

CALL TO ARTISTS

Request for Qualifications (RFQ) Frederick County, MD Main Streets Public Art Project

Submission Deadline (extended): July 31, 2019

Project Description

With support from the Tourism Council of Frederick County, Inc., dba Visit Frederick, Frederick County's (Maryland) five Main Street Programs are collaborating on a project to bring temporary public art to each of its five Main Streets. The Frederick Main Street partners are seeking an Artist/Team to design, fabricate, and install temporary public artworks (to be installed for approximately one year) at each of the Frederick County Main Streets.

One Artist/Team will be selected to provide five (5) temporary public art pieces, one for each of the Main Street sites. These must be five (5) unique public art pieces.

Partner Background

The Main Streets included in the project are located in the following municipalities: Frederick, Brunswick, Thurmont, Middletown, and New Market. While the five Main Street areas have common characteristics, they each have a unique character and each offers a different downtown experience for visitors.

About the Frederick Main Street Programs

The Frederick Main Street programs are among 30 designated Main Street programs across the state of Maryland. The Main Street Maryland subset of Main Street America was created in 1998 by the Maryland Department of Housing and Community Development as a comprehensive approach to historic downtown revitalization. The program strives to strengthen the local economies of Maryland's traditional main streets and neighborhoods. Using a competitive process, Main Street Maryland designates communities who have made a commitment to creating successful Main Street programs which will help them improve their economies, appearances and images of their traditional downtown business districts.

For more information on each of the individual Main Streets in Frederick, see *Attachment A*.

Project Vision

The Vision of the Main Street Public Art Project is to celebrate Frederick County's downtowns, to create linkages between the five communities and to highlight the connections between their agricultural communities and downtowns—both today and into the future.

Project Goals

The Goals of the Main Street Public Art Project are:

- 1) To highlight both the common threads of the Main Streets (what makes them "Frederick County") and the uniqueness of each Main Street.
- 2) To encourage locals and tourists to visit and appreciate the offerings in each of the Main Street sites.
- 3) To engage dialogue with the community about art and how it can enhance public spaces.

Site Location and Requirements

It is expected that the artworks will be displayed in an outdoor location within each of the Main Street districts. Each Main Street site will have specific opportunities and constraints. Please see *Attachment A* for more information about each Main Street site.

The Selection Committee is open to the following types of temporary public art installations.

- 1) **Artworks created and owned by the Artist/Team that will be on temporary loan** to each Main Street participant for the duration of the project installation period (one year). Once the year has been completed (and artwork removed), the artwork would revert back to the ownership of the Artist.
- 2) **Site-specific temporary artworks that will be created for each individual site** by the Artist/Team. Upon the completion of the one year installation, the Artist/Team must remove the artwork. The Main Street has the right to retain ownership of artwork if desired.

Please Note: Artist/Teams must select one of the two types. All five sites must have the same type of artwork (either on loan or site specific).

Themes, Styles and Materials

The artworks for the five sites should be thematically linked in a way that is easily identifiable to visitors who may visit the various sites. How the artworks are connected is up to the Artist/Team.

If the selected Artist/Team opts to create site-specific artworks, it is expected that these pieces would reflect each Main Street site.

Any materials/mediums used must conform to local and state (if applicable) regulations specific to the Main Street area. Different mediums may be used at different sites if appropriate. Materials used should be able to withstand outdoor conditions for at least one year without deterioration/degradation.

All artworks must be low or no maintenance (funds are not available for cleaning, electricity or lighting, etc.).

Project Eligibility

All professional Artists or Artist Teams living or working in Frederick County or within 80 miles of Frederick County are welcome to apply. No travel compensation is available.

If Artists are applying as a Team, the Team should be listed on the application form, specifying a Team leader to receive notifications.

Budget

The Budget for the five sites is **\$38,750**. The Budget includes all associated costs of creation, fabrication, shipment, installation, de-installation, and any required site modifications.

Application Process

- **Statement of Interest Letter.** Please state (500 words maximum) why you are interested in this project and how your experience and approach would benefit this Project. If applying as a Team, please describe the collaborative experience and approach.
- **Resumé(s):** Teams must include resumes of all artists applying, maximum 3 pages each.

- **References. Include at least three (3) art and/or design professionals** who have detailed knowledge of the Artist/Team’s work. References must include contact name, organization/affiliation, address, telephone number, and e-mail for each reference.
- **Examples of Previous Work. Include a maximum ten (10) JPEG images**, minimum five (5) JPEG. Only one (1) image per JPEG, no composite images. Images descriptions should include artist’s name, title of work, date, media, site, location, description of the work, and budget.
- Any **supplemental information** you would like to include (articles, reviews, etc.)

Applications must be **digitally submitted by 5:00 PM on July 31, 2019**. Materials may be sent to publicartonmain@gmail.com or submitted via Dropbox File Request at: <http://bit.ly/FrederickPublicArt>. Please be sure all files are titled clearly with the applicant’s name.

Selection Process

The Selection Committee (comprised of Main Street representatives and art professionals) will review all applications and select up to five (5) Finalist Artists or Artist Teams. The Finalists will be invited to develop proposals for the five sites. Each Finalist will receive an honorarium of \$200.

Finalists will be selected based on the following criteria:

- **Aesthetic Excellence** – Quality of the work samples, originality and innovation.
- **Artist Experience** – Experience in creating public art of similar scope and scale. Appropriateness of the artist’s past work as it relates to this project.
- **Understanding of the Project** – Based upon the Statement of Interest Letter.

The Finalists will be invited to present their design proposals to the Selection Panel. The Selection Committee reserves the right to not select any proposal. Finalists will be evaluated during the interview based upon the above criteria as well as the following:

- **Relevance/Theme** – The proposals must be appropriate to the sites, reflect the Main Streets and Frederick County, and thematically connect to each other.
- **Feasibility** –The proposals must be able to be completed within the allotted Budget and within the time frame (all sites must be completed by July 2020).

Anticipated Timeline

RFQ Posted/Applications Accepted:	June 14, 2019
RFQ Application Deadline:	July 31, 2019 (received by 5 PM)
Finalist Selection Process:	August 2019
Artist Award Notification:	August 2019
Artist Contracting Phase:	Summer/Fall 2019
Artwork Final Design Phase:	Winter/Spring 2020
Artwork Installation Period:	Spring/Summer 2020
Artwork Removal:	Spring/Summer 2021

Questions and Inquiries

All questions and inquiries must be in writing and directed to Susie Leong, Public Art Consultant, publicartonmain@gmail.com or at 301-455-4487.

Attachment A

Frederick County Public Art Project: Art on Main Street Background Information

Project Vision

The Vision of the Main Street Public Art Project (“Art on Main”) is to celebrate Frederick County’s downtowns, to create connections between the five designated Main Street communities, and to highlight the relationship between Frederick’s agricultural communities and its downtowns. The aim is to recognize and capitalize upon its rural and historic past as the County progresses into a thriving and modern community.

The Goals of the Main Street Public Art Project

- 1) To highlight both the common threads of the Main Streets (what makes them “Frederick County”) and the uniqueness of each Main Street.
- 2) To encourage locals and tourists to visit and to appreciate the offerings in each of the Main Street sites.
- 3) To engage dialogue with the community about art and how it can enliven public spaces.

Main Street Sites

There are five (5) Main Streets areas in Frederick County; each community has its unique charms and challenges. The Main Street partners are seeking an artist/artist team to highlight each site while also connecting the sites to encourage visitors to seek out the other Frederick Main Streets.

- Brunswick
- Downtown Frederick
- Middletown
- Thurmont
- New Market

Brunswick

Nestled in the rising foothills of the Blue Ridge Mountains next to the Potomac River sits the Victorian railroad town of Brunswick. Conveniently located 60 minutes from Washington, D.C. and Baltimore, Brunswick (population est. 6,200) boasts glorious homes, an active city center, shopping, historical sites, a one-of-a kind railroad museum, dining and recreational activities.

Brunswick is very proud of its rich transportation heritage. Visitors and train enthusiasts alike will enjoy the Brunswick Railroad Museum or participating in the Brunswick Railroad Days in October, featuring live entertainment, train rides, model train show, crafters, and food.

Downtown Brunswick is a short walk to the Potomac River (and a quick bridge drive to Loudon County, VA and nearby Harper’s Ferry). In addition to downtown shops, the waterfront area offers many recreational opportunities such as fishing, boating, camping, kayaking and canoeing. The C&O Canal towpath is excellent for hikers, bikers and horseback riders.

Brunswick also has some unique local businesses such as Beans in the Belfry, a café located in a 100 year old, historic, restored church building, and the award-winning brewery/tasting room Smoketown Brew Station located in the old Brunswick Fire Station.

Main Street Goal: With a strong working class/blue collar history, Brunswick has been working to redefine/renew itself as more than a train town. Its new tag line is “Hills, stores and open doors,” which they hope will attract newcomers to explore all it has to offer.

The Main Street area in Brunswick is fairly large and spread out; one of their biggest challenges is to encourage people to walk/explore/stay in the downtown area beyond a single destination. Visitors to the downtown seem to find a destination and then leave the area.

Public Art Considerations: A concern for siting public art is locating an area that would be visible but that would also showcase the breadth of the Main Street area. The Potomac River is a major natural feature but it is not especially prominent in the downtown area.

Downtown Frederick

The most urban and most populous (city population: 71,000) of the five Main Street partners, Downtown Frederick has much to offer visitors with more than 200 specialty shops, art galleries, cultural venues and restaurants. From antiques to handcrafted jewelry and home furnishings to cool clothing, Downtown Frederick has something to offer for every taste. It has a very diverse population which attracts young and old to visit and enjoy urban living with small city charm.

Maryland’s second-largest city has figured prominently in three centuries of American history. Guided walking tours and candlelight ghost tours around Frederick’s beautifully revitalized, 50-block downtown area show off intriguing architecture and sites linked to celebrated “locals” like Francis Scott Key and Civil War heroine Barbara Fritchie. The National Trust of Historic Preservation recognized Frederick as one of “America’s Dozen Distinctive Destinations.”

Main Street Goal: While there is much to see and do in Downtown Frederick, a challenge has been to increase weekday foot traffic to the area. On the weekends, the foot traffic in the area is excellent; however, businesses would love to see more people visiting Downtown Frederick during the work week. The potential is there with a local/regional hospital, Fort Detrick, and local, regional and federal government offices nearby, and increasing the weekday lunch crowd is a focus.

Public Art Considerations: With its large geographic area and many attractions, finding a site for a public art piece that will stand out in Downtown Frederick may be a challenge. Downtown Frederick boasts numerous public art installations. The key intersections of the bustling downtown would be too congested for public sculpture placement (not enough room for sculpture and the foot traffic). Downtown Frederick provides a great opportunity to present modern work in a historic setting, reflecting both the past and the community’s energy for the future. Approval of public art in Downtown Frederick will require approval by the Public Art Commission and the Historic Preservation Commission. Downtown Frederick Partnership, the Main Street organization, has completed this process successfully with earlier public art projects. A few viable sites have been identified.

Middletown

A young George Washington once commented that Middletown Valley was one of the most beautiful places he had ever seen. With picturesque views of rich fields and hills, a variety of specialty shopping and dining venues, and community events galore, Middletown has managed to retain its small-town charm and ideals in an era of growth.

Steeped in American History, from Colonial settlements to The Battle of South Mountain, visitors will want to pay a visit during the Annual Middletown Heritage Festival in September which includes Civil War Living History Encampments, children's games and crafts, and great entertainment.

Middletown is a small town (population: 4,400), and as with the other Main Street sites, is steeped in history. There are old families who have remained in the area for generations as well as newer residents that commute to Rockville. The Main Cup is an elegant restaurant that operates out of the former Main's Ice Cream and Butcher Shop which opened over 100 years ago and closed in 1969.

The farming industry provided wealth to the area. Its past wealth is evidenced by the town having had both a newspaper and a trolley. Middletown is also where William Moran, pre-eminent bladesmith had his workshop where he created his highly prized Damascus steel knives (the William F. Moran, Jr. Museum and Foundation is located in Middletown).

Main Street Goal: While Middletown is relatively affluent, with lovely old homes lining the main corridor, the downtown area has limited retail options. A main thoroughfare (Route 40) goes through the downtown (between Hagerstown and Frederick) area, but these cars pass through Middletown without stopping. The downtown needs a draw to encourage the pass through traffic to slow down and spend time in the downtown area.

Public Art Considerations: Given that much traffic is pass through traffic in Middletown, public art that is visible by car may be desirable. Lack of public space on the main road may also pose some challenges.

Thurmont

Known as the "Gateway to the Mountains," Thurmont (population: 6,600) is where you'll find Cunningham Falls State Park and Catoctin Mountain Park. Catoctin Mountain is also where Camp David is located welcoming Presidents and other world leaders. The mountains offer a cool respite for those seeking to escape the summer heat in the region. Thurmont encourages visitors to hike through nature, to visit a wildlife preserve or to go fly fishing in the "stream of presidents."

The area is also steeped in history with the Catoctin Furnace (started by three brothers and in service for the Revolutionary War until it closed in 1903) and in close proximity to three historic covered bridges.

Come celebrate the autumn splendor of the mountains by attending the nationally recognized Colorfest in October, the kaleidoscope of fall colors attracting approximately 140,000 visitors annually.

Main Street Goal: While Thurmont boasts a lot of natural assets and a mix of retail in the downtown area, it would like to attract more foot traffic to the downtown area.

Public Art Considerations: There are only a few areas that would be viable (due to ownership, visibility). Visibility by car may be desirable as there is less foot traffic in the area.

New Market

The smallest of the five Main Street partners, New Market (population: 700) is located a few miles east of the City of Frederick. Founded in 1793, New Market's historic downtown area is listed on the National Register of Historic Places. The town began as a crucial stop for wagoners and other travelers starting in the late 1700's. The growing importance of the Baltimore Turnpike as part of the western trade route made this small Main Street a bustling hub.

Known for its antique dealers (at one time as many as 30), New Market still has its rural roots but is growing as a commercial and tourist destination with an array of unique shops, dining, and entertainment establishments. Its proximity to the Montgomery County and Baltimore make it a strong commuter community. It is planning to capitalize on its historic charm with a visitor experience program and wants to encourage visitors to "Come make history with us."

Main Street Goal: While New Market is an active weekend destination for visitors, the recession of 2008 saw the loss of many businesses. New Market would like to increase foot traffic to the downtown area and grow the number of weekend visitors to the area.

Public Art Considerations: As with the other sites, sidewalk space is limited on the main downtown thoroughfare; potential sites have been identified.

Photos of Main Street Areas

Brunswick



Train/Commuter Station area





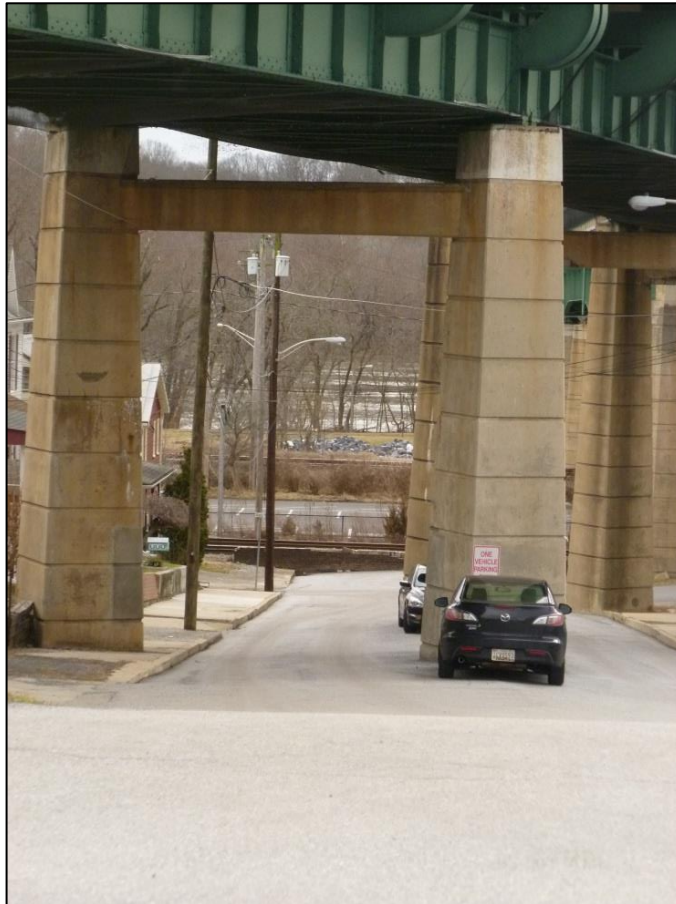


Existing public art in Brunswick Main Street area





Small pocket park (potential public art site)



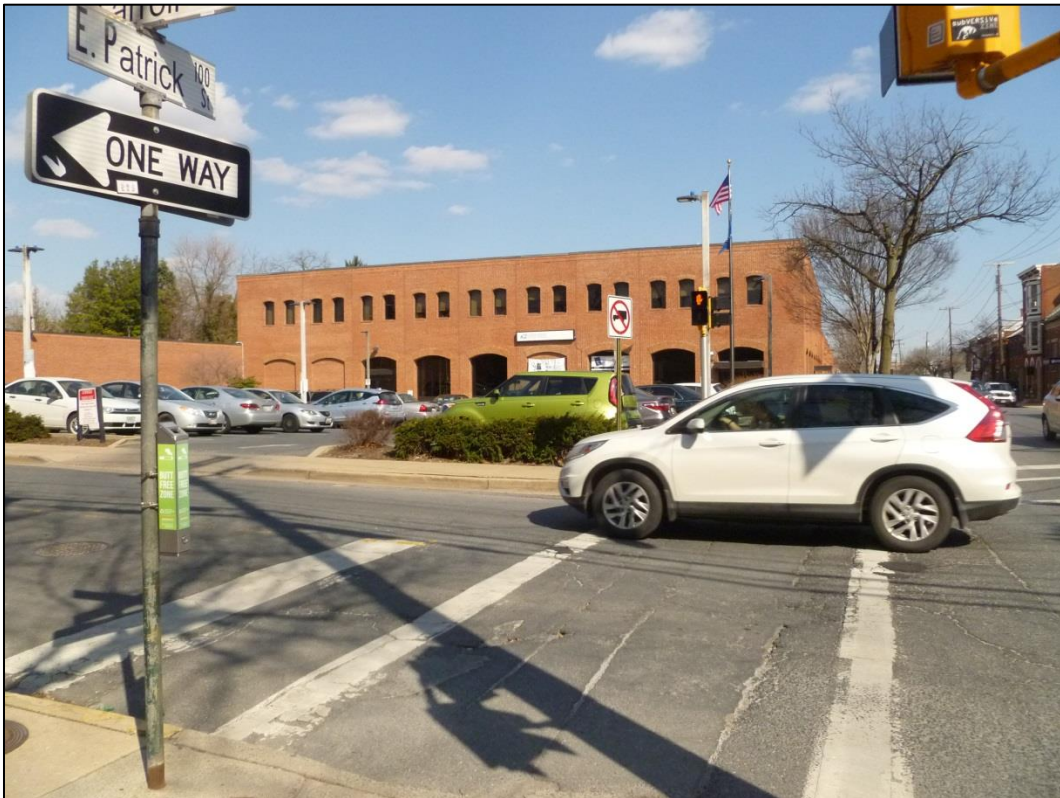
Bridge to Virginia; view of the Potomac River



Smoketown Brewing Station (in old fire station)

Frederick

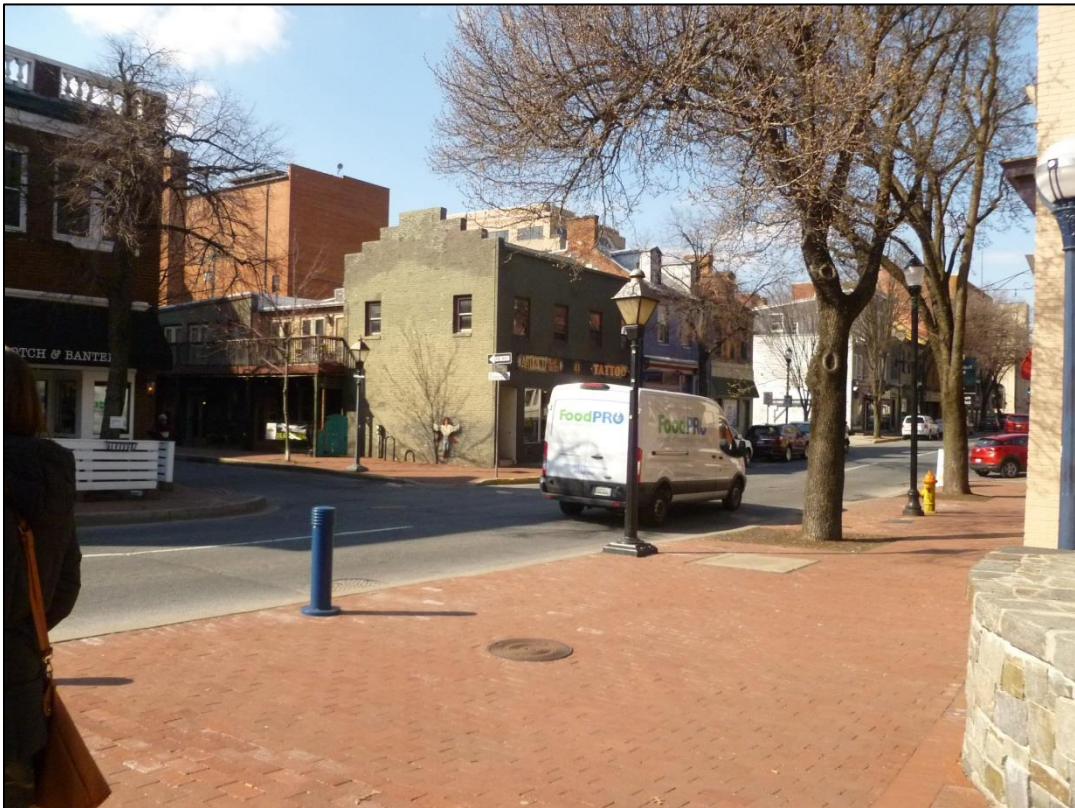








Potential public art site at Carroll Creek Linear Park and S. Market Street





Middletown

MIDDLETOWN

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Ransom Demands


EARLY'S 1864 ATTACK ON WASHINGTON

On June 28th, Confederate Gen. Robert E. Lee sent Gen. Jubal A. Early's corps from the Richmond battlefield to the Shenandoah Valley to capture Union Gen. David Hunter's corps. After driving Hunter into West Virginia, Early moved northward to attack Washington, D.C., where Union troops from Richmond and other Confederate forces were sent to meet him. Early ordered Gen. Bradley T. Johnson's cavalry brigade ordered to free the prisoners. The next day, Johnson and his force's cavalry responded to call the Baltimore area. Union Gen. Lee's Robert Anderson Early at the Battle of Monocacy on July 9. Federal reinforcements were stronghanded the cavalry. Anderson Early attempted three more full assaults on July 21-22 and then withdrew to the Shenandoah Valley with the Federals in pursuit. He changed them at Coal Spring on July 21-22. Despite being in late Washington in late prisoners. Early succeeded in diverting Federal resources.


Confederate Gen. Jubal A. Early's army entered Middletown from the west on July 7, 1864. To retaliate for Union "depredations" in the Shenandoah Valley, Early promised destruction unless "ransoms" were paid. Maj. Harry Gilmor, 2nd Maryland Cavalry Battalion, demanded that each family give a loaf of bread and a piece of meat to every soldier.

The next day, Gen. Robert Ransom, Jr., ordered that 8,000 rations be provided in two hours. The demand was met but depleted the town of most of its meat, sugar, and coffee.


The Confederates made a third and final "forced request" later that evening, when Early demanded a \$5,000 ransom from the town's residents. Burgess William J. Ervin pleaded that the sum was too high for his small town to pay. Early modified the terms to require the payment of \$1,500 by 7 A.M. on July 9, and for the remaining \$3,500 to be paid with the help of residents from the surrounding area by 6 P.M. The town paid the first part of the ransom while most of Early's army began marching eastward across Catoc-tin Mountain into Frederick. Early left an infantry brigade in Middletown to collect the second part. As the deadline approached, however, Union cavalry action in the brigade's rear (to the west) prompted the brigade to leave Middletown. The Confederates never did collect the last \$3,500.



Gen. Robert Ransom,
— Courtesy Library of Congress



Maj. Harry Gilmor
Library of Congress



Middletown,
Main Street looking west, 1872
Rhoads Family

Ransom signed by Alexander Pendleton
Middleton History



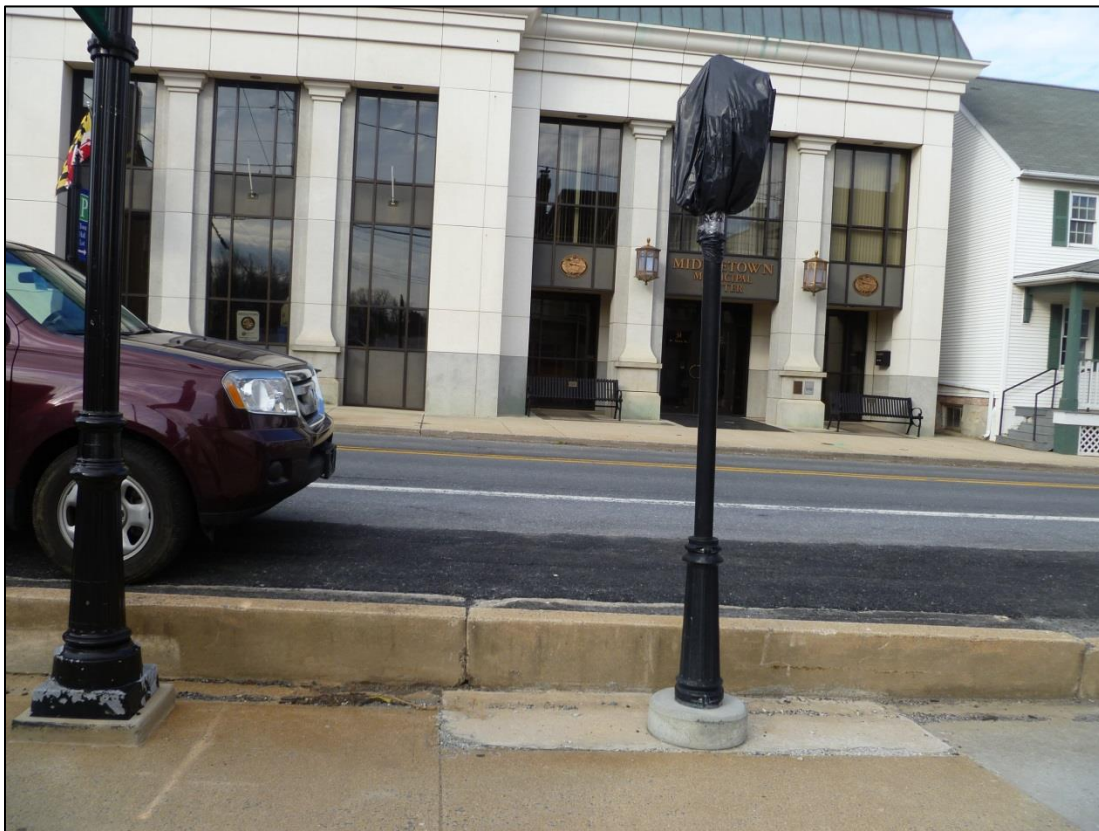


Behind the Main Cup Restaurant





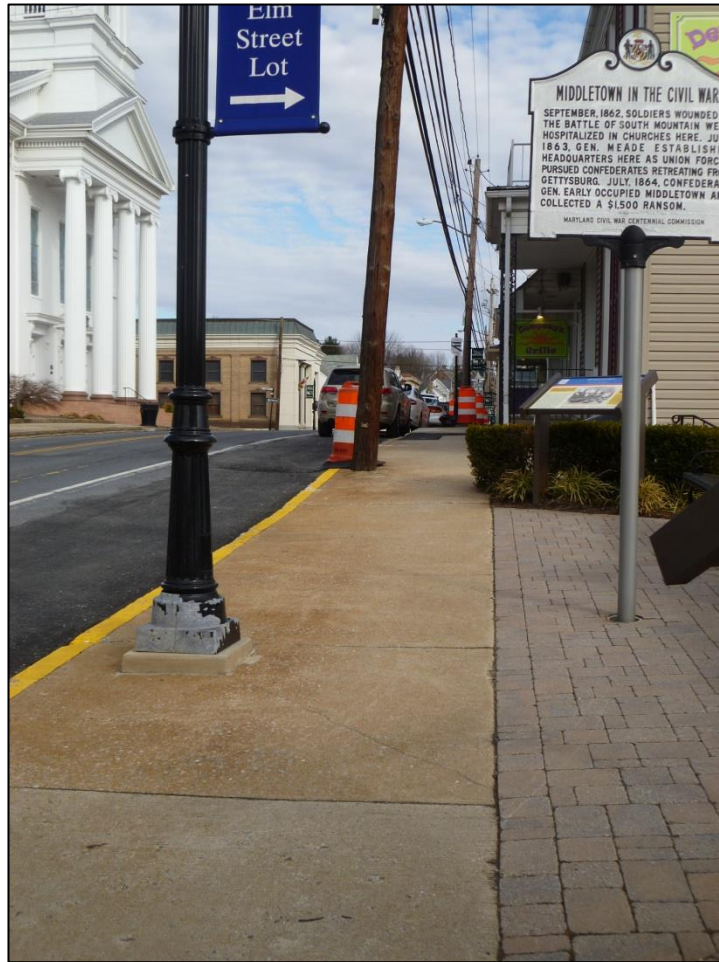
Town Hall



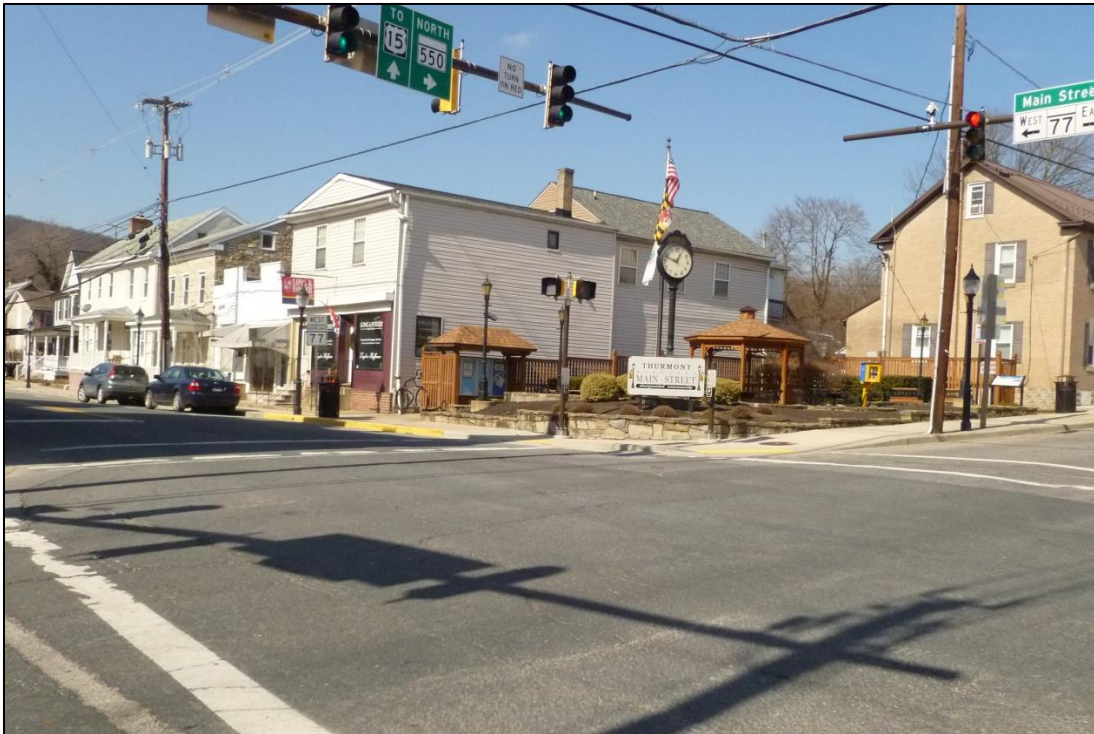


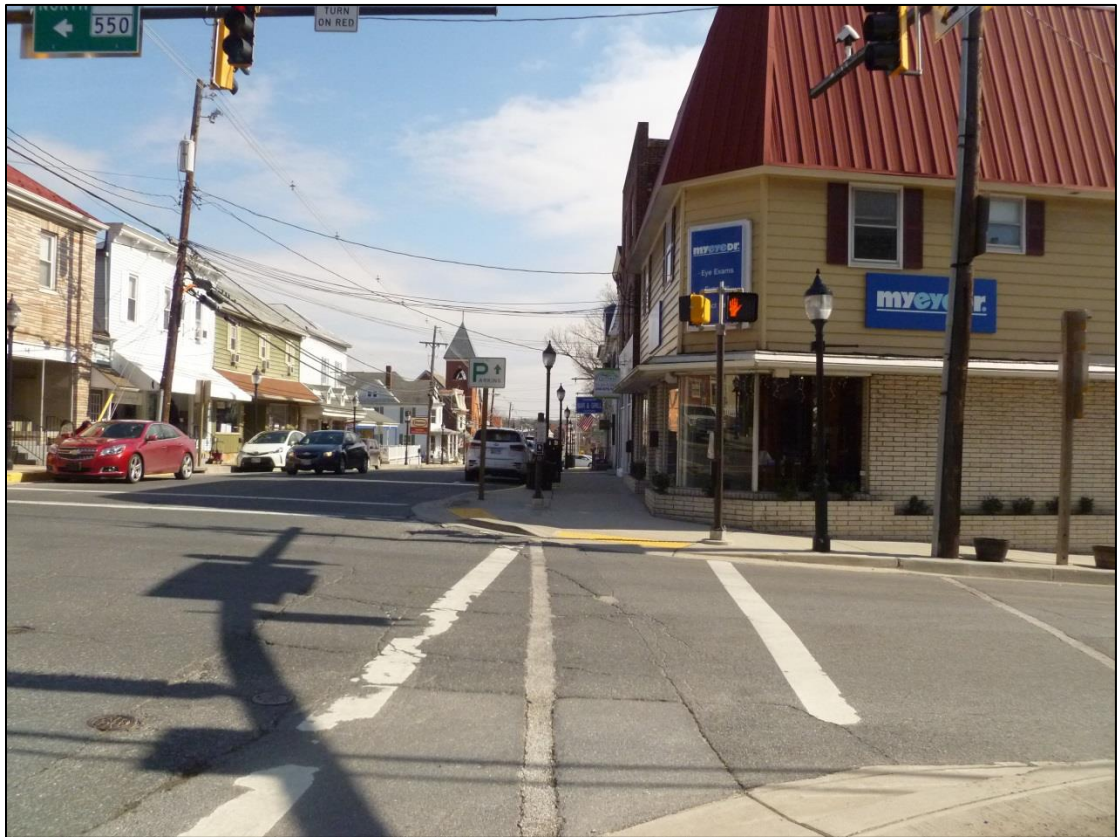
W. Jefferson and N. Main Street, potential site for public art

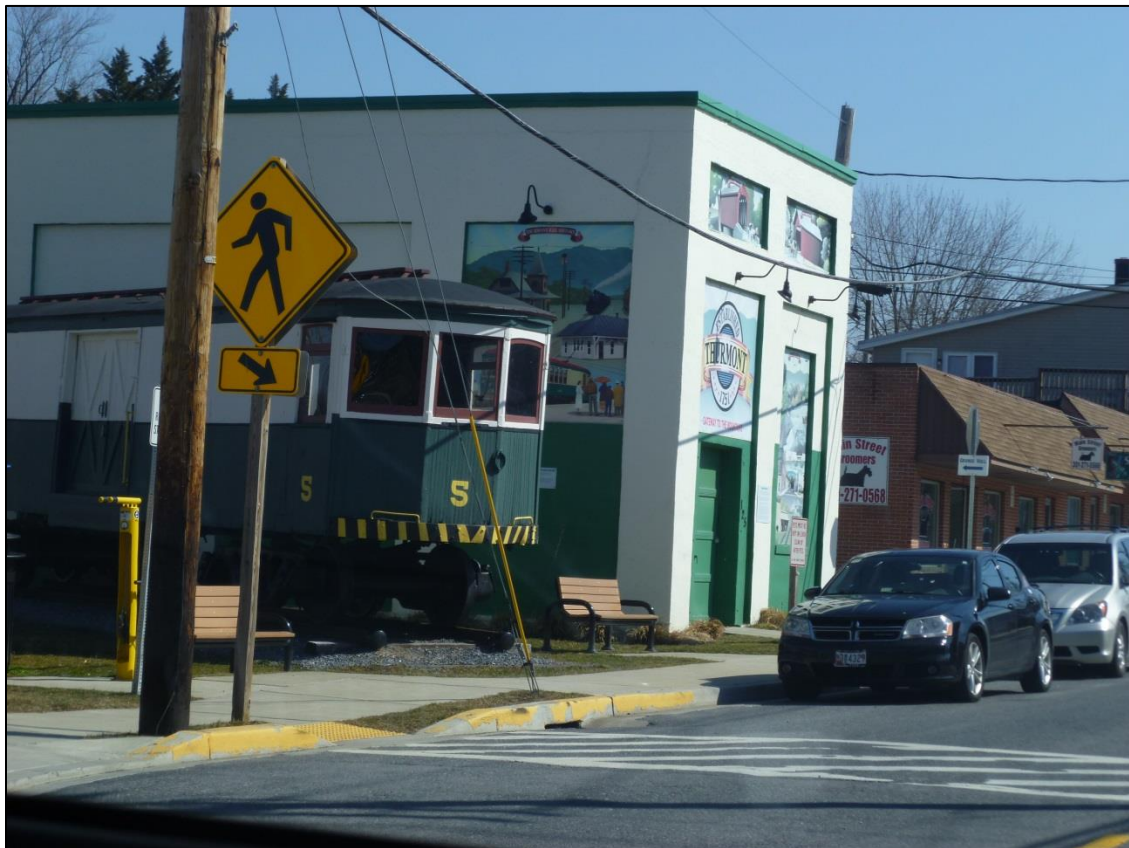




Thurmont







Trolley and murals depicting Thurmont's history.



Across from Trolley and Murals is the entrance to the Trolley Trail running from E. Main Street to E. Moser (near the Library). Potential site for public art.



New Market





Historic pedestal (potential public art site)





Town Hall will be relocated to this former home.



Derby restaurant anchors one end of Main Street area



