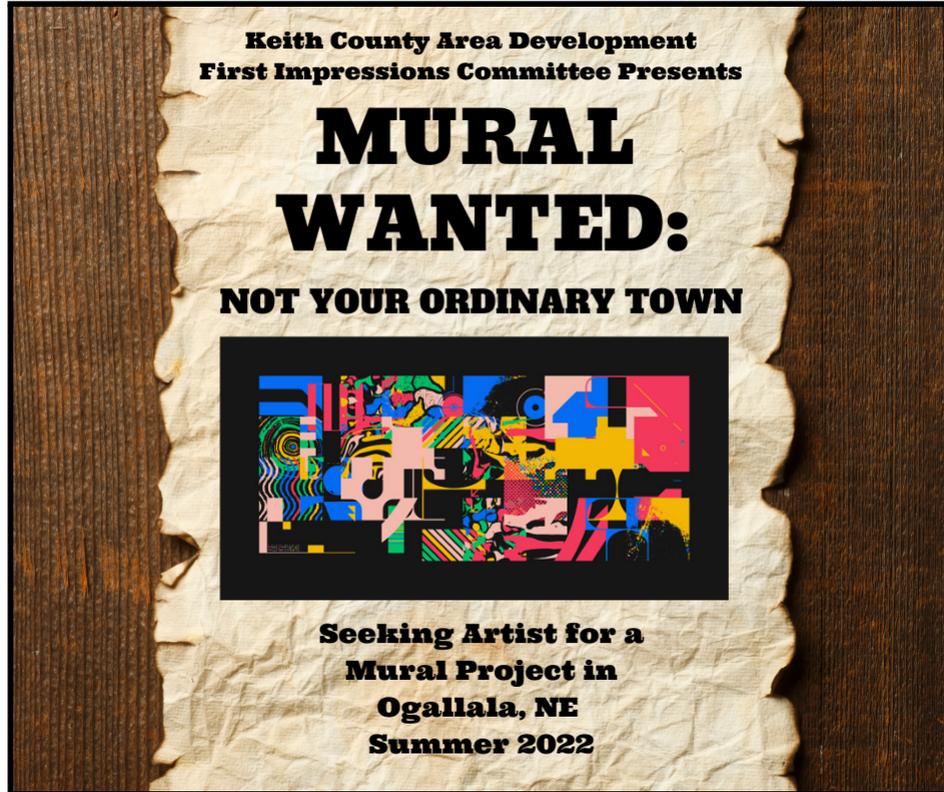


2022 MURAL PROJECT GUIDELINES AND PROCESS



KEITH COUNTY AREA DEVELOPMENT

FIRST IMPRESSIONS COMMITTEE

10 N SPRUCE STREET, SUITE C | OGALLALA, NE 69153



OVERVIEW

Keith County Area Development (KCAD) is excited to announce the development of a project to bring artists and local businesses together to create a more vibrant community. Art in public places plays an important role in preserving our culture, conveying the history of our community, and beautifying our community. The goal of the Mural Project is to support the creation of murals throughout Keith County to promote the creative expression of the artist and to provide an enriching visual experience for residents and visitors as a quality of place enhancement.

This project stems from the priorities identified during the 2020 Keith County Community Vision Planning process, through which three top community priorities were identified: Housing Development, Early Childhood Development, and First Impressions (or “Curb Appeal”). Within the First Impressions category, efforts are underway across Keith County to improve green spaces, wayfinding signage, and add murals. The 2022 Mural Project will be the first mural directly resulting from these efforts. It is being pursued thanks to generous funding raised during the 2021 Keith County Big Give and a grant from the Keith County Foundation Fund.

Who is Involved?

Keith County Area Development (KCAD) is administering the Mural Project, with support from the **First Impressions Committee (Committee)**. The Committee includes community members and interested volunteers. KCAD is governed by a Board of Directors.

Property Owners provide the wall for mural installation.

Artists provide the original work installed on the provided walls.

Project Timeline:

- April 2022: Property owner and mural site secured. Mural Project Property Information completed.
- May 2022: Call for Artists Opens (First Monday of May).
- June 2022: Call for Artists Closes (First Monday of June); Artist Applications due June 6, 2022.
- June 2022: Applications reviewed by the Committee (individually, then as a group).
- Mid-June 2022: Finalists selected, notified, and invited to submit final concepts.
- July 2022: Finalists submit final concepts and complete finalist interviews.
- Mid-July 2022: Artist announced. Planning meeting with the Committee scheduled.
- Installation completed by Artist within 120 days.
- Project competition celebration to be scheduled in conjunction with an existing Keith County community event, such as KC Fair weekend (July), Ogallala Indian Summer Rendezvous (September), Sounds on the Square (summer), Festival of Lights (Dec.), etc.

2022 CREATIVE BRIEF

This creative brief includes the theme for the 2022 mural located in Ogallala, Nebraska. A survey was administered among participants in the First Impressions committees to gather information on what values were important to the citizens of Keith County. Comments from the survey reflect feelings people have about their community and are intended to help direct the artist in this brief. This brief also includes factual information about Ogallala and Keith County for context.

Keith County

Keith County is located in the western part of Nebraska, roughly 20 miles east of the Nebraska-Colorado border. The population of Keith County is approximately 8,000 and includes the cities and villages of Ogallala, Brule, Paxton, Keystone, Roscoe, Lemoyne, Sarben, and Belmar. The county seat is the city of Ogallala, population 4,737. Located 8 miles northeast of Ogallala is Lake McConaughy and Lake Ogallala State Recreation Areas. Lake McConaughy is Nebraska's biggest lake and the largest reservoir in a three-state region. This beautiful body of water offers natural white sand beaches, excellent fishing, boating, camping, birdwatching, and many types of outdoor recreation. Local residents and visitors come to enjoy the sun and the fun at Lake McConaughy.

The local economy is dominated by agriculture, with both Sandhills ranchland and rich farmland. In addition, health and wellness, recreational tourism, and transportation corridor services are strong economic anchors.

City of Ogallala

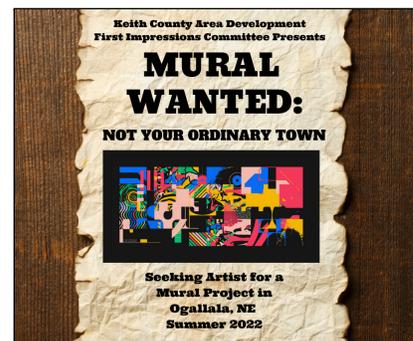
As far back as the 1870's, Ogallala was a booming, bustling community. Ogallala had its beginning as a stop on the Union Pacific Railroad. Within ten years it grew to be one of the most well-known cattle towns along the Texas Trail and eventually staked its claim as the end of the Texas Trail. Designated as Nebraska's "Cowboy Capital" by the Nebraska State Historical Society, the town and surrounding area are still busy with an array of attractions that reflect its rich history, including Boot Hill Cemetery, Mansion on the Hill, Front Street, Petrified Wood Gallery, and Spruce Street Station. This community has roots that are deep in history and that foundation of deep roots touts being 'different', and yet forward thinking. These roots give Ogallala a strong basis for economic development.

Mural Wanted: Not Your Ordinary Town

First Impression Mural Project survey results supported the word '**community**' as the top-rated value of respondents. Other values that rose to the top of the survey as being very important to respondents were **creativity, fun, nature, beauty, diversity, and vibrancy**.

Some of the comments given were:

- A safe place where people work together and help each other.
- This is not a sleepy little town.
- Our community is eclectic, supportive, and optimistic.
- As a community we take pride in our small town, and we are progressive.
- There are opportunities for new businesses.
- Ogallala is restful with its rural feel yet offers good restaurants and first-class entertainment.
- There is a feeling of belonging.
- The community gets behind projects and upgrades.



Drawing from these values, the 2022 mural inspiration is "**Mural Wanted: Not Your Ordinary Town**". This theme

should be incorporated into the design of the mural, but the artist has creative freedom on how they interpret the theme.

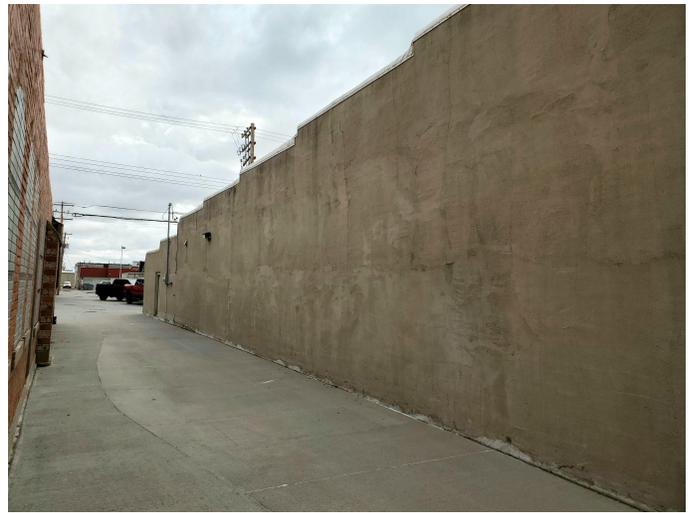
MURAL PROJECT PROPERTY INFORMATION

The mural will be located in downtown Ogallala in the alleyway between Cal's Boot & Shoe Service and Sketch and Stitch on the north side of 109 North Spruce Street. This alley connects North Spruce Street, our main downtown retail corridor, to Rendezvous Square, which is an open-air venue that hosts musical and community events. The alleyway has been closed to vehicular traffic and is approximately 14 feet wide. The side of the building is 106 feet long and approximately 16 feet tall. The artist may choose to apply a mural to a portion of or to the entirety of the north-facing wall, with consideration to existing features and fixtures, such as a doorway and utilities.

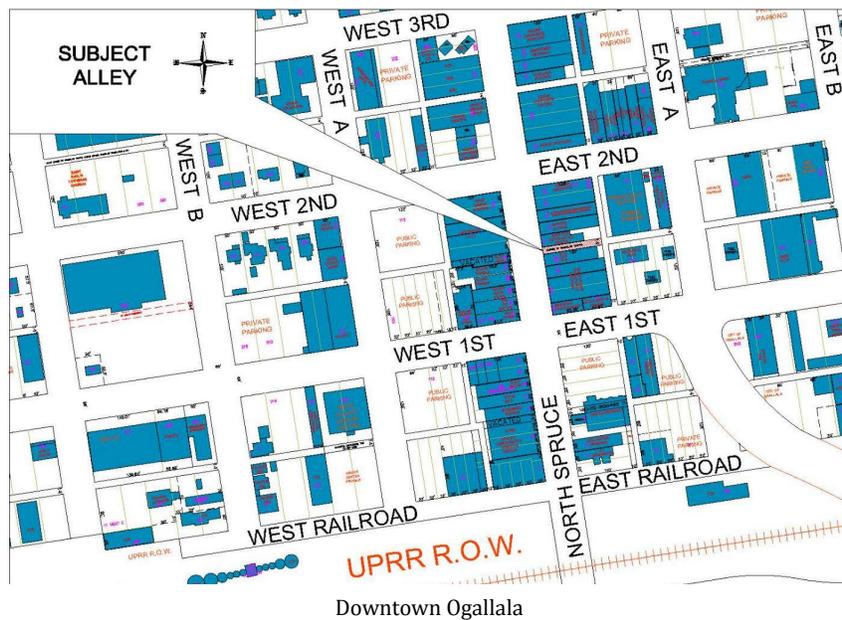
A related First Impressions "Green Spaces" project will add benches, planter boxes, lighting, and waste receptacles to create an inviting pocket park in this alleyway. The mural should complement the planned pocket park.



Alleyway view, looking toward the west. 2022 Mural Site is the wall seen here on the left.



Alleyway view looking toward the east. 2022 Mural Site is the wall seen here on the right.



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Artist rendition of the planned pocket park to be located in the alleyway, looking towards the east.



Artist rendition of the planned pocket park to be located in the alleyway, looking towards the west.

Physical address of the site: 109 N. Spruce Street, Ogallala, Nebraska. North wall of the building facing the alleyway.

Site exposure to the public: The site has exposure for pedestrians in the alleyway, from the Rendezvous Square, and walking south on Spruce Street. It has exposure for drivers driving south on N. Spruce Street.

Benefit of a mural in this location: A mural will bring color and interest to the alleyway. Galvanized stock tank planters with colorful flowers will be added this summer, along with two black metal benches and trash receptacles. Plans include adding string lighting once the mural is completed.

Dimensions: approximately 106 ft x 16 ft

Age of building: approximately 90 years (around 1930)

Wall composition: Cement over brick. Some brick is exposed around the edges

Condition of the wall: Overall, good. There are some cracks that may need to be filled.

Historical significance: It was originally a Buick garage. The property is not listed on the National Register of Historic Places, although it is eligible, due to the age of the building (over 50 years).

Current use: The building currently houses Cal's Boot and Shoe Service. The proprietor repairs shoes, leather handbags, boots, etc. It has a Western flair.

PROPERTY OWNER INFORMATION

Thank you for your interest in allowing your property to be used as a Mural Project Site.

The Committee has adopted a process for the placement of murals on public and private buildings throughout Keith County. The mural can be installed on a full wall, or designated portion of a wall as agreed upon by the Property Owner and KCAD. A Committee member will inspect the wall and take pictures and measurements of the designated wall prior to the project announcement.

Property Owner Expectations:

- Property Owner must sign a Mural Installation and Maintenance Agreement (Agreement) if your location is selected to be the location of the mural.
- Site should have exposure to the public at all times (no interior walls, or exterior walls not visible behind locked gates).
- Proposed mural location should not need excessive repair prior to installing the mural and should be structurally sound.
- The theme of the mural is set by the Committee (see: Creative Brief).
- Property Owner is responsible for the upkeep and maintenance of the physical property, as outlined in the Agreement.
- Property Owner must have insurance coverage to cover physical damage to the property.
- Property Owner must report the installed Mural to their insurance company as a building improvement.
- Logos or company advertising are not permitted in the designated mural space.
- Property Owner should be available to meet, if necessary, with the Committee and the Artist during the site planning, artist selection process, and execution of the mural.
- KCAD is the owner of the artwork on the wall and will determine the need for repairs, maintenance, and/or declaring the artwork at end of life as specified in the Agreement.
- The Property Owner is responsible for any repairs to the leased wall should the structure become damaged.
- KCAD will be responsible for paying for and arranging any repairs to the Mural deemed necessary.
- Property owner cannot alter the mural in any way for the duration of the Agreement.
- Damage to the mural should be reported to KCAD as soon as it is discovered.
- Sale of the building will be subject to the terms of the Agreement.

Chain of Ownership

- Property Owner owns the physical wall.
- KCAD owns the artwork (Mural) on the wall.
- Artist owns all intellectual property rights and copyrights associated with the Mural.

ARTIST INFORMATION

Thank you for your interest in executing an exterior Mural on public or private property within Keith County. The information provided is intended to assist applicants through the approval and installation process.

To simplify the language contained, the word “Mural” refers to artwork that is painted or affixed on an exterior wall.

Overview

- Applicants without professional mural experience may apply, but it is recommended to partner with a professional muralist.
- Applicants must provide a budget for the project, and if the project is approved, funding must be in place before work can begin.
- Proposed Murals will be reviewed and approved by the Committee and the Property Owner.
- Murals should be proposed for the site predetermined by the Committee and designated in this packet.
- The Artist retains all copyrights to the art and intellectual property used in this project.
- All Murals approved through this process will become the property of KCAD as long as the Mural Installation and Maintenance Agreement is in effect.
- It will be the Artist’s responsibility to make any repairs to the installation site as deemed necessary by the artist.
 - Making arrangements for such repairs is the responsibility of the artist.
 - Costs related to the repairs, if necessary, should be included in your project budget proposal.
- To the extent practicable, Murals shall be applied only to the flat planes of walls.
- Final applicants will be interviewed either in person or via video conference prior to project approval.
- Artists must provide proof of liability insurance prior to beginning installation.
- Artists should provide a final copyright and usage rights agreement prior to the start of the installation.
- Artists must sign a Mural Installation and Maintenance Agreement (Agreement) if their design is selected.

Criteria for Approval of Murals

The approval process for executing/installing Murals on public or private property within Keith County is administered by Keith County Area Development’s First Impressions Committee (the Committee), and the Property Owner. The Mural should be a professionally designed, original work of exceptional quality with consideration of the following criteria:

- Work that is of enduring value.
- Visual imagery that enhances the aesthetic appearance within Keith County and the nature and character of the site.
- Visual imagery that is appropriate for all audiences (not reflecting partisan politics, or containing sexual or religious content, or commercial advertising).

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- Artwork that is appropriately designed for all viewpoints to the mural (by pedestrians, moving vehicles, and seated audiences) determined by the location of the Mural.
- Suitability for the wall surface to receive all materials that are to be used to execute the Mural, including wall preparation material.
- Work that is appropriate to the scale of the building and to the site.
- All installation and technical issues.

Mural Design Application Process

Artists Applicants (Artist) shall:

- Complete and submit an Artist Application.
- Prepare a Mural Presentation Package as described in the Artwork Submission Process section and submit it by the application deadline (June 6, 2022).
 - The committee will narrow down Artist Applicants to no more than two (2) Finalists.
 - If selected as a Finalist, the Artist Applicant shall meet with the Committee in person or via video conference interview to discuss the proposed project details, including design, budget, and timeline.
 - If selected as a Finalist, the Artist Applicant shall prepare and submit a more finalized design (to scale) of their proposed mural on or before the deadline specified by the Committee. The Finalist(s) will be paid \$250 upon completion and submission of this finalized design.
 - The committee will select one Artist Applicant from the Finalists.
- Selected Artist must meet with the Committee in person to deliver a finalized conceptual sketch of the artwork to discuss project execution, budget, and timelines at an agreed upon time before the start of installation.
 - This meeting will take place in Keith County, Nebraska, but specific location will be determined.
 - Travel costs for this meeting will be at the Selected Artist expense.
- The Selected Artist will be awarded the commission, and payments will be arranged accordingly and discussed at the in-person meeting with the Committee.
- Artist, Property Owner and KCAD representatives will sign the Mural Installation and Maintenance Agreement.

Budget

Because the size/scope of the mural within the identified wall is variable, we understand that the project budget may vary widely. A total of \$16,000 has been identified for the purposes of this project. Travel costs, materials (including scaffolding/lifts), and personal liability insurance should be included in the budget. The Committee may collaborate with the artist to request needed in-kind contributions from local partners, within reason.

Each finalist will be paid a \$250 stipend upon completion of his/her finalized design proposal.

Mural Presentation Package Submission Process

Only Mural Presentation Packages that are fully completed and submitted on or before the stated deadline will be accepted for review.

- Artist Application.** *The application is available online or in this packet.*
- Artist Portfolio.** *Please include at least five (5) examples of previous work (digital or print). While these do not have to be mural examples, the selected works should demonstrate exceptional creativity and execution.*
- Primitive draft of the concept for the Mural.** *This does not have to be to scale, but should be generally sized to the shape and size of the selected wall.*
- Written narrative.** *The narrative should include the following information:*
 - Detail about the creative concept*
 - Detail about the planned execution of the intended artwork*
 - List of proposed materials that will be used to complete the mural*
- Project budget.** *This should be a complete project budget including any anticipated expenses the Artist may incur to execute the project.*

Things to consider in your budget proposal:

- Repair of the wall prior to installation, if necessary for project implementation*
 - Equipment rentals*
 - Materials costs*
 - Travel expenses*
 - Administrative costs*
- Drafted Artist Agreement.** *A proposed copyright and usage rights agreement.*

Questions regarding your application should be directed to Keith County Area Development at info@kcad.org or (308) 284-6623.

Artist application packets should be sent by one of the following means:

Mailed to:

- or -

Sent by email to:

Keith County Area Development
ATTN: First Impressions Committee
10 North Spruce Street Suite C
P.O. Box 418
Ogallala, NE 69153

info@kcad.org
ATTN: First Impressions Committee

ARTIST APPLICATION

This application may be completed online at www.kcad.org or submitted by email/mail as detailed in this packet.

Artist Name _____

Company Name (if applicable) _____

Address _____

Email _____ Phone _____

Web address (if applicable) _____

Have you previously been commissioned by a municipality, county, or state for a public art installation? If yes, where?

Have you previously completed an exterior mural? If yes, where is it located?

Do you have any special needs that need to be accommodated while on-site?

Is there something unique about you that you would like for the selection committee to know?

(e.g. Born/raised in Keith County, have cultural ties to the chosen theme for the mural, unique installation methods, etc.)

How would you like to conduct your interview if you are selected as a finalist? Video Conference or In-Person?

A thoughtfully curated portfolio of previous work should be submitted or uploaded. Keep in mind the information noted in the Creative Brief to curate your work. You can include a website if you wish to show additional work you created.