



**Request for Proposals** - Seeking creative entrepreneurs to design creative and visually appealing wayfinding signage for users of the Knox & Kane Rail Trail. Signs will direct users to the Borough of Kane for dining, shopping, and lodging.

**Deadline**

The deadline for submission is no later than 11:59 PM on March 21, 2025.

**Budget**

Budget total is \$20,000. This includes artist fee, materials, production, and installation. Separate invoices for material to be paid to the artist. Payment in full upon completion

**Eligibility**

Everyone is welcome to apply. Preference will be given to artists who reside in Pennsylvania and have experience with outdoor installations.

**About our organization**

The Kane Area Chamber of Commerce seeks to produce a business and family friendly environment resulting in dynamic growth for Kane. Two areas of focus are economic development through outdoor recreation and public art.

**Photos/maps/measurements**

There will be 4 signs on the trail:

- Near the Lamont trailhead
- At the Y
  - One at the southern tip
  - One at the northeastern intersection
- At the Kane trailhead

View the Google map [here](#) and please reach out if you need more pictures/reference points.

Signage size: approximately 2 ½ feet x 4 feet

## **Project description**

### **Overview:**

Could you be the right artist to help bring a creative, beautiful and functional eye to this project? Help the Kane Area Chamber of Commerce visually communicate our support for the arts, love for outdoors recreation, and strong downtown commerce.

Over the last decade, dedicated volunteers have worked on creating the Knox & Kane Rail Trail to give easy access to people of all abilities to enjoy our gorgeous Allegheny National Forest. Once completed, the rail trail will be 74 miles long, with one end in Knox, PA, and the other end at the Kinzua Bridge State Park and Overlook.

Kane is positioned to be a perfect stopping point for bikers, walkers, cross country skiers, etc. to grab a bite to eat at one of our many dining establishments, browse our retail shops, and spend a night in our bed and breakfast, motels, or Airbnbs. (See Dining and Lodging guide [here](#).)

However, if trail users are unaware of what Kane has to offer, they will not stop. The Kane Area Chamber of Commerce is committed to the creation of creative wayfinding signage from the trail into town, and from town to the trailhead. Thanks to funding from Pennsylvania Council on the Arts and other partners, the Kane Area Chamber of Commerce is able to commission this to be a visual expression of **the love for** our town, the arts, and outdoor recreation.

**Materials and Specifications:** Signage must be suitable for long-term outdoor installation. Materials should be safe and able to endure an extreme seasonal climate, public use, and interaction without requiring significant or frequent maintenance. No electrical elements can be supported. We prefer use of our the Kane brand style guide, which can be found [here](#). (NOTE: The shade of red we use is not included in the PDF and is hex number A31F16.)

The sign should be a piece of art and be functional, and should indicate:

- Kane has lodging, dining, and shopping
- A visual direction into Kane (arrows point the way, etc.)
- Include website and/or a QR code to the website (kanepa.com).
- Room for logos: Kane Area Chamber of Commerce, Pennsylvania Council on the Arts, and another funder TBD.

**Scope of Work:** The scope of work for this project includes, but is not limited to, the following:

- Conceptualization and Design: Develop a concept and proposal for the artwork that aligns with the vision and objectives of the project.
- Fabrication: Proposal must include durable materials for outdoor installation, meeting the aforementioned requirements.
- Installation: Establish communication with the Borough of Kane and the Trail Association of the McKean Elk Divide (TAMED) to coordinate and oversee the installation of the artwork at the designated site.
- Maintenance Plan: Propose a maintenance plan and timeline appropriate for the materials used in order to preserve the integrity and appearance of the artwork over time.

### **Selection process**

The selection committee is made up of a panel of community members and volunteers from the Kane Area Chamber of Commerce, Elk County Council on the Arts, ArtWorks on the Summit, Trail Association of the McKean Elk Divide (TAMED), and Allegheny National Forest Visitors Bureau.

Everyone will be contacted via email about the outcome and finalists will be scheduled for a Zoom interview on March 31<sup>st</sup>.

### **Timeline**

Deadline to apply: March 21, 2025

Interview candidates: March 31, 2025

Decision communicated: no later than April 4, 2025

Installation: June 6, 2025

Dedication: June 20, 2025

### **Submission requirements**

Please send proposals to Kate Kennedy, Executive Director of Kane Area Development Center, at [director@kanepa.com](mailto:director@kanepa.com). PDFs are preferred.

### **About the artist**

Please submit:

- Resume, including professional and artist work
- A statement describing why you are interested in this project
- Examples of past work. If you have experience with signage or outdoor installations, please include that. Otherwise, general past work is suitable.
- 3 Professional References
- Mockup of proposed concept for this project
- Budget line items, including artist compensation
- **It will be a blind review so don't provide any words, watermarks or identification**

### **Contact information**

If you have any questions, please contact Kate Kennedy at [director@kanepa.com](mailto:director@kanepa.com)

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