

# REQUEST FOR PROPOSALS (RFP)

Project Manager: Third Ward Mural Project

Open: February 12, 2026

Closes: March 28, 2026

Location: Third Ward, Grand Rapids, MI (Southtown CIA Districts Preferred)

Total Project Budget: \$50,000 (All-inclusive)

Estimated Timeline: 6 Months

**Responses should be emailed to [acain@grcity.us](mailto:acain@grcity.us) by March 28, 2026**

## 1. PROJECT OVERVIEW

The City of Grand Rapids is seeking a qualified Project Manager (PM) to lead the development and execution of a public mural project within the Third Ward. This project honors notable historical and contemporary figures connected to the Third Ward.

The primary goal is to identify and secure a network of building owners interested in hosting murals, while ensuring a "Site-Subject Alignment" where the chosen honoree has a documented historical or cultural connection to the specific building or immediate block where the mural is installed.

## 2. SCOPE OF WORK

The PM will manage four distinct phases of the project:

Phase I: Discovery & Community Listening

- **Historical Partnership:** Coordinate with the Grand Rapids African American Museum and Archives (GRAAMA) to research potential mural honorees. The PM must facilitate presentation(s) by GRAAMA identifying and discussing notable individuals connected to the Third Ward who should be considered for the mural.
- **Engagement:** Host at least one public event and conduct broader outreach (surveys, pop-ups) to gather community input on the project's direction and potential subjects.

Phase II: Site Identification & The Mural Registry (Mandatory Milestone)

- **Geographic Focus:** Identify sites within the Third Ward. Preference should be given to locations within the Third Ward and close to the GRAAMA facilitated Third Ward Cultural Tour or within the Southtown Corridor Improvement Authority (CIA).

- Mural Site Registry: Identify and engage 5–7 building owners within the Third Ward interested in hosting murals. This registry serves as a pool for the final "2026 AND BEYOND" selection.
- Technical Auditing: Provide technical data (surface condition, dimensions, lighting, and sightlines) for candidate sites.
- Site Attributes: Rank sites based on:
  - Mural Wall Surface Attributes (porosity, stability, prep, accessibility to paint).
  - Traffic & Visibility (pedestrian and vehicular sightlines).
  - Historical Relevance (connection to subjects identified in Phase I).

#### Phase III: Artist Selection

1. Request for Qualifications (RFQ): An open call for artists to submit past work and resumes.
2. Shortlist/Limited RFP: Select 3 finalists to receive a stipend to develop a site-specific proposal.
3. Jury Facilitation: Organize a selection panel consisting of at least 70% Third Ward stakeholders, artists, and one Southtown CIA member.

#### Phase IV: Implementation & Oversight

- Contracting: Manage artist contracts, including VARA (Visual Artists Rights Act) waivers and insurance.
- Production Management: Oversee logistics (lifts, weather protection, wall priming) and material quality.
- Unveiling: Coordinate a public dedication event and final project report.

### 3. KEY DELIVERABLES

- Mural Site Registry: List of 5–7 property owners
- Technical Site Packet: Professional measurements and documentation.
- Artist Call & Selection Records: RFQ/RFP documents and panel scoring results.
- Signed Site Agreement: 5-year commitment with maintenance plan.
- Final Installation & Unveiling: Completed mural and public event.

#### 4. BUDGET GUIDELINES

The total project budget is \$50,000, which must include:

- Project Manager's professional fee.
- Artist fee (labor and design).
- Finalist Stipends.
- Production costs (materials, insurance, equipment rental).
- Community engagement and event costs.

#### 5. PROPOSAL REQUIREMENTS

Proposals should not exceed 10 pages and must include:

1. Project Approach: Strategy for identifying owners, ranking sites, and ensuring alignment.
2. Qualifications: Experience with municipal public art projects.
3. Third Ward Familiarity: Statement on relationship with or knowledge of the Third Ward community.
4. Management Plan: A timeline from kickoff to unveiling (approx. 6 months).
5. Fee Structure: Transparent breakdown of budget allocation.

#### 6. EVALUATION CRITERIA

Criteria	Weight
Qualifications & Experience	30%
Site Registry & Alignment Methodology	5%
Community Engagement Strategy	20%
Technical & Legal Competence	15%
Budget Clarity & Feasibility	10%
Third Ward Familiarity	20%

## 7. ADDITIONAL RESOURCES

[Third Ward Map](#)

[Southtown Map](#)

[Southtown Corridor Improvement Authority](#)

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