



REQUEST FOR PROPOSALS

Project Name: Indianapolis Art and Seek
Requesting Party: Keep Indianapolis Beautiful in partnership with the Arts Council of Indianapolis
Proposal Deadline: February 27, 2019

Project Description:

Keep Indianapolis Beautiful (KIB) and the Arts Council of Indianapolis (ACI) have been awarded a grant to work with artists and communities to seed urban streets and greenspaces, primarily in economically challenged neighborhoods in Marion County. The project, titled *Indy Art & Seek* will feature 106 installations of fun, engaging and highly accessible public art.

Interactive and social-media-friendly, *Art & Seek* will be a mini-adventure for the mind, body and spirit, designed to build community and inspire beneficial place attachment through the arts, as well as bolster Indianapolis' reputation and support economic development. A driving factor for the project is ensuring access to, and a voice in creating, public art for all Indianapolis residents, particularly in lower-income neighborhoods that have traditionally been underserved in arts, culture and green infrastructure.

The artworks will be a reflection of the numerous community-based volunteers and businesses who care for their neighborhoods, and who deserve to be treated to beauty that is meaningful to them. We will engage community to develop six large, permanent public art pieces within greenspaces, and to inform the nature of 100 smaller, nimbler, and more surprising "interventions."

A central element of this project is a high-quality mobile application to energize Indianapolis residents to undertake the adventure, find the artwork, and share their experiences.

RFP Details:

We are currently accepting proposals for development of a companion mobile application that should include, at a minimum, the following features:

- Compatible with both Android and iOS operating systems
- Can be a customized version of an existing app or platform
- Easy and intuitive for users to install and navigate
- Includes geographic wayfinding (push and pull)
- Capacity for at least 106 points of interest, sortable by type
- Supports mapping and additional text, audio, and/or video to learn more about the art
- Easy integration with popular social media platforms and applications
- Provides qualitative and quantitative analytics (number of users, time spent using, quality of experience)
- May include gamification elements (badges, points and/or other "rewards")
- High-quality visuals

- Ability for client to edit/add content after full implementation
- Attractive to a diverse population, includes accessibility features such as audible text and large type
- Approachable for people of all interest levels in art
- Beta version available using 10 pilot points of interest on **August 1, 2019**
- Full and reliable functionality must be in place before launch of remaining 96 sites, **May 1, 2020**
- Deliverable for \$50,000 or less, all-inclusive

Submissions and Questions:

Submissions are due no later than **5:00 p.m. EST on Thursday, February 27, 2019**, with a final decision communicated to all applicants by March 14, 2019.

Proposals should include the following:

1. Executive Summary of your approach to the project, outlining the main features of your app (up to 1 page)
2. Project details and screenshots or mock-ups (no page minimum or maximum)
3. Estimate of fees and terms of payment (up to 1 page)
4. Expectations regarding intellectual property rights to content (1 paragraph)
5. (optional) Your company's statement or explanation of commitment to diversity, equity and inclusion (up to 1 page)
6. Five client references, with contact information and links to relevant work samples (up to 1 page)

Please address any questions and send proposals via email attachment to:

Kristina Uland

Senior VP of Development and External Affairs

Keep Indianapolis Beautiful

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