

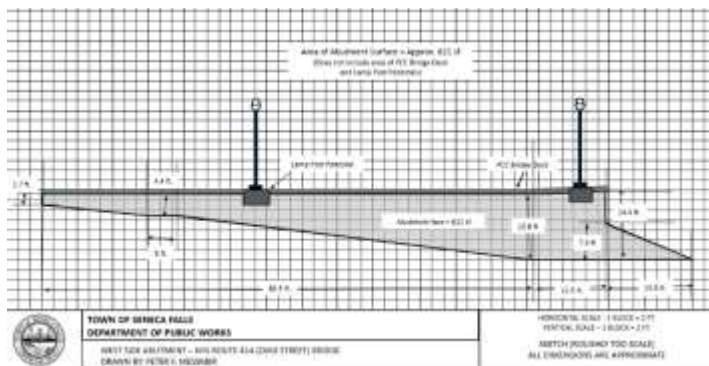


# SENECA FALLS, NY

## OIDV STREET CANALSIDE ENHANCEMENT PROJECT PROSPECTUS

### About the Project

The Town of Seneca Falls, NY is seeking qualified artists to install a mural project. The Canalside Enhancement Project, which includes a mural on Ovid Street, is part of the DRI initiative in Seneca Falls, NY. The purpose of this artwork implementation is to highlight history and community assets, educate visitors, encourage economic growth, and improve quality of place. The public Request for Qualifications is open to all mural artists.



Mural site: Westside Abutment, NYS 414/Ovid Street Bridge/Ovid Street, Seneca Falls, NY

**Project Overview:** During the Request for Qualifications, RFQ Phase, PHASE I, a review panel will evaluate initial responses according to the criteria outlined in the RFQ application. Artists or artist teams whose proposed qualifications demonstrate, in the review panel's sole opinion, the qualifications that best fulfill the purposes of this RFQ will move to the finalist selection phase, PHASE II. In PHASE II artists will be hired to create proposal concepts based on specific themes. Those proposals will undergo a community jury review. The selected artist in PHASE II will be contracted to implement their mural concept in Seneca Falls, NY in 2026.

### Applicant Eligibility

- Applicant(s) must be willing to sign an indemnification agreement, a hold harmless waiver, and a photo release waiver;
- Applicant(s) must be prepared to provide proof of insurance;
- Applicant(s) must be able to travel to Seneca Falls, NY in 2026 to install a mural;
- Applicant(s) must be able to install a mural in Seneca Falls by September 31, 2026;
- Firms who are certified under Article 15-A of the New York State Executive Law/ Minority and/or Women Owned Businesses are encouraged to apply;
- Applicant(s) must be able to provide tax documentation and be eligible to work in the USA in 2026;
- Applicant(s) must be willing to participate in a dedication ceremony, interviews, and/or conduct demonstrations/presentations.

*The Town of Seneca Falls, NY is an equal opportunity employer.*

**Statement of Work:** The scope of work for the selected artist or artist team may generally include, but not limited to, the following:

#### PHASE I RFQ Applicant:

- Submit RFQ before the deadline (see project timeline below).

PHASE II finalists:

- Enter into proposal contract with the Town of Seneca Falls.
- Provide a fully rendered, in color, design proposal for the site by the deadline.
- Prepare and present, as necessary, the design concept, timeline for installation, materials, and equipment needed.

PHASE III finalist(s):

- Enter into contract with the Town of Seneca Falls.
- Install the mural within the contractually stated timeline.
- Install the mural in accordance with the terms and conditions of the contract. The Artist or Team will work collaboratively with A H Public Spaces Consulting and the Town of Seneca Falls to ensure that the mural is installed correctly and in a timely manner.
- Artist(s) will attend a dedication ceremony at the mural site.

**Project Timeline:\***

MAY 2026

**Phase I: RFQ release**

**JUNE 1, 2026**

**Phase I: Deadline for RFQ submissions**

JUNE 2026

**Phase I:** Review RFQs and make finalist selections. Phase II Finalists selected and notified; Finalists signed into proposal contract; *all applicants will be notified about the status of their application.*

**JULY 1, 2026**

**Phase II: Deadline for finalist(s) design proposals**

JULY 2026

Jury review of finalist(s) design proposals; Finalist selected; *all finalists will be notified about the status of their application.*

**JULY – SEPTEMBER 2026**

**Phase III:** Mural is installed.

*\*Dates may be changed due to inclement weather; Town of Seneca Falls reserves the right to modify this schedule if necessary.*

**Public Art Location:** The mural site is in downtown Seneca Falls, NY along a westside abutment of a retaining wall on Ovid Street. Detailed site template and additional photos will be provided to Phase II finalists.

**Specifications:** The total area of the project is 820 square feet. The wall has a smooth concrete surface.

**Mural Theme:** The mural will highlight the importance of the Seneca-Cayuga Canal, which opened in 1818. The Erie Canal opened in 1825, and once the Erie Canal was connected with the Cayuga-Seneca Canal in 1827, Seneca Falls grew to become a hub of industrial activity with access to the rest of the commercial world. The goal is to provide a creative installation that will resonate with Seneca Falls, NY. A creative brief with reference images is being developed by the Town of Seneca Falls. This document will be shared with Phase II finalists to aid them in designing their proposal concept. Phase II muralists are asked to use this reference material to develop their design. Not all components of this brief should be included in the artist's proposal.

**Project Budget:** There is no fee for RFQ applicants to submit their qualifications in Phase I.

A review committee will select the Phase II artists from the RFQ applicants. Phase II finalist(s) will enter into a contract with Town of Seneca Falls, provide a signed Form W-9, and issue an initial stipend invoice for a design proposal fee. Phase II finalists will be paid to design a proposal.

The selected artist(s) will be paid to implement their mural. All wall preparation work and wall priming will be managed and funded by the Town of Seneca Falls. Town of Seneca Falls will cover all costs associated with the mural, inclusive of, but not limited to, artist fee, materials, transportation, travel to and from the site, project documentation, associated project equipment rentals and purchases and the contingency to cover unexpected expenses and any other costs related to the mural not covered in the preceding list. Food and non-mural-related expenses will be the responsibility of the muralist. The muralist is responsible for obtaining insurance and providing proof of insurance. The muralist will be given a portion of the artist stipend amount upon signing their contract and providing any necessary documentation. The artist will be awarded the final sum of payment at the satisfactory completion of the project.

**Information Contact:** Applicants who have questions regarding the project may submit questions by e-mail to Alex Hall: [AHPSConsulting@gmail.com](mailto:AHPSConsulting@gmail.com).

The artist stipend for the mural project is negotiable based on scale and intricacy of design. The baseline Artist Stipend is \$9,000.00 for this project, and this fee is negotiable (based on complexity of composition and artist experience). There is a separate budget for supply reimbursement, travel and lodging reimbursement. Funding for this project was made possible by the Town of Seneca Falls, and the Town will serve as the fiscal agent for the initiative.

**Work Samples Submission Guidelines:** Qualifications must be submitted electronically via the **JotForm link**. Applications that do not include the below mandatory information will be rejected without further consideration. Applications must be received on or before the due date and time specified in this solicitation.

**RFQ JotForm Application must include the following:**

- a. **Applicant Contact Information:** Please provide your name, mailing address, email address, phone number, city and state of residence
- b. **Professional Resume (2 Page Limit):** An outline of the primary artist's background and experience with examples of work done by the primary artist(s); and a list of other individuals who will assist in the completion of the project, detailing their training, and relevant work experience.
- c. **Four Previous Work Images:** four relevant work samples; please indicate: location, dimensions, medium, and completion date within the prompted area.
- d. **A Brief Statement:** State in 200 words or less why you are interested in participating in this project. *Please be sure to include interest as it relates to the mural theme or your MWBE status.*

**Evaluation:** All responses received by the deadline will be evaluated by representatives of the foundation's review panel. Town of Seneca Falls reserves the right, based on the scores of the qualifications, to create a short-listing of artists who have received the highest scores to interview or conduct demonstrations/presentations. Those chosen by the review panel will be invited to move forward as Phase II finalists.

**Evaluation Factors for Request for Qualifications:** The review panel will consider the following factors and weigh on which qualifications will be judged during this process: expressed understanding of project objectives in written statement, artistic quality of previous work, scale of previous work, and style of previous work. Artistic quality shall be demonstrated by the artist(s) work samples, experience in the production of public art.

**Evaluation Factors for Proposals:** Artists whose proposed qualifications demonstrate they best fulfill the purposes of this RFQ, will be invited to enter into a contract with the Town of Seneca Falls and receive a stipend to develop a proposal for the project. The review panel will consider the following factors and weighting on which artist(s) proposals will be judged: mural design and written narrative. The selected finalist's designs will be shown to the Town Board (Heritage Preservation Board), Heritage and Waterways Center, and New York State DOT for final approval.

**Deadline:** Qualifications must be received by **JOTFORM APPLICATION** no later than **12:00 p.m. (EST), JUNE 1, 2026**. Incomplete or late submissions will not be considered.

**JotForm Link:** <https://form.jotform.com/250754702439156>

**Questions about this project should be directed to Alex Hall.**  
**email:** [AHPSConsulting@gmail.com](mailto:AHPSConsulting@gmail.com)

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