

City of Moorhead - CALL FOR ACTIVATION



Artist: Cory Gillerstein

PROJECT DESCRIPTION

What ideas do you have to create activation along the riverfront or downtown Moorhead? How could we enhance pride of place with activities along the riverfront or in downtown Moorhead?

- How can Moorhead support activities along the River Corridor?
- How can the Grand Staircase at Main Avenue and the River be better used?
- Should we celebrate theatre or music in Downtown?

These are just a few thought provoking questions....WE WANT YOUR IDEAS! Creatives, activity generators, business activators and others are invited to submit activity concepts that align with the Downtown Plan, Moorhead Arts and Cultural Framework Plan, and most importantly, exemplify and exude Activity in Moorhead.

SCOPE

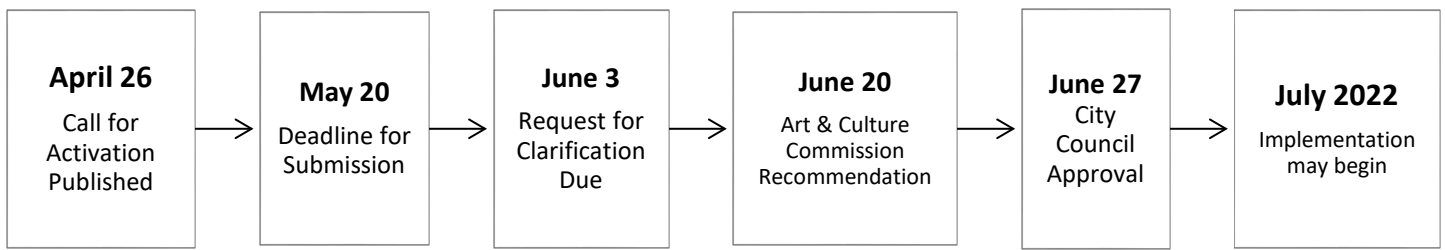
The City of Moorhead is issuing a Call for Activity to consider activities and projects ready for implementation to make our community MOORHEAD ACTIVE! Funding requests may be for up to \$15,000, but it is recommended that requests be \$10,000 or less. Projects will be scored on its potential for activity along the Moorhead Riverfront or Downtown and how it fits with goals and initiatives in the Downtown Plan and Moorhead Arts and Cultural Framework Plan.

PROCESS AND TIMELINE

The Moorhead City Council will consider proposed projects from recommendations from a review group include Moorhead staff, Downtown Moorhead Inc, local business owners and the Arts and Cultural Commission. Projects will be scored based on criteria including:

- Ability to implement in 2022
- Physical connection to the Moorhead River Corridor and/or Downtown
- Anticipated number of people attracted to the feature or event
- How the project or event will highlight a place or space in a renewed light

The Moorhead City Council reserves the right to reject any or all project proposals.



Anticipated timeline – subject to change

PROPOSAL

Are you creative, event planner, or business with an activation idea or project that will make our Moorhead community proud of our Riverfront and Downtown? We want to hear from you! Please include the following items in your Public Activation Proposal:

1. Name
2. Contact (email, phone and/or address)
3. What is your Connection to Moorhead (i.e. current/former resident, student, etc.?)
4. Experiences & Expertise (max 200 words)
5. Project or Activity Description (max 350 words)
6. Project or Activity Outline (i.e. Inspiration, materials, community engagement, activity concept, etc.) (max 350 words)
7. Site Control (Where is the proposed site and do you have permission to implement the project/activity?)
8. Sketch/Mock/Example, if applicable
9. Additional Information (max 200 words)
10. Itemized Budget, including the following:

Project/Activity Total Cost:	\$
Call for Activation Request:	\$
Other revenues/funding sources:	\$

11. Funding Request Narrative (include how the funding will benefit the project/activity and whether the project/activity will occur without the funding) (max 200 words)

DEADLINE

Deadline to submit activation ideas and proposals ready for implementation is midnight (11:59 PM) on Friday, May 20, 2022. Proposals may be submitted either online or by email at:

- Online: www.cityofmoorhead.com/art
- Email: economicdevelopment@cityofmoorhead.com

****Projects received after the deadline will not be considered.**

Upon submission of the public activity proposal, Applicant agrees that the proposed public activity may receive editing suggestions. Implementation and additional information may be requested to ensure proper credentials and implementation standards. By submitting a proposal and signing/typing this form, Applicant agrees:

- Applicant is the sole author/designer of the event, art, or idea proposal that is submitted for consideration and that the contents of the proposed project are original and do not infringe upon any copyright or any intellectual rights of others, and that Applicant has the unencumbered right to make this submission.
- Applicant or applicant team has the expertise to fully execute the proposed proposal within one year of notice to proceed, or as negotiated.
- If approved for accession, Applicant grants the City of Moorhead the right to perpetually use the event, art, or idea, including, but not limited to: reproduction, posting, displaying, creation of derivative art, and documenting the event, art, or idea in any media or in any form, now known or later invented, without limitation for promotional, documentary, celebratory or any other commercial or

noncommercial purposes. Applicant hereby waives any and all rights to royalty, fee or other compensation by reason of such use. Applicant will retain copyright of the public art.

- The City of Moorhead will not be responsible or be held liable for any injury or damage to Applicant or any person or property resulting from or occurring during or in any manner arising out of the use or execution of the event, art, or idea.
- Proposed event, art, or idea must reflect favorably upon the City of Moorhead. Public events, art, or ideas that contain any type of content related to alcoholic beverages; tobacco products; hygiene or health products of a very personal nature; political, religious, moral, or social issues; sexual products/services; direct or overt messages critical of Moorhead; and anything otherwise inappropriate in a public place will not be allowed. The City of Moorhead may, at its sole discretion, refuse to allow consideration, placement or installation of art that it deems to be inappropriate considering the purpose and intent.

Due to varying funding requests and prioritization of proposals, Applicant is willing to accept partial funding for implementation of Applicant's 'Moorhead Active' project proposal.

Yes No

I have read and agree with all of the terms and conditions of the contest and hereby absolve the City of Moorhead or its representatives from any claim or loss, either past, present or future, in association with this public activation proposal.

DISCLAIMER: The City of Moorhead may discontinue this project at any time and for any reason. Members of the Moorhead Art and Culture Commission, Moorhead City Council and City Staff and their immediate families are ineligible to participate in this Call for Activation.

I attest this proposal is true and accurate. Signature: _____

Questions? Please email questions to economicdevelopment@cityofmoorhead.com