



## **CALL FOR ARTISTS**

### **DOWNTOWN LEBANON “ARTS ON 8<sup>TH</sup>” BANNERS**

#### **Project Background**

The City of Lebanon is seeking banner artwork to apply to City-owned light poles on 8<sup>th</sup> Street as a public art and beautification project. These highly visible 30”x60” banners add to the vitality of the City, help create an arts-enriched environment, and showcase local talent.

#### **Banner Information**

- This project’s focus is creating banner art for downtown light poles on 8<sup>th</sup> Street between Chestnut and Cumberland Street.
- Selected artwork will be professionally printed digitally on a high-quality vinyl. The finished banners are 30” x 60” and hang vertically.
- The banners will be hung for a one-year period.
- The designs should accommodate variability in the banner manufacturing process and may require modifications.
- The City will contract with a vendor to print the banners at the City’s expense. City staff will install the banners.

#### **Theme**

“Arts on 8<sup>th</sup>” Banners will celebrate the beautiful people, community, history, landscape and artists in Lebanon, PA.

#### **Images Submitted for Consideration**

- Submitted artworks may include:
  - Digital versions of existing artwork
  - Artworks that are created digitally (e.g. photographs)
  - Digital images of three-dimensional artworks (sculptures, furniture, etc.) that can be converted to two- dimensional

- We are seeking designs that the public will perceive in a positive manner.
- We encourage artists to consider images that play with Lebanon's unique, historic downtown context. Ideas could include representations of the Lebanon City, such as its culture, community, and heritage to provide positive, welcoming visuals.
- The artist must be a Lebanon County, PA Resident.
- All submissions must be family-friendly and appropriate for all ages and must not contain any words or objectionable imagery.
- The banner concept must be original and one-of-a-kind.
- Banner art submissions shall not be used for commercial advertising or display of personal messages or used to promote political or religious organizations or issues or viewpoints. Business names, logos, branded tags, acronyms, or trademarks are prohibited.
- Think big, bold, bright, and understandable, will be seen by people driving cars.
- All design entries must be vertically oriented, as banners will be hung vertically.
- If your design is selected, you must submit original artwork.
- Should be large enough to cover the entire surface area inside the top and bottom rod sleeves.
- Works containing controversial images that are offensive in nature will not be accepted.

### **Responsibilities of Selected Artists**

- Artists may submit up to four (4) designs. JPG or PDF formats are preferred for submissions.
- Once selected, the artist must submit the final, high-quality image to the City.
- Selected artists are responsible for all costs related to providing the image in a quality format (see below) that can be resized and manipulated by the selected vendor for individual boxes. These artists' costs may include, but are not limited to, photography, scanning, and graphic design expenses.
  - Image format(s) for selected entries:
    - Photoshop and Illustrator CS5 or below preferred; high-quality PDF are also acceptable
    - All raster files (either print files or linked files) must be 100-120 pixels per inch at 100%
    - Fonts must be converted to outlines. If fonts are not converted to outlines, please provide Macintosh or TrueType fonts.
    - All files are printed as CMKY; please create files in CMKY, not RGB
- Artists will be involved with City staff and vendors in the approval of a semi-final layout of their image on banner.

- If images of real living people are included, the artist must obtain a release from these people for the images to be used in this way. The artist must also obtain all releases necessary for text or poetry.
- Selected artists shall sign the cover sheet for this scope of services that includes the Intellectual Property terms.

## Schedule

- April 2, 2024 –Call for Artists Released
- May 1, 2024 4:00 p.m. – Submission Due Date
- May 8, 2024 – Design Review Committee meeting to review submissions
- May 10, 2024 onward – Work with selected artist(s) on final design for fabrication
- June 2024 – “Arts on 8<sup>th</sup>” Banners installed

## Proposal Due Date and Location

Proposals must be received no later than Wednesday, May 1, 2024 at 4 P.M. Submission materials must be labeled Banner Proposal and delivered, in person or by e-mail, to:

Janelle Mendoff, Community & Economic Development Administrator  
735 Cumberland Street  
Lebanon, PA 17042  
E-mail: [jmendoff@lebanonpa.org](mailto:jmendoff@lebanonpa.org)

All questions regarding this RFP must be submitted in writing to the above address/e-mail.

## Proposal Format and Submission Materials

Send one (1) copy of written materials or electronic PDF files that include, in this order:

### **Cover Sheet:**

- Completed copy of the attached cover sheet, signed by the artist.

### **Digital Image Submissions:**

- Up to four (4) designs per artist.
- Image guidelines: Each image must be a separate file, labeled with the applicant(s) name and a number. Do not include explanatory text in the image file. Printed photographs, brochures, slides, or web sites should not be submitted and will not be reviewed by the selection panel.

- Submitted image size: Images should be in a rectangular format, with a ratio of 1 wide to 2 tall. If your image is not rectangular, please mask your image to bring it to the appropriate size. JPG or PDF files are preferred.

### ***Signed Permission Statements and Release Forms:***

- If works contain a text, a signed statement stating that: 1) You, the artist, own the copyright, or 2) the text is in the public domain, or 3) that you have contacted the copyright holder and they have given you a written agreement that you have permission to use the text; the written agreement must be provided along with the submission.
- Signed release forms and contact information must be included if works contain models, specific persons, or portraits of individuals.
- If the artist is under the age of 18, the permission statement must also be signed by his or her parent or guardian.

### **Selection Process and Criteria**

The City of Lebanon Design Review Committee will review all proposals received by the deadline, and make a recommendation to the Mayor regarding final selection. The Committee and Mayor reserve the right to reject any and all submissions.

### ***The following criteria will be used for evaluating and selecting designs:***

- Stimulate excellence in urban design and public arts:
  - Is the image engaging and high quality in concept?
  - Is the image interesting and unique?
  - Does the image work within or play with the city's unique, historic context?
- Enhance community identity and place:
  - Is the image meaningful to the city and its residents?
  - Is the image consistent with the existing Downtown Lebanon context?
- Contribute to community vitality:
  - Does the image draw in the viewer and provoke positive community ideals?
  - Does the image celebrate the city?
- Involve a broad range of people/communities:
  - Will a broad range of people connect with the image?

### **Terms and Conditions**

The City of Lebanon shall possess and own the final Public Artwork design to be provided by the Artist. The Artist retains all other rights provided through the Copyright Act of 1976, 17 U.S.C. Section 101 et. seq. to the Public Artwork.

Since the artistic designs leading up to and including the final design and dimension of the Public Artwork are unique, the Artist shall not make any additional, exact duplicate reproductions of the final design and dimension, nor shall the Artist grant to a third party, the right to replicate the artistic designs and dimensions of the Public Artwork without the written permission of the City of Lebanon.

The Artist grants to the City of Lebanon and its successors or assigns, an irrevocable license to make two- dimensional reproductions of the Public Artwork and the final designs to be used in brochures, media, publicity and catalogs or other similar, non-commercial publications.

The Public Artwork wrap and designs developed under this contract shall be the exclusive property of the City of Lebanon and will be surrendered to Artist upon the completion of the Public Artwork, or upon the cancellation, termination, or expiration of this contract.

If the Public Artwork prepared under this contract is work or service provided by the Artist using a proprietary system for which the Artist has proprietary rights, then the City of Lebanon will not own or claim the Public Artwork as the City of Lebanon's exclusive property. The Artist represents and warrants that said work or service does not and will not infringe upon the proprietary or any intellectual property rights of any other persons or entities.

## **COVER SHEET**

***Submission Deadline: Wednesday, May 1, 2024 at 4:00PM***

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone (day): \_\_\_\_\_

Phone (evening): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Website: \_\_\_\_\_

## **APPLICATION CHECKLIST**

Enclosed/attached are the following submission materials:

\_\_\_\_\_ A. Cover Sheet

\_\_\_\_\_ B. Digital Images (up to 4)

\_\_\_\_\_ C. Signed Permission Statement and any applicable Release Forms

### **Waiver**

I understand that the materials we submit are public information under the Pennsylvania Right-To-Know Law and may be shared by the City of Lebanon with members of the public of the media for information purposes or as otherwise required by the Right-To-Know Law. Accordingly, I/we hereby grant a non-exclusive license to the City of Lebanon to make and distribute a limited number of copies of the submitted materials for the purposes of information and/or evaluation of the artwork related to this RFP and the related Public Arts Projects, or as required by the Right-To-Know Law.

\_\_\_\_\_  
Signature of Artist

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Artist's Parent/Guardian, if Artist is under 18

\_\_\_\_\_  
Date