



CITY OF SALEM, MASSACHUSETTS 2021 ARTISTS' ROW PUBLIC ARTIST IN RESIDENCE PROGRAM



CALL FOR CREATIVES & PUBLIC ARTISTS

Mayor Kimberley Driscoll and the Salem Public Art Commission seek Creatives to participate in the City of Salem's newly formed Artists' Row Public Artists in Residence Program. Artists' Row is at the heart of the City and was originally built as a marketplace and continues to be a thriving public plaza and pedestrian way. The City of Salem respects, values, and celebrates the diverse life experiences and unique heritages, attributes, characteristics and perspectives that make each person who they are. We believe that bringing diverse individuals together through the Arts allows us to collectively and more effectively address the issues that face our communities.

Artists' Row consists of four artist 'stalls', a restaurant, and a public restroom and is centrally located in historic downtown Salem at 24 New Derby St., across from Old Town Hall and Derby Square. The Artists' Row initiative is a seasonal program that provides space for artists and artisans looking to build their audience and/or business through daily engagement with residents and visitors to Salem.

Participation in the Artists' Row program is envisioned as a springboard opportunity for creatives wherever they are in their career that can help take them to the next stage/level in their unique professional development journey. It is very much a shared space for artists and visitors alike, where creativity happens, and unique arts-related goods and activities can be experienced in an animated public place.

The City of Salem is currently looking to fill one (1) PAID position for Public Artists in Residence, lasting for a term of 8 months. The City is interested in applicants that will contribute to the vibrancy of the Artists' Row community and this important gateway to Salem's bustling downtown. The variety of activities/uses considered for Artists' Row spaces include, but are not limited to, original uniquely produced or hand-crafted artworks, performances, art 'happenings', art 'interventions', art making, virtual art experiences and temporary public art installations both large and small.

OVERALL PROGRAM GOALS

- To give Artists/Creatives/Collaboratives an opportunity to share their unique artistic practices with the public in an engaged environment and leverage that exposure to advance their artistic endeavors.
- To offer cultural enrichment to the public in the form of workshops, demonstrations, presentations, performances, participatory activities, public art installations etc.
- To create a lively atmosphere and contribute to the diverse cultural offerings and economic vitality of historic downtown Salem, through placemaking activities that help residents and visitors re-imagine public spaces as places to play, engage and create.

PROGRAM ELIGIBILITY

- Emerging and Established Artists/Creatives working in all media and at all stages in their careers/creative endeavors are encouraged to apply. Applicants must be able to demonstrate experience in and understanding of the field of Public Art and Art in the Public Realm.
- Eligible Artists/Creatives include, but are not limited to: public artists, visual artists, creative entrepreneurs, place-makers, urban planners, landscape architects, performing/performance artists, collaboratives, collectives, etc.

- Salem is committed to providing equal opportunities for ALL. Artists/Creatives of all gender, race, ethnicity, national origin, age, sexual orientation/ identity, religion/beliefs, education and physical ability are encouraged to apply.
- **Salem residency not required.**

PROGRAM OVERVIEW

2020/2021 Program Schedule:

Application Submission Deadline: Friday, March 12, 2021 by 12:00noon

Selections Announcements: March 22, 2021

Tenant Move In: April 5, 2021

Open to the Public: May 1 – Dec. 31, 2021

Tenant Move Out: Jan. 1 – 31, 2022

General Information:

- Participants in the Artists' Row program will offer a unique and diverse array of art, art experiences, performances, and/or handcrafted artworks for the public to engage with and/or purchase.
- Participants will use art to activate Artists' Row and engage with the community.
- There is currently one **specific opportunity for engagement** with this program as a Public Artist in Residence whereby the stall on Artists' Row would be utilized as a studio space and a home base for community engagement activities and initiatives.
- Stall 5 is reserved for a Public Artist in Residence (See attached map for layout.)
- All Participants **MUST** create/make/perform in their space and on/along the Row.
- No commissions are charged, participants retain 100% of sales from their products.
- Partnership and collaborations are strongly encouraged.
- Stall is unfurnished, rough-style commercial space with concrete floors and exposed wood beam ceilings. Unit is fitted with AC/Heat Pump systems and are internet/cable ready. Unit **does not** have running water or restrooms. Tenants share access to a seasonal public restroom on Artists' Row that the City is responsible for maintaining.

Public Artist in Residence (PAiR) Program:

The City of Salem is seeking an individual, or group of individuals, to fill the role of Public Artist in Residence on Artists' Row for the 2021 season. The City will offer an **honorarium of \$16,000** at \$2,000 per month over the course of an 8-month agreement from April/May – November/December to the selected artist(s). The PAiR will be licensed the use of Stall 5 on Artists' Row, free of charge, to activate as their makers/community engagement studio space during their time on Artists' Row. In exchange, the City asks that the space be active and open to public engagement a minimum of 20-25 hours a week, during times mutually agreed upon by the City and as is allowed by the current COVID regulations. The PAiR is not responsible for any utility or rental/space fees but is asked to pay a refundable security deposit and carry insurance. Internet is not considered a standard utility and is the responsibility of the PAiR.

The role of Public Artist in Residence on Artists' Row is one of *Community Engagement and Arts-Centered Programming*. The PAiR's presence on Artists' Row is should beneficial to the overall impact and success of Artists' Row as a whole. The City is eager to see how having an artist imbedded in this unique downtown public way can contribute to and enhance the cultural vitality of Artists' Row and the greater Salem community. Tell us how you envision your work engaging with this community and unfolding in this space.

- The PAiR is expected to provide a minimum of one complimentary public engagement activity per month throughout the agreement season, as allowed by the current COVID regulations. This could be in the form of workshops, interactive demonstrations, artist talks, input sessions, performances, virtual experience and/or other forms of community driven/focused publicly accessible activities.

- **The PAiR's time on Artists' Row must culminate in a minimum of one large scale public art display/installation/activation.** This could be long-term or temporary and the shape, scope, and content of the project should be artist designed and community responsive.
- The PAiR is responsible for staffing, supplies, marketing and outreach for public programming. Though the City should be seen as a resource in these areas and will assist how and where they are able.
- Collaborations (with other Artists' Row Tenants, artists, local businesses, nonprofits and cultural institutions) to present public programs and contribute to community engagement and stimulate foot traffic on Artists' Row are strongly encouraged. The City will support the PAiR in reaching out to potential partners.
- The PAiR shall be responsible for the gathering of information from fellow Tenants and themselves for and population of that information into the shared community calendar for Artists Row on the exterior barn style door of the bathrooms. This calendar should be maintained to be colorful, informative, and engaging, and updated at least once a month.

PROGRAM REQUIREMENTS

Terms of Agreement:

- Selected participants will be required to sign and enter into an 8-month **participation and license agreement** for the use of real property with the City of Salem, MA.
- Participants then become Tenants of the City of Salem and are required to carry current insurance. (See page 4 for details.)
- Staffing and operations of Artists' Row stalls are solely the responsibility of the selected participant. Stalls must be staffed and open to the public, as allowed by the current COVID regulations, for the minimum hours outlined in the following mandatory time frames. Stalls may be open for additional hours outside of these ranges at the Tenant's discretion. Experience shows these times to be the best windows for activation on Artists' Row. Tenants are strongly encouraged to coordinate open times among themselves to ensure a critical mass of activities in order to draw the best foot traffic. The City of Salem reserves the right to edit these hours to maintain the highest level of mutual benefit for all.

Summer & Fall Hours (May 1 - October 31):

A minimum of **5 hours** a day for a minimum of **5 days** per week.

Hours must be between 11am and 8pm.

Open days must include Saturdays and Sundays.

Winter Hours (November 1 - December 31):

A minimum of **5 hours** a day for a minimum of **4 days** per week.

Hours must be between 11am and 8pm.

Open days must include Saturdays and Sundays.

- Tenants are required to provide a **\$500 security deposit** for the use of the stall. The security deposit will be refunded at the end of the term of agreement, if the stall is returned to the City in a clean and reasonable condition and all program requirements have been satisfied.
- Tenants are responsible for securing their own **theft and general liability insurance**. The City of Salem is not responsible for damage to work caused by pests, the elements, theft or vandalism.

- Tenants will be required to undergo a CORI check before any agreements can be finalized.
- Tenants are required to clean and maintain their licensed spaces and take out their own trash. Tenants are asked to take turns taking the provided large trash bins to the curb each week for trash collection.
- Tenants must attend mandatory monthly meetings with the City's program manager and Salem Main Street's Director, which typically occur the fourth Thursday of each month at 4pm via Zoom.
- Tenants must attend 2-4 classes, workshops, and/or mentorship sessions each year that will help them to further their career as artists and/or business owners. These sessions are free for Artists' Row tenants and will include topics such as small business management, retail marketing, arts marketing, e-commerce, gallery management, arts business/administration etc. Participants will be able to select which sessions to attend from a menu of offerings, provided in partnership with the Enterprise Center at Salem State University and Montserrat College of Art, and others and can be tailored to the specific participant's goals and measures of success.
- Several times throughout the year festivals, markets, and other such activities will take place in Derby Square and Old Town Hall, which are adjacent to Artists' Row. Tenants are strongly encouraged to be open to the public during these events. Occasionally auxiliary vendors may be stationed along Artists' Row itself in conjunction with these events. The City of Salem will make every effort to ensure these vendors are not in direct competition with Artists' Row Tenants.
- At the end of the license agreement, Tenants are responsible for removal of all of their work, equipment and furnishings, and for cleaning the stall prior to final inspection by the City's program manager. **Tenants must vacate stalls by end of day on January 31, 2022.**
- The City of Salem Code of Ordinances provides that no individual should be denied equal treatment or opportunity as a result of his or her age, ancestry, color, disability, family status, gender identity or expression, military status, marital status, national origin, race, religion, sex or sexual orientation. Therefore, any rental use open to the public which denies, or tends to deny, to an individual equal access on the basis of: age, ancestry, color, disability, family status, gender identity or expression, military status, marital status, national origin, race, religion, sex or sexual orientation, is hereby **strictly prohibited**.

Fees & Expenses:

Security Deposit:

Fully **refundable** security deposit of **\$500 is due at signing**. The deposit will be returned at the end of the license should facilities be left in good condition and all terms of the agreement have been met.

Rent:

The Public Artist in Residence in Stall 5 is ***not*** subject to any rental fees or expenses.

Utilities:

Public Artist in Residence is ***not*** subject to standard utility expenses. Internet is not considered a standard utility. Units are pre-wired for Comcast internet services. The cost for basic internet is ~ \$87/month.

Insurance:

Tenants are responsible for carrying their own theft and comprehensive general liability insurance policy (or policies) to cover all goods and activities in their stall as well as persons engaging with them both inside and outside their spaces. Minimum protection of not less than \$1,000,000 combined single limit coverage of bodily injury, property damage or combination thereof is required.

A copy of a valid Certificate of Insurance (COI) listing the City of Salem as additionally insured will be required upon agreement signing. Insurance costs vary to greatly to provide valid estimates, please research on your own as needed.

Signage/Marketing:

- Tenant are encouraged to present proposals to the program manager for temporary exterior enhancements to their stalls. These could include features such as seating for the public, plants and garden elements, decorative lights, unique displays related to the products being sold, or other components that contribute to a lively and appealing environment between New Derby and Front Streets throughout the season. (Structural features need approval by the City of Salem Redevelopment Authority and its Design Review Board.)
- Tenant are all expected to maintain an active social media presence to promote both their own work and activities on Artists' Row.
- Tenant are encouraged to produce their own marketing materials to promote their activities on Artists' Row. Examples of marketing materials may include but are not limited to: posters, rack cards, social media and press releases to local media.
- Tenant shall be responsible for the gathering of information from fellow Tenants and themselves for and population of that information into the shared community calendar for Artists Row on the exterior barn style door of the bathrooms. This calendar should be maintained to be colorful, informative, and engaging, and updated at least once a month.

SELECTION CRITERIA

The final selection of Artists' Row participants is based on the following criteria:

- Artistic quality/merit of work and the uniqueness of materials and/or methods.
- Articulated vision for engagement and large-scale installation (This is expected to grow and develop over the course of the residency, we are just looking for a general idea.)
- Quality of demonstrations, interactive workshops and/or performances for the general public.
- Appropriateness and scope of appeal for Artists' Row setting and an audience of diverse ages and backgrounds.
- Ability to work well with other participants in a group setting.
- Potential of participants' work to contribute to a lively atmosphere in this marketplace setting, the vibrancy of daily life in the City, and downtown Salem's ongoing economic development.
- Variety of products/activities among the four spaces within the City's goal of selecting diverse representation of cultures, products, or styles.

SELECTION PROCESS

The Public Art Commission will evaluate proposals and select participants for the 2020 Artists' Row season based on the above review criteria. Notifications will be sent to all applicants no later than March 1, 2020.

TIMELINE:

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| • March 12, 2021: | Deadline for applications |
| • March 16, 2021 | Public Art Commission Meeting for Artist Selection |
| • March 22, 2021: | Notifications to applicants |
| • April 5, 2021 | New PAiR moves in to Stall |
| • April - Dec. 2021: | PAiR operating on Artists' Row |
| • January 31, 2022 | PAiR has vacated stall |

SUBMISSION REQUIREMENTS/CHECKLIST

Applicants must attach the following items to the Application, in order to be considered for the Program:

- ☐ 1-2 page narrative (12 point font) with detailed description of work and your proposed concept for the use of the stall. Please answer the following questions in this narrative to the best of your ability:
 - Who you are, what you are doing, and why is that relevant/important?
 - How do you think your creative practice will benefit from the Artists' Row program?
 - What are your 'Big Picture' goals?
 - What will be your measures of success?
 - What is your staffing plan for the space?
 - Public Artist in Residence - How do you plan to contribute to the activation of Artists' Row?
- ☐ Professional resumes or CVs for all participants.
- ☐ Description of physical plans for the stall you are looking to occupy, including the equipment/furnishing you would be bringing into the space and any proposed interior alterations.
- ☐ Up to ten (10) photographs or video representations of artworks/performances from each participant of the stall. For each submission please include the following information:

PHOTO/VIDEO DESCRIPTION SHEET

#1 — Title:	
Artist's Name:	
Medium:	
Techniques:	
Dimensions (Height x Width x Depth) in inches:	Retail Price: \$

SUBMISSIONS INSTRUCTIONS

All Applications and required support materials must be in hand by **12noon on Friday, March 21, 2021.**

Note: This is NOT a postmark deadline.

Applications and accompanying materials may be e-mailed to jbarry@salem.com.

Alternatively, complete application packets can be hand-delivered or hard-copy mailed to:

City of Salem
Department of Planning and Community Development
City Hall Annex, 98 Washington St., 2nd Floor
Salem, MA 01970
Attn: Julie Barry

QUESTIONS OR SITE VISIT

For more information, to ask questions, or to schedule a visit to Artists' Row to view one of the stalls, please contact: Julie Barry, Senior Planner of Arts & Culture at jbarry@salem.com or 978-619-5681.

CITY OF SALEM, MASSACHUSETTS

2021 ARTISTS' ROW PAIR APPLICATION

APPLICANT INFORMATION (please print)

Name of Artisan/Artist(s)/Collective:

of Participants/Artists:

Primary Contact Name & Title:

Secondary Contact Name & Title:

Primary Contact Phone:

Secondary Contact Phone:

Cell: _____ Home: _____

Cell: _____ Home: _____

Primary Contact Email:

Secondary Contact Email:

Primary Contact Preferred Mailing Address:

Website/Social Channels: _____

PROPOSAL

Along with this application please include all the information requested in the Checklist found on pages 6 of this Call.

CERTIFICATION

The undersigned represents and warrants that the information provided is true and complete and that the City of Salem may consider this application as continuing to be true and correct until a written notice of a change is given to the City by the undersigned. The undersigned authorizes the City to make all inquiries it deems necessary to verify the accuracy of the statements made herein. The undersigned understands that this application does not constitute an agreement or commitment on the part of either the applicant or the City of Salem to use an Artists' Row Stall.

Name: _____ Title: _____

Signature: _____ Date: _____

SUBMISSION DEADLINE: Friday, March 12, 2021 by 12noon. This is NOT a postmark deadline. Applications and accompanying materials may be e-mailed to jbarry@salem.com. Alternatively, materials may be hand-delivered or mail to: City of Salem, Department of Planning and Community Development, 98 Washington St., 2nd Floor, Salem, MA 01970, Attn: Julie Barry, Senior Planner of Arts & Culture.