



Salina St. 10 strives to beautify the Downtown Syracuse streetscape, showcase the work of talented artists, spotlight available storefronts, and generate foot traffic to area businesses. This program managed by the Downtown Committee of Syracuse and funded by grants from Tomorrows Neighborhoods Today and CNY Arts features local talent in the visual arts while highlighting retail opportunities in Downtown Syracuse. The Downtown Committee and the Southern Downtown Neighborhood Association will match participating property owners with select artists and cultural institutions to create temporary installations promoting a more inviting, engaging downtown streetscape.

#### Program Benefits

Salina St. 10 advances three goals:

- 1) To entertain the Downtown Syracuse community by bringing streetscape-enhancing artwork into vacant storefront windows;
- 2) To expand the audience for our visual arts community by reaching downtown residents, shoppers, employees, and visitors; and
- 3) To highlight vacant retail storefronts as available business opportunities.

Artwork will remain on display approximately three months from the installation date (scheduled until Sunday, December 31, 2023). In the event a Salina St. 10 host space is leased during that time, the art may be moved or reinstalled in an alternate downtown location. Property owners must notify the Downtown Committee at least two weeks in advance so the piece may be relocated.

The original installation period may be extended by mutual agreement between the artist and the property owner. Unfortunately, no additional Salina St. 10 funding will be available to support extended agreements beyond the initial grant timeframe.

#### Who Can Apply

Individuals, teams, or non-profit galleries located within Central New York are eligible to apply for artist/gallery participation. Applicants located within the City of Syracuse will be given preference. Students as well as professionals are encouraged to apply. Artists or Non-Profit Galleries interested in designing and implementing an Art in the Windows installation must compile the materials listed in the attached "Artist and Non-Profit Gallery RFP" and complete the "Artist/Gallery Responsibilities" page and "Hold Harmless Agreement." Submit all materials by Friday, July 14, 2023, to [crockhill@downtownsyracuse.com](mailto:crockhill@downtownsyracuse.com), subject line "Salina St. 10."

#### Selection Criteria

The Southern Downtown Neighborhood Association will select the winning submissions. Priority will be given to eye-catching artwork that enlivens the Downtown Syracuse city streetscape. Priority may be

given to displays that continuously illuminate displays without permanent access to an electric connection. Consideration will be given to artistic merit, project feasibility (installation methods and budget), creativity, artists' previous experience, and engagement with local culture and history. Applicants located within the City of Syracuse will be given preference.

Artist applicants agree to showcase their artwork in any space provided, unless objections to certain spaces are specified on the Required Submission Materials form. *Please note that special requirements, e.g. lighting specifications, may limit a proposal's success due to space constraints.*

## Budget

Each selected artist or gallery will receive ~\$400 funding per installation. Artists should include a draft budget as part of their application including but not limited to estimated costs of materials, fabrication, labor costs/artist fees, etc. as part of their submission. While funding may be available for projects that exceed the projected \$400/per display cost, priority may be given to proposals with estimated costs at or below the suggested amount.

Participating property owners agree to donate rent-free retail space for the duration of the installation. Property owner will receive free promotion of their available retail space through project signage and Downtown Committee newsletter and social media postings.

## Project Timeline

- June/July – Artist recruitment/outreach.
- July 14 – Submission deadline.
- July 28 – Award/storefront notification.
- August – Contracts signed; Installation begins.
- September 30 – Official display unveiling.

## Artist/Gallery Responsibilities

1. Submit concepts for installations/displays to invigorate the downtown streetscape.
2. Design and install artwork/displays, including procuring all necessary materials/supplies and working within any site-specific limitations stated by the property owner.
3. Display marketing signage/QR code provided by the Downtown Committee.
4. Monitor and maintain the artwork/displays throughout the duration of the display period.
5. Install and remove artwork in the agreed-upon timeframes and restore space and surfaces to original or improved condition.
6. Illuminate artwork at all times during the installation period, using a minimum of one electric light source per window. If the space lacks an electrical connection, artist may coordinate with the Downtown Committee to provide battery-powered lighting.
7. Grant the Downtown Committee of Syracuse, Inc. the right to use any depictions of the artwork for non-commercial purposes, with credit given to the artist/exhibitor.
8. Provide relevant payment information for reimbursement by the Downtown Committee.

9. Artists and non-profit arts organizations may acquire liability insurance if they choose.
10. Spaces should be restored to pre-occupancy conditions, unless otherwise specified or agreed with the property owner.
11. All participants will be required to sign a Hold Harmless Agreement with the Downtown Committee of Syracuse and the property owner.

#### Property Owner Responsibilities

1. Provide clear, detailed, advance instructions of any limitations within the space – e.g., restrictions on paint, adhesives, etc.
2. Provide access to storefront window on agreed-upon dates for installation, maintenance, and removal of artwork.
3. Notify the Downtown Committee immediately of any leases signed during the installation period. Provide at least two weeks' notice prior to removal of artwork.
4. All participants will be required to sign a Hold Harmless Agreement with the Downtown Committee of Syracuse and the participating artist.

#### Downtown Committee Responsibilities

1. Solicitation and review of proposals to select artists/galleries and property participants.
2. Coordination/matching of selected artists or galleries with available properties.
3. Notification of awards.
4. Marketing of program, preparation of press release and other marketing materials, media interviews, production of and payment for programmatic signage.
5. Coordination with grant provider.
6. Reimbursement to artists/galleries for documented eligible expenses.
7. Monitoring of displays and notification to artists and property owners of any challenges to be addressed (e.g., fallen artwork, malfunctioning lighting, etc.)

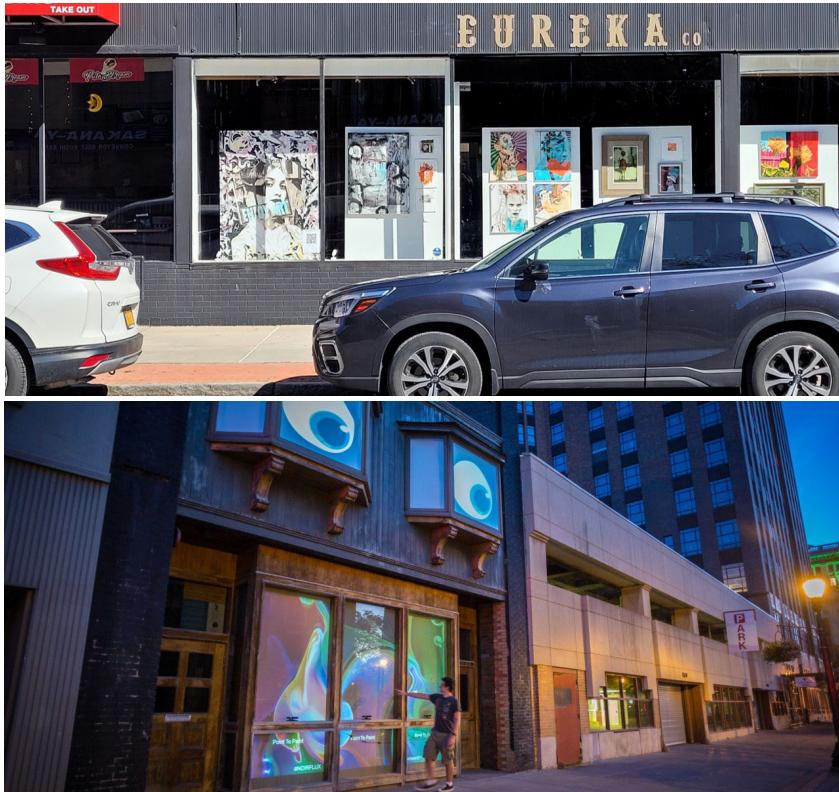
#### Additional Requirements and Notices

Window displays should be sufficiently durable to withstand intense sunlight, heat, and cold for the duration of the display. Reproductions of fine art/framed artwork (rather than original works) are strongly encouraged to prevent damage to original work. The Downtown Committee, its staff, and participating property owners and their staff are not responsible for lost, stolen, or damaged artwork. All participants will be required to sign a Hold Harmless Agreement with the Downtown Committee of Syracuse.

Designs and displays must not include advertisement or promotion of any business, product, or viewpoint, nor may they breach laws related to intellectual property, trademarks, or brands. The artist and/or gallery is responsible for ensuring the artwork has not breached any relevant laws. The completed artwork(s) will be in the public domain and must respect our community's diverse audience. The Downtown Committee reserves the right to reject any artwork prior to installation or during display.

for failure to comply with these criteria. Artwork may not be removed or altered during the display period without prior permission from the Downtown Committee.

### Sample Projects



**Artist and Non-Profit Gallery RFP: Required Submission Materials**

- Written proposal in PDF file including (where applicable):
  - Artist/Organization Information
    - Name
    - Email
    - Phone Number
    - Best Method of Contact
    - Description/Summary/Mission/Artist Statement
  - Proposed Display Description/Summary
    - Draft Rendering/Sketch
    - Medium/Materials
    - Proposed Budget
    - Installation and Anchoring Method
    - Electric Hookup Required?
    - Other Special Requirements
  - Work Samples/Social Media
- Initialed and Signed Artist/Gallery Responsibilities (attached)
- Signed Hold Harmless Agreement (attached)

**Submissions must be compiled into a single PDF file and emailed to [crockhill@downtownsyracuse.com](mailto:crockhill@downtownsyracuse.com). Please use the subject line “Salina St. 10”.**

**Incomplete applications will not be reviewed.**

**Artist/Gallery Responsibilities (please initial each line and sign at the bottom):**

As part of this application process, I have provided a proposed concept for the installation/display I plan to create.

I understand that proposed installations/displays may be subject to change based on site-specific assets/limitations.

I understand that I must sign the Downtown Committee's Hold Harmless Agreement prior to participating.

I agree to work within any site-specific limitations stated by the property owner.

I agree to install my artwork within the timeframe described in this RFP.

I agree to display Salina St. 10 program signage/marketing materials provided by the Downtown Committee.

I agree to display my artwork for a 3-month period, and to coordinate full removal within two weeks of lease notification by the property owner and/or Downtown Committee.

I will monitor and maintain the artwork/displays throughout the duration of the display period.

I will remove the artwork and signage on the agreed-upon date and restore the space and surfaces to original or improved condition.

I grant the Downtown Committee of Syracuse, Inc. the right to use any depictions of the artwork for non-commercial purposes, with credit given to the artist/exhibitor.

I will provide relevant payment information for payment by the Downtown Committee.

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Signature of Artist/Gallery Staff Member

Phone: \_\_\_\_\_

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Name and Title (please print)

Email: \_\_\_\_\_

Thank you for your participation! If you have any questions about program participation, please contact Conor Rockhill, Economic Development Specialist, at [crockhill@downtownsyracuse.com](mailto:crockhill@downtownsyracuse.com).

### **Hold Harmless Agreement**

The undersigned has or will deliver to the DOWNTOWN COMMITTEE OF SYRACUSE (the "DTC") works of art ("Artwork") for display in or on DESCRIPTION of PROPERTY (the "Property"). The undersigned affirms that he/she is either the owner of said artwork or is the agent of the owner, as well as custodian of the owner's artwork, with full authority to enter into this agreement and waiver/release of liability. The undersigned does hereby further affirm as follows:

1. The undersigned is submitting artwork to the DTC for display on or in premises owned or controlled by PROPERTY OWNER, at no charge to the undersigned, for a period of time to be mutually agreed upon by the DTC, and the undersigned.
2. The undersigned understands that the artwork is submitted to the DTC and exhibited at the undersigned's own risk. Neither the DTC nor the Property Owner nor any of their officers, agents, and employees shall be responsible for theft, vandalism, fire, or any other damages or losses to the artwork. The undersigned understands and agrees that neither the DTC nor the Property Owner makes any representations or warranties regarding the level of security in the Property, nor the fitness of the Property to display the Artwork. The undersigned understands and agrees that the DTC and the Property Owner, their agents, and employees will not be responsible for reimbursement or replacement of lost, stolen, or damaged items and that neither the DTC nor the Property Owner will insure items such as the submitted Artwork. The undersigned understands and agrees that the owner of the Artwork or the owner's agent is encouraged to obtain an insurance policy for the artwork or to obtain a rider on any existing policy for the duration of the exhibit at his/her own expense.
3. The undersigned hereby assumes all responsibility for loss or damage to the Artwork provided to the DTC or Property Owner for display, and the undersigned waives and releases the DTC and the Property Owner, their officers, agents, and employees of, and from, any and all losses, damages, liability, or claims for damage to or destruction of the Artwork that may result from theft, vandalism, adverse environmental conditions, including water and sun damage, or any other cause of any kind, and any negligent acts or omissions of the DTC or the Property Owner, or their officers, agents, and employees, while the Artwork is located on the Property.
4. If the undersigned is not the owner of the Artwork, the undersigned shall indemnify, defend, and hold harmless the DTC and the Property Owner for any and all losses, damages, liability, costs, expenses, actions, or claims, including, but not limited to, attorneys' fees for damage to, or destruction of, the Artwork that may result from theft, vandalism, adverse environmental conditions, including water or sun damage or any other cause of any kind, and including any negligent acts or omissions of the DTC and the Property Owner, or its officers, agents, and employees while the Artwork is located in or on the Property.
5. The undersigned will be responsible for packing, unpacking, transporting, and hanging the submitted Artwork. The undersigned understands and agrees, however, that the DTC or Property Owner, shall decide where and by what hardware the Artwork shall be installed. The undersigned agrees to allow the DTC to exercise sole discretion in the selection of Artwork to be displayed; this includes the DTC's right to display all, part or none of the Artwork submitted by the undersigned. The undersigned understands and agrees that the DTC's decision regarding the display of any or all of the Artwork, or the removal of Artwork after hanging shall be final.

6. The undersigned shall promptly remove his/her Artwork from the Property upon the request of the DTC or the Property Owner.

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Signature & Date

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Typed or Printed Name

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Title (if authorized signing authority of responsible organization)