The Town of Franklin, Department of Arts, Culture and the Creative Economy
Public Art Community Resource Guide

The following document is a resource guide generated in March of 2024 to provide the town of Franklin with Public Art resources. This particular document is focused on the relationship and agreements between an artist, and local business or person(s) wanting to seek public art.

This template is designed to guide you through the essential elements of establishing a successful partnership. It provides advice on drafting clear agreements, setting realistic budgets, and ensuring that both parties understand their roles and responsibilities.

By facilitating collaboration between businesses and artists, the goal is to enhance public spaces, support local talent, and contribute to the cultural and economic vitality of our community. **Whether you are an artist or a business owner, this template will help you navigate the process with confidence and clarity, ensuring a mutually beneficial outcome for all involved.**

**Creating a Budget**
**Selection Processes + Agreements**
**Template for RFP**
**Template for Artist Agreement**

**Budget | Creating your Public Art Budget Outline**
**Key elements: Artist fees, Materials, Maintenance Fund**

**Artist Fees** → This includes compensation for the artist or artist team responsible for designing and painting the mural. Fees can vary widely depending on the artist’s experience, reputation, and the scale of the project.

Creating a fair and comprehensive formula for paying a mural artist involves considering several key factors, including the size of the mural, the complexity of the design, the artist's experience and reputation, the time required to complete the project, and any additional costs such as materials and travel. Here's a formula you can use as a guideline:

**Formula for Calculating Mural Artist Payment**
Total Payment = (Base Rate per Square Foot × Mural Area) + (Design Complexity Factor × Design Fee) + Materials Cost + Travel Expenses + Miscellaneous Costs

**Base Rate per Square Foot**
This is the standard rate the artist charges per square foot. Rates can vary widely, so it's important to establish this upfront. Example: $20 per square foot

**Mural Area**
Calculate the total area of the mural (height × width). Example: If the mural is 10 feet high and 20 feet wide, the area is 200 square feet.
**Design Fee**
A flat fee for the initial design work. This can be a separate charge based on the artist’s standard rate for design. Example: $500 for the design work

**Materials Cost**
The total cost of all materials needed for the mural (paint, brushes, protective coatings, etc.). Example: $300 for materials

**Travel Expenses**
If the artist needs to travel to the location, include transportation, lodging, and meal costs. Example: $200 for travel expenses

**Miscellaneous Costs**
Any other costs that may arise, such as rental equipment or permits. Example: $100 for miscellaneous costs

**Example Calculation** | *Let’s apply the formula with the example values:*
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1. Base Rate per Square Foot: $20
2. Mural Area: 200 square feet
3. Design Fee: $500
4. Materials Cost: $300
5. Travel Expenses: $200
6. Miscellaneous Costs: $100

Total Payment = ($20 \times 200) + (1.5 \times $500) + $300 + $200 + $100
Total Payment = $4000 + $750 + $300 + $200 + $100
Total Payment = $5350

**Timeline of payment** → Mural artists commonly request a 50% down payment upon contract signing and mural scheduling. However, for more extensive projects, some artists may opt for a different payment structure, such as a 33% down payment initially, followed by another 33% when the mural reaches 50% completion, with the final payment due upon project completion. This down payment is utilized to procure necessary supplies and secure the mural's scheduling.

**Deeper Dive into Materials to factor into quality of work and worth the investment.**
**Materials** → The cost of materials such as paint, primer, sealants, and protective coatings. Specialized paints suitable for outdoor use and durable enough to withstand weather conditions may be more expensive.

**Paint**: High-quality acrylic or latex paint suitable for outdoor use. Various colors as specified by the mural design. Primer: Primer helps to prepare the surface and improve paint adhesion. It may be necessary for certain types of surfaces, such as bare brick or concrete.

**Sealants and Protective Coatings**: Clear sealants or protective coatings to shield the mural from environmental factors such as UV radiation, moisture, and pollution. UV-resistant coatings: These coatings help prevent fading and deterioration caused by exposure to sunlight. Anti-graffiti coatings: Coatings designed to make it easier to remove graffiti without damaging the mural’s surface.

**Surface Preparation Materials**: Cleaning agents: Degreasers or mild detergents for cleaning the mural surface before painting. Sandpaper or sanding blocks: Used to smooth rough surfaces or remove imperfections. Fillers or patching compounds: Used to fill cracks, holes, or other surface irregularities.
**Tools and Equipment:** Paintbrushes: Various sizes and types of brushes for different painting techniques. Rollers and paint trays: For applying paint to larger areas or backgrounds. Spray equipment: Airbrushes or spray guns for creating fine details or large-scale effects. Ladders, scaffolding, or lifts: Access equipment for reaching high or difficult-to-reach areas of the mural.

**Miscellaneous Supplies:** Drop cloths or tarps: To protect surrounding areas from paint spills or overspray. Mixing palettes and containers: For mixing paint colors and storing mixed paint. Disposable gloves and safety gear: Personal protective equipment for handling paints and chemicals.

**Specialized Paints:** Mural paints: Specifically formulated for outdoor murals, these paints are durable and weather-resistant. Acrylic or latex paints: These paints are commonly used for outdoor murals due to their flexibility, adhesion, and color retention properties. Aerosol paints: Spray paints or aerosol cans may be used for creating fine details or special effects.

** Priming and Undercoating Materials:** Primer: A base coat applied to the surface before painting to improve adhesion and durability. Undercoats or base coats: Additional layers of paint applied before the final mural design to establish a smooth, uniform surface and provide color coverage.

**Maintenance and Cleaning Supplies:** Mild detergents or cleaners: For periodic cleaning and maintenance of the mural surface. Soft brushes or sponges: Gentle cleaning tools for removing dirt, dust, or debris without damaging the mural.

**Maintenance Fund →** Setting aside funds for future maintenance and preservation efforts to ensure the long-term viability of the mural. Determining the budget for routine upkeep of a mural can vary depending on factors such as the size of the mural, the complexity of the design, the materials used, and the environmental conditions of the mural's location.

**Cleaning:** Regular cleaning of the mural to remove dirt, dust, and pollutants that accumulate over time. This may involve using mild detergents, soft brushes, or pressure washing equipment, depending on the mural's surface and condition.

**Touch-Ups:** Periodic touch-ups to address any fading, chipping, or other damage to the mural's paint or surface. This may require purchasing additional paint or materials to match the original colors and textures of the mural.

**Preservation Efforts:** Implementing preservation measures to protect the mural from environmental factors such as UV radiation, moisture, and vandalism. This could include applying protective coatings or sealants, installing barriers or fencing, or implementing security measures such as surveillance cameras.

**Professional Services:** Hiring professional conservators or muralists to assess the condition of the mural, conduct repairs or restoration work, and provide expert guidance on preservation strategies. This may be necessary for more extensive maintenance efforts or in cases of significant damage or deterioration.

**Equipment and Supplies:** Purchasing or renting specialized equipment, tools, and supplies needed for cleaning, maintenance, and preservation activities. This could include ladders, scaffolding, safety gear, cleaning agents, paint brushes, and protective coatings.
The specific budget allocation for routine upkeep of the mural should be determined based on a thorough assessment of these factors, as well as any additional considerations specific to the mural's location and characteristics. It's also important to periodically review and adjust the budget as needed to account for changes in maintenance requirements or costs over time.

**Other Budget Factors and Considerations →**

**Equipment Rental:** Rental of equipment such as scaffolding, ladders, lifts, or other access equipment needed for the installation of the mural.

**Permits and Permissions:** Fees associated with obtaining necessary permits from local authorities, as well as any permissions required from property owners or relevant stakeholders.

**Installation Costs:** Costs associated with the actual installation of the mural, including labor for surface preparation, painting, and any additional construction work needed to prepare the wall.

**Community Engagement:** Budget for community engagement activities such as artist talks, workshops, or events related to the mural project.

**Insurance:** Insurance coverage to protect against potential liabilities associated with the mural installation, including damage to property or injury to personnel.

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**Selection Process + Agreements**

**Key Elements:** Transparent Selection Process, Templates

**Creating Transparent Selection Process**

By issuing an RFP, you ensure that the selection process for the mural artist is fair, transparent, and open to all interested parties. This helps maintain trust and accountability, especially when public funds are involved.

1. **Clarification of Expectations:** The RFP allows you to clearly outline the project scope, objectives, and desired outcomes. This helps potential artists understand what is expected of them and ensures that their proposals align with the town's vision for the mural.
2. **Quality Assurance:** Through the RFP, you can specify criteria for evaluating proposals, such as artistic excellence, relevance to the community, and feasibility. This helps ensure that the selected artist is capable of delivering a high-quality mural that meets the town's standards.
3. **Legal and Administrative Purposes:** Having a formal RFP process in place can help protect the interests of both the town and the private business owner. It establishes clear guidelines for the contractual agreement between the parties, including issues related to ownership, maintenance, and liability.
In summary, while the mural may be located on private property, involving an RFP process can help streamline the selection of the mural artist, ensure a successful outcome for the project, and mitigate potential risks or misunderstandings.

Template for Request for Proposals (RFP)

Project Title

Introduction

[Project Name] is seeking proposals from experienced mural artists or artist teams to create a vibrant and visually engaging mural on a prominent [location] located in Franklin, Massachusetts. This project aims to enhance the aesthetic appeal of the area, contribute to placemaking efforts, and celebrate the unique character and history of Franklin, Massachusetts.

Project Scope
The selected artist(s) will be responsible for designing and executing a large-scale mural on the exterior brick wall located at [insert specific location/address] in downtown Franklin. The mural should reflect the following themes:

- ...

Proposal Requirements
Interested artists or artist teams are invited to submit proposals that include the following:

1. Conceptual Design: A detailed description and visual representation (sketches, renderings, or digital mock-ups) of the proposed mural design, including dimensions and scale relative to the wall.
2. Artist Statement: An explanation of the conceptual inspiration behind the mural design, its relevance to Franklin, and its potential impact on the downtown area.
3. Budget: A comprehensive budget outlining all costs associated with materials, labor, equipment, permits, and any other expenses related to the design and execution of the mural.
4. Timeline: A proposed timeline indicating key milestones, including design development, mural installation, and completion.
5. Artist Qualifications: A brief artist biography or curriculum vitae highlighting relevant experience, previous mural projects, and any awards or recognition.

Selection Criteria
Proposals will be evaluated based on the following criteria:
Artistic Excellence: Creativity, originality, and aesthetic quality of the proposed mural design.

Relevance: Alignment with the project scope and ability to resonate with the community and character of downtown Franklin.

Feasibility: Practicality of the proposed design in terms of scale, materials, and technical execution.

Experience: Demonstrated experience and qualifications of the artist or artist team in creating large-scale murals.

Submission Guidelines:

Proposals must be submitted electronically as a single PDF document to [contact email] no later than [submission deadline]. Late submissions will not be considered.

Important Dates:

- RFP Release Date: [Release Date]
- Proposal Submission Deadline: [Submission Deadline]
- Selection of Finalist(s): [Selection Date]
- Mural Installation: [Installation Date]

Additional Information:

- Site Visit: Artists are encouraged to visit the mural location in ________ to gain a better understanding of the space and surroundings.
- Wall Preparation: The ________________ will prepare the brick wall surface for mural installation, including cleaning and priming as necessary.
- Ownership and Maintenance: The mural will be owned by__________________ which will be responsible for its ongoing maintenance and preservation.

Contact Information:

For inquiries or additional information, please contact:
[Contact Name]
[Title]
[Organization/Department]
[Phone Number]

[Email Address]

The ___________________________ reserves the right to reject any or all proposals and to waive any informalities or irregularities in the proposals received. Submission of a proposal indicates acceptance of the terms and conditions outlined in this RFP.
Template Artist Agreement for a Mural within a Local Business

[Business Name]
[Business Address]
[City, State, ZIP Code]

[Artist Name]
[Artist Address]
[City, State, ZIP Code]

Date: [Insert Date]

1. Agreement Overview

This Agreement is made between [Business Name] (hereinafter referred to as "the Business") and [Artist Name] (hereinafter referred to as "the Artist") for the creation of a mural within the Business premises located at [Business Address].

2. Scope of Work

The Artist agrees to create a mural on the following wall(s)/area(s) within the Business: [Describe Location and Dimensions].

The theme, style, and content of the mural have been mutually agreed upon as follows:

- Theme: [Insert Theme]
- Style: [Insert Style]
- Content: [Brief Description of Mural Content]

3. Timeline

- Project Start Date: [Insert Start Date]
- Estimated Completion Date: [Insert Completion Date]
- Work Schedule: [Insert Work Hours/Days]

4. Compensation

- Total Payment: [Insert Total Payment Amount]
- Payment Schedule:
  - Deposit: [Insert Amount or Percentage], due upon signing this agreement.
  - Progress Payment: [Insert Amount or Percentage], due halfway through the project.
  - Final Payment: [Insert Amount or Percentage], due upon completion and approval of the mural.
5. Materials and Supplies
The Artist will be responsible for procuring all necessary materials and supplies, which are included in the compensation. Alternatively, the Business agrees to provide the following materials: [List of Materials Provided by Business, if any].

6. Access and Facilities
The Business agrees to provide the Artist with access to the premises during the agreed-upon work schedule and use of necessary facilities, including water, electricity, and restroom facilities.

7. Rights and Ownership

- Artist's Rights: The Artist retains the copyright to the mural and may use images of the mural for their portfolio, website, social media, and other promotional purposes.
- Business's Rights: The Business has the right to display the mural on their premises indefinitely but agrees not to reproduce the mural for commercial purposes without the Artist's written consent.

8. Maintenance and Preservation
The Business agrees to maintain the mural and protect it from damage. Any necessary repairs or touch-ups due to damage or wear will be discussed and agreed upon separately.

9. Termination
This Agreement may be terminated by either party under the following conditions:

- Mutual Agreement: Both parties agree in writing to terminate the agreement.
- Breach of Agreement: If either party fails to fulfill their obligations under this agreement, the other party may terminate the agreement with written notice.

10. Indemnification
The Business agrees to indemnify and hold harmless the Artist from any claims, damages, or liabilities arising from the installation and display of the mural, except in cases of gross negligence or intentional misconduct by the Artist.

11. Governing Law
This Agreement shall be governed by and construed in accordance with the laws of the state of [Insert State].

12. Signatures
By signing below, both parties agree to the terms and conditions outlined in this Agreement.
This template should be customized to fit the specific needs and circumstances of your project. Ensure both parties review and agree to all terms before signing.