



Request for Proposals

Introduction

Through the Medicina y Urban-Rural Art Lessons en Salud (MURALS) Project, Colorado Area Health Education Center (COAHEC) will partner with local artists to engage their own communities in discussions about health leading to a mural in that community to encourage community agency in improving health. For a more thorough overview of the project please visit <https://www.cuanschutz.edu/centers/coahec/programs#MURALS>.

Vision

COAHEC envisions a series of health-themed murals painted by local artists and designed with community input. These murals will communicate health messages in culturally resonant ways to communities throughout Colorado. By commissioning local artists to create informative and beautifully crafted artwork on large structures such as on the sides of buildings, silos, barns, or on free-standing walls built for this purpose, we believe that we will be able to enhance existing community health efforts utilizing authentic community engagement. (See definition of “authentic community engagement” in the Colorado Department of Public Health & Environment Office of Health Equity *Guide to Authentic Community Engagement to Advance Equity* available here: <https://drive.google.com/file/d/119IenKB-zvTeQHUjanB0MS7rkx-Wr-UJ/view>.)

Opportunity

COAHEC will award funds to three to four artists across the state for their work (artist’s time, materials, photography, etc.) associated with creating a mural unique to their own community in this Phase 1 Pilot of MURALS. A mural must depict messages about preventing, preparing for, and/or responding to the coronavirus (COVID-19) pandemic, which may include the social impacts of the pandemic within their community and the community’s response to these challenges. An artist, or team of artists, may apply for these funds through this Request for Proposal (RFP).

Selection Criteria

The COAHEC team will use the following criteria to select artists. Artists may show how they meet these criteria by filling out the MURALS proposal form (see “Process” below).

Proposed murals should:

- engage communities through authenticity and cultural responsiveness;
- be easily viewable by as many people from their community as possible;
- have zero or low environmental impact;
- be geographically, culturally, socially, and historically relevant to their community;
- have a material and thematic durability for a minimum of five years. At a minimum, the artist must apply an anti-graffiti coating such as Soluvar over the finished mural which they should describe (along with their full plan for durability) in their proposal;
- contain no profanity, obscenity, nudity, religious, or overtly offensive subject matter;
- not include projects that are complete or in process;
- be created by artists who pass a criminal background check performed by COAHEC;
- neither directly nor indirectly support or oppose a political campaign, candidate, or party; and
- include room for the AHEC logo and a QR code in a location that the public can easily view and access.

Process

Proposal: Artists, or artist teams, will complete and submit the COAHEC MURALS Phase 1 Proposal using the application available here:

https://ucdenver.co1.qualtrics.com/jfe/form/SV_d0ep0QDOV5a01fw.

Acceptance and Approvals: COAHEC will review Phase 1 proposals on a rolling basis. Priority will be given to proposals received before April 1, 2021. COAHEC may consider applications artists submit after April 1, 2021 for Phase 1 or for future phases of this project depending on proposed content and timeline. Artists must submit a rough “mock-up,” or a sketch, as part of the proposal. If COAHEC accepts the artists proposal the artist will then solicit community feedback and the mock-up may be changed based on their response. COAHEC should be informed of changes before proceeding with the mural creation.

The proposal should also include an-ongoing plan for community engagement during the process of developing the mural and during its 5-year life.

Evaluation Requirements: The artist must submit high-resolution, professional-quality photographs of the mural in development and upon completion. The artist must complete a brief survey at the end of the mural project as well as 1 year, 3 years, and 5 years after completion.

Payment: Artists that COAHEC selects must register on the Procurement Services Center (PSC) portal with the University of Colorado. COAHEC will provide details for Supplier/Vendor Registration on the PSC website to the selected artists. Upon registration in the University Procurement Services portal as a supplier/vendor, COAHEC will set up a purchase order for the budgeted amount for the mural.

COAHEC will make two progressive payments against invoices with proper reference to the approved purchase order, as follows:

- All invoices must be accompanied by proper receipts for material purchases and detailed explanation for time and work.
- The first payment will be for approximately 30% of the budgeted amount.
- The second payment will be for the balance of the contractual amount, upon completion of the mural work and upon approval of the mural work by COAHEC.

COAHEC will select artists' proposals based on quality. We do expect, however, that most budgets will come in at about \$5,000. We will consider other amounts based on the robustness of the mural proposal.

Contact: For questions, or if you need help with the application please contact Matt Hess at: matthew.hess@cuanschutz.edu.