

**Chelsea Area Gateway Sign Project**

**CALL FOR ARTISTS   
Gateway Sign Design for M-52/I-94 interchange, Freer/Old US 12**

The Chelsea Area Chamber of Commerce is accepting entries for a community gateway/welcome sign to be installed at a high-volume entry point into the community.

 The Chelsea Gateway and Signage and Pole Banners Committee specifically seeks signage intended for installation within an outdoor setting that meets the following preferences:

* Design inspired by Chelsea’s natural beauty and outdoor recreation opportunities
* Easily identifiable from a distance (will not require close-up inspection)
* Includes the word(s) “Chelsea,” “Chelsea Welcomes You” or similar statement
* Design could not be construed as traffic or wayfinding signals
* Design that integrates four 30-inch circular service club symbols for Lions, Rotary, Kiwanis and Library

The Committee is requesting entries that include full and detailed conceptual drawing of the design, list of materials used, and preliminary budget.

**Scope and Project Description**  
The sign should have an immediate visual impact that does not require an “up close and personal” inspection.  The sign will be in the line of sight for motorists and passengers.  The scale of the sign should be no larger than 20 ft. by 16 ft. and no smaller than 16 ft. by 12 ft.

**Budget**  
A maximum of $25,000 has been allocated for the sign to include all design, fabrication, insurance, travel, contingency and incidental costs. Do not include long-term maintenance and installation in preliminary the budget. The Chamber of Commerce reserves the right to withdraw from the project prior to such time as a contract is formally entered into with the Artist.  Contract provisions will apply subsequent to the agreement to such by both parties.

**Eligibility**  
The project is open to any professional or hobby artist (or artist team) with demonstrated experience in creating signature artwork of a large scale.

**Submission Requirements**  
All applications must be submitted through the Chelsea Area Chamber of Commerce website and include:

* A preliminary and brief statement of approach for the project which communicates scope and scale
* Conceptual images of design
* Preliminary budget
* List of materials used for construction of sign
* If available, images of artwork completed within the past five years highlighting previous accomplishment(s) with public art pieces of similar appropriate scale
* Description of long-term maintenance needs (artist is not responsible for maintenance but must provide Selection Committee with information on necessary future maintenance)
* 3 professional or personal references

**Artwork Jury Process**  
An artist may be selected directly from the initial applications or the artwork selection panel may elect to interview a limited number of finalists from among the initial applications based upon their conceptual drawings.  The Jury is not obligated to accept any bids.

* The Chamber of Commerce staff will oversee operations and administer the decisions of the jury panel.
* Artwork Selection Panel: One representative from service clubs in Chelsea- Rotary, Lions and Kiwanis. One representative from Chelsea District Library, one representative from Chelseamich.com, two representatives from Chelsea Area Chamber of Commerce, and one representative from the City of Chelsea.
* If multiple semi-finalists are selected, each semi-finalist will present additional conceptual drawings for the jury panel’s review.  Semi-finalists may be required to develop more specific preliminary proposals prior to final selections.  If so, a modest stipend may be paid.
* A detailed budget will be required of artists selected as semi-finalists.  The detailed budget must include all expenditures in connection with the execution of the project.  (Prior to submitting a proposal, it is recommended that artists prepare such a budget to ensure the project can be executed as presented.)
* One artist will ultimately be selected to develop and fabricate their design.
* The selected artist/artist team will enter into a contract with the Chamber of Commerce and will be required to carry general liability insurance of $1 million, and execute the design as presented.

**Selection Criteria**  
The primary criteria for selection:

* Scope of Proposal:  Does the proposal show an understanding of the project objective, appropriate scale and desired results?
* Safety and durability of materials utilized.
* Aesthetics: Does the artwork meet the aesthetic preferences as stated within the Call for Artists?
* Can the work be completed in the contracted time and on-budget?

For more information, contact Monica Monsma, Executive Director, Chelsea Area Chamber of Commerce, at [mmonsma@chelseamichamber.org](mailto:mmonsma@chelseamichamber.org) or 734-475-1145.