

# City of Moorhead

## 2023 CALL FOR PLACEMAKING SERVICES



Photos courtesy of Moorhead Parks and Recreation

***Placemaking: Creating public spaces that people WANT to gather in.***

## DESCRIPTION

Do you, your organization or group love creating ways for people to gather and share art, food, music, culture, activities, or experiences? We are looking for YOU to create (or reimagine) a NEW experience, space, or event in downtown Moorhead!

The City of Moorhead is issuing a **Call for Placemaking Services** to manage the creation and implementation of a new or reimagined event(s) and/or public space(s) to entice people to gather and enjoy our community. The approved individual, organization or group will be funded up to \$20,000 to bring their project to life.

A strong application would bring a new vision for:

- Creating a new event to revitalize downtown Moorhead
- Reimagining an existing space that could benefit from change
- Enhancing an outdoor space in downtown or creating connections to the Red River
- Bringing people and places together to create an inclusive community

The submissions will be considered on their potential for attracting people to downtown, the river corridor and creating a welcoming atmosphere for everyone. Proposals should fit with goals and initiatives in the [Downtown Moorhead Master Plan](#), [Moorhead Arts and Cultural Framework Plan](#), and [Onward Moorhead! Comprehensive Plan](#).

## PROCESS AND TIMELINE

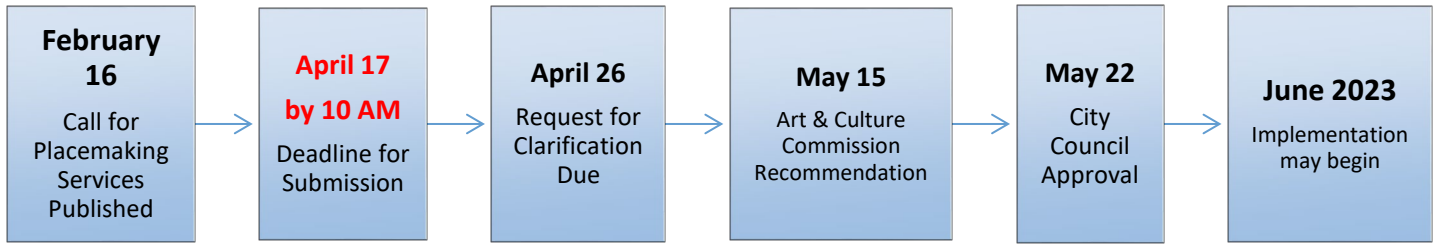
A review committee made up of members from the Arts and Culture Commission, Downtown Moorhead Inc., Economic Development Authority, and Moorhead Parks and Recreation, will review and recommend proposals.

Proposals will be recommended based on criteria including, but not limited to:

- Ability to implement in 2023

- Anticipated number of people attracted to the space(s) or event(s)
- Physical connection to downtown Moorhead and the Red River
- How the project 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*

**A Final Report is required to be submitted after implementation to include a summary of the project, placemaking services provided, final budget, photos with release and approval for the City of Moorhead to use said photos for promotional purposes, and how you would improve this process.**

## PROPOSAL

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Your proposal should include the following items:

1. Name of the individual, organization or group and contact information (email, phone and/or address)
2. Experiences and expertise of the individual, organization or group, including connection to Moorhead (max 400 words)
3. Project scope including specific goals, deliverables, tasks, estimated costs, and timeline (max 700 words)
4. Describe how the project meets the placemaking objectives (i.e. community engagement, inclusion, activate new spaces, how spaces are re-imagined) (max 700 words)
5. Site Control (Where is/are the proposed site(s) and do you have or can you obtain permission to implement the project/event(s) in a timely manner?)
6. Sketch, if applicable
7. Additional Information (max 200 words)
8. Estimated Budget, including the following:

Administrative Fees:	\$
Non-Administrative Fees:	\$
Other Revenues/Funding Sources:	\$
<b>Total Placemaking Services Cost:</b>	<b>\$</b>

## DEADLINE & SUBMITTAL

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Deadline to submit your proposals is 10:00 AM on Monday, April 17 2023. **Projects received after the deadline will not be considered.**

Proposals may be submitted by email, mail, or in person at:

- Email: [art@moorheadmn.gov](mailto:art@moorheadmn.gov)
- Deliver to: Moorhead City Hall - 4<sup>th</sup> Floor located at 500 Center Avenue, Moorhead, MN

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Upon submission of the placemaking services proposal, Applicant agrees that the proposed public space, event, art, or idea 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 (individual, organization or group) is the sole author/designer of the public space, 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 to proceed, Applicant grants the City of Moorhead the right to perpetually use the public space, 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 event, art, or idea.
- The City of Moorhead, including its agents, representatives, officers, and employees 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.

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 placemaking services 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 Placemaking Services.

I attest this proposal is true and accurate. Signature: \_\_\_\_\_

**Questions? Please email questions to [art@moorheadmn.gov](mailto:art@moorheadmn.gov)**