesa Arts Center's ([HERE](#)).** In addition, other resource materials are also available on the website, including Downtown Mesa's Vision Statement and the notes from the downtown community visioning sessions conducted during the past year.

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, estimating costs for materials (listed by major cost area, not each item), any fabrication, labor or performer costs, rental equipment, moving expenses, etc.

Location

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

In the proposal, applicants are free to identify a desired location. However, this is not mandatory and proposals may indicate that the applicant is open to the festival choosing a location for their project.

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.

Successful Project Attributes:

- 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.

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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 **can be as brief as needed** to explain your idea, but **must not exceed** 10 pages total (including project map).

Please **save** your application as a **single PDF**.

PROPOSAL REQUIREMENTS:

1. *Narrative project proposal describing your project and indicating how it meets the criteria (**maximum** 3 pages, see suggested checklist below for desired contents)
2. Proposed Project Budget (**maximum** 2 pages)
3. Rendering/Illustration of the proposal—rough sketch is acceptable, but the more detail possible, the better (**maximum** 1 page)
4. Indication of the preferred installation location if you have one (can include second and third choices as well); indicate location on the attached project map and/or provide closest addresses or detailed physical descriptions (**maximum** 1 page)—Optional
5. Project Lead Bio—tell us about yourself! (**maximum** 2 pages)
6. List of any other Project Team Members with 1-2 sentence bios (**maximum** 2 pages)
7. If available, (2) examples of previous work by applicant or named team members (**maximum** 2 pages, 2 audio or video samples, or 6 photographs, or a combined **maximum** of 6 individual items)—Optional but recommended if you have them.

*Project Proposal Narrative Content recommendations:

- Project/Idea Title
- Anticipated Project size (estimate)
- Power requirements
- One Sentence Project Description (**maximum** 30 Words)
- Detailed Project Description (**maximum** 2 pages)
- How your project meets the MSP Festival Criteria
- Link to portfolio or website (if you have one)
- Two References (People who can verify your team is able to realize the proposed idea—colleague, teacher, prior commissioner of your work)

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

Incomplete submissions will not be accepted.

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

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Key Dates:

Deadline for Submissions: **February 20th 2017 (11:59pm) Arizona Time**

Selected Applicants Notified: On or before March 20th, 2017

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 10th & Saturday November 11th 2017

If you have additional questions about the Prototyping Festival, please contact Samuel Peña at samuel.pena@mesaartscenter.com

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MAIN STREET PROTOTYPING FESTIVAL (MSPF) BOUNDARIES



SPECIAL EVENT POWER SERVICE LOCATIONS MAP

