

CITY OF GRAND PRAIRIE PARKS, ARTS AND
RECREATION DEPARTMENT

NFC Call for Artists for Fitness Courts

Call for Artists and Entry Guidelines

The City of Grand Prairie Parks, Arts, and Recreation Department is issuing a Call for Artists to Grand Prairie resident artists and art students. The City of Grand Prairie has partnered with National Fitness Campaign (NFC) to install Fitness Courts in Tyre, Mi Familia, Epic Central, Fish Creek Linear, Freedom, and Charley Taylor Parks. As part of this project, the City is looking for six (6) individual digital works of art to be featured on each of its multipurpose training walls at each park.



To learn more about the Fitness Court, click here:

<https://www.nationalfitnesscampaign.com/fitness-court>

To see examples of past public art on the Fitness Courts, visit:

<https://nationalfitnesscampaign.com/local-artists>

Each Fitness Court mural wall will be 32' L x 7' H in size and printed digitally on high quality anti-graffiti laminated vinyl. The front side of the Fitness Court training wall will also feature 4 small zones of artwork framing the Fitness Court usage and reference information. The two side panels of the training wall will feature the selected artist(s) headshot, logo, and short bio/description of the work. Please refer to the Local Artist Guidelines for further detail and



photos supporting examples of how the artwork will be featured on the Fitness Courts. As a selected local artist, you will be joining a network of over 30+ artists across the country who have participated in the campaign. See more information about the campaign and local artist participation at: <https://nationalfitnesscampaign.com/local-artists>.

DEADLINE FOR SUBMISSIONS

Applications and submittals are due to the City of Grand Prairie's Parks, Arts and Recreation Department 4:00 pm Friday December 15, 2023 to:

City of Grand Prairie
ATTN: Steve Plumer PLA, ASLA Park Planning and Development Manager
Parks, Arts and Recreation Department
400 College St.
Grand Prairie, TX 75050
PO Box 534045, Grand Prairie, TX 75053-4045
Phone: 972-237-8392 | Email: splumer@gptx.org

Designs must be submitted digitally via email or in person with a thumb drive, in high resolution. Designs may be created with computer drawing programs OR traditional mediums that have been scanned into a high-quality digital version. Only digital entries will be accepted.

DEADLINE FOR QUESTIONS

All questions regarding this application should be submitted in writing by Friday December 1, 2023 via email to:

Steve Plumer, PLA, ASLA at: splumer@gptx.org

ELIGIBILITY

- Applicants must live in the City of Grand Prairie and be 14 years of age or older.
- Grand Prairie city employees and their families as well as City Council members and their families are not eligible.

REQUIRED DOCUMENTATION OF SUBMITTAL

- NFC Artwork Application.
- High resolution digital files of artwork.
- Descriptive narrative on how their artwork represents local or regional values unique to the area.



SCHEDULE

The following is the anticipated schedule for this project:

- | | |
|---|-------------------|
| • Release 'Call for Artists' | October 15 |
| • Deadline for Questions | December 1, 2023 |
| • Submissions and Artwork Due | December 15, 2023 |
| • Artists Presentations | January 5, 2024 |
| • Evaluation of Submittals and Art Selections | January 12, 2024 |
| • NFC/Artist Artwork Refinement | February 12, 2024 |
| • Blue Cross Blue Shield Review | February 19, 2023 |
| • Printing and Art Shipment | April 1, 2024 |
| • Ribbon Cutting | May 1, 2024 |

SITE INFORMATION

The Fitness Courts will be installed at:

- Tyre Park - 2327 Tyre Street
- Mi Familia Park - 2400 Cardiff Street
- Epic Central – 2960 Epic Place
- Fish Creek Linear – 4610 Creekside
- Freedom Park - 1501 Coffeyville Trail
- Charley Taylor Park - 601 E. Grand Prairie Road

The City of Grand Prairie will be responsible for the cost of printing and installing the artwork and will require the local artists to attend the ribbon cutting and launch celebration once the Fitness Court opens to the public in the Summer of 2024, date TBD.

DESIGN CRITERIA

- Six (6) artists or artist groups will be selected.
- Artists must be 14+ years old and provide a W-9. Minors under the age of 18 will need parental consent to enter the contest.
- Contestants may submit up to (2) two entries and must complete an entry form for each submission.
- The deadline for submission is 4:00 pm Friday December 15, 2023. The City of Grand Prairie reserves the right to extend all deadlines associated with this contest.
- All submitted designs and images must be the original work of the contestant.
- No third-party artwork or images, including clipart or copyrighted graphics, may be used.
- Designs must be submitted digitally, in high resolution. Designs may be created with computer drawing programs OR traditional mediums that have been scanned into a high quality digital version.
- Accepted file types are:
 - Adobe Illustrator (ai)



- Adobe PDF (pdf)
- Illustrator EPS (eps)
- Scalable Vector Graphic (svg)
- PSD, JPG or other rasterized graphics, needs to be the exact dimensions above at least 200 dpi, preferably 300
- Artwork & designs must incorporate the Fitness Court selected powder coating color: Pantone 2191C (NFC Cyan Blue).
- Artwork must not reference any fitness equipment that is not a part of the Fitness Court (weights, treadmills, etc.).
- Artwork should promote positive imagery and represent local or regional values unique to the area. The goal is to share fun, vibrant, innovative artwork that tells the story of wellness and fitness in our community.
- Artwork must not condone violence or disturb the peace.
- Artwork must not include reference to playgrounds or young children. (This is for safety purposes to avoid confusion; this is not a children's playground).
- Artwork does not serve as an advertisement for any brand or business.
- Final design submissions can be new custom one-of-a-kind works from the artist or repurposed and digitized works from artist's existing portfolio that have been modified to fit the size and resolution requirements of the Fitness Court wall. Please reach out to design@nfchq.com for questions or best practices.

WITH THE SELECTED DESIGN:

- The City of Grand Prairie and NFC reserve the right to approve or reject any artist/design or make suggestions on final art.
- If applicable, NFC's national/state-wide sponsors reserve the right to review final artwork submissions. Sponsor logos may be represented on the back wall alongside the artwork.
- The City of Grand Prairie and NFC may alter, modify or revise the submitted design as it sees fit to achieve the needs of the City. The selected artist will collaborate with NFC to fit artwork within Fitness Court design templates and standards.
- Contestants agree that the City of Grand Prairie and the National Fitness Campaign may use their submissions and names for advertising campaigns and/or marketing materials in the future. The City of Grand Prairie and NFC reserves the right to share press & promotions of artwork and promote Fitness Court renderings or final install images on NFC's website, social media channels, marketing collateral, and as an example to other campaign partners. NFC reserves the right to print and/or reprint artist artwork onto Fitness Court vinyl for application at selected and predetermined Fitness Court site location. NFC will not reuse artist designs for any other Fitness Court site location without the artist's permission.
- The winning artists will retain the rights to their artwork and are free to reproduce it as they see fit.



- Artists will be invited to a launch event/ribbon cutting to promote art.
- Artist Grant Award will be mailed after artwork is installed.

THE SELECTED ARTISTS WILL BE REQUIRED TO PROVIDE:

- High resolution digital files of artwork for back and front wall.
 - *Vector or high-resolution version of artist's signature to be featured on the back wall in bottom left corner.
 - Name/title of artwork to be featured on side panel wall
 - 3-5 sentence artist bio to be featured on side panel wall
 - *High-resolution portrait of artist (200+ dpi, 9.5" x 9.5") to be featured on side panel wall
 - *Completed W-9 for grant allocation
 - Address for grant check to be sent
 - *Social Media handles and/or personal website for promotion to be featured on NFC's website: <https://nationalfitnesscampaign.com/public-art>
- * Indicates items that will be collected after artists selection

The selected artists will be paid a grant amount of \$5,000 for the completed design upon final installation of the artwork by National Fitness Campaign.

EVALUATION CRITERIA

All proposals will be screened for the completeness of the submittal packets and appropriateness of the entries. Finalist for the competition will be selected by a Selection Committee based on a review of artworks and how well the artists captured artwork represents local or regional values unique to the area. The Grand Prairie City Council has final approval on winning Fitness Court designs.

The City of Grand Prairie shall select artists who provides goods or services at the best value for the City. In determining the "best value", the following criteria will be considered as amended in section 252.043 of the Texas Local Government Code:

- **PHASE I – EVALUATION OF SUBMITTALS**

A selection committee will review each submittal for evaluation based on the following:

- Design of proposed Art
- Use of positive imagery and how artwork represents local or regional values unique to the area. (refer to Artist's Art Submission Application)

- **PHASE II – ARTISTS PRESENTATION AND SELECTION**

A selection committee will select up to twelve (12) top options based on evaluation scores in Phase I. Finalists will then be invited to present (in-person) to the selection committee their artwork, experience, and how the art represents the local or regional values unique to the area. The six (6) winners will be selected after the presentations.



CONTACT:

Information, questions or clarification concerning the intent of these specifications, please contact the following at the City of Grand Prairie if you have questions.

ATTN: Steve Plumer PLA, ASLA Park Planning and Development Manager
Parks, Arts and Recreation Department
400 College St.
Grand Prairie, TX 75050
PO Box 534045, Grand Prairie, TX 75053-4045
Phone 972-237-8392 | Email splumer@gptx.org

ATTN: Dana Woods, AICP Sr. Parks Project Manager
Parks, Arts and Recreation Department
400 College St.
Grand Prairie, TX 75050
PO Box 534045, Grand Prairie, TX 75053-4045
Phone 972-237-8102 | Email dwoods@gptx.org

Thank you,

Ray

Ray Cerda, Jr.
Director – Parks, Arts and Recreation Department



CITY OF GRAND PRAIRIE PARKS, ARTS AND RECREATION DEPARTMENT
NFC Call for Artists for Fitness Courts
Artist’s Art Submission Application

Artist Name: _____

Artist Age: _____ Date of Birth: _____

Street Address: _____

City: _____ Zip: _____ Phone: _____

Email: _____

Name/Title of Artwork on Back Panel Wall: _____

Name/Title of Artwork on Side Panel Wall: _____

Provide a brief narrative on how your artwork represents local or regional values unique to the area. (Limit narrative to 100 words or less.)

Artists must be 14+ years old and provide a W-9 (collected after artists selection). Minors under the age of 18 will need parental/guardian consent to enter the contest.

Parental/Guardian Consent

Artists must be 14+ years old and provide a W-9 (collected after artists selection). Minors under the age of 18 will need parental/guardian consent to enter the contest.

Name: _____

Relation to Artist: _____

Phone: _____ Email: _____

Signature: _____ Date: _____



NFC LOCAL ARTIST SERIES GRANT PROGRAM GUIDELINES

ARTIST *Must be 14+ years old and provide a W-9*

ART *Must take into account the following content guidelines.*

- *Should promote positive, lighthearted imagery and represent local or regional values unique to the area. Our goal is to share **FUN, VIBRANT, INNOVATIVE ARTWORK** that tells the story of wellness and fitness in your community. Visit our website to see other Fitness Court murals if you are in need of inspiration at nationalfitnesscampaign.com/local-artist.*
- *Must incorporate into the design the Fitness Court powder coated RAL color **Pantone 2191C (NFC Cyan Blue)**.*
- *Must not include reference to **playgrounds or young children**. (for safety purposes).*
- *Must not condone **violence** or disturb the peace.*
- *Does not serve as an **advertisement** for any brand or business.*

*Artwork must follow these NFC brand standards which include but are not limited to the items listed above. **NFC reserves the right to approve or reject any artist/design or make suggestions on final art. If applicable. NFC's national/state-wide sponsors reserve the right to review final artwork submissions.** Logo may be represented on back all alongside artwork.*

SUBMISSION *Must be in high resolution digital format.*

The artist will be working closely with NFC to ensure the artwork is aligned with Fitness Court design templates and standards. Final art to be created after artist selection is confirmed.

NFC highly recommends vector graphic submissions that are created in Adobe Illustrator or some other vector graphic program. Vectors are infinitely scalable and should be designed in the proportions of the dimensions listed below. These can be submitted in any of the file types below:



Adobe PDF (pdf)

Illustrator (ai)

Scalable Vector Graphic (svg)

Illustrator EPS (eps)

PSD, JPG or other rasterized graphics, needs to be the exact dimensions above at least 200 dpi, preferably 300

NOTE: We do not recommend using Procreate to produce the designs. They cannot be made to a large enough scale within the program to be printed for the Fitness Court. If using Procreate, you will have to vectorize your graphics using an outside source like Adobe Illustrator prior to submission.

ARTWORK DIMENSIONS *Artist will need to submit the work for the following print areas on the Fitness Court rear and front walls:*

REAR MURAL WALL *384"W x 85.75"H*

FRONT WALL WINDOWS *The front wall art windows (4) will be the same wall design broken out into smaller sections. NFC can assist with repurposing the rear wall artwork for the front wall.*

SUBMISSION CHECKLIST

- COMPLETED ARTIST SUBMISSION APPLICATION** *completed in full with parental/guardian signature if required.*
- HIGH RESOLUTION VECTOR FILES** *of artwork for the rear wall mural*
- DESCRIPTIVE NARRATIVE** *on how their artwork represents local or regional values unique to the area.*
- NAME/TITLE OF ARTWORK** *to be featured on side panel. (located on Artist Submission Application)*

SELECTED ARTISTS SUBMISSIONS *The six (6) selected artists will be required to submit the following at a later date:*



- Vector or high-resolution version of **artist's signature** to be featured on back wall in the bottom right corner. **Artwork shall not have artists signature at time of submission.**
- High-resolution **portrait of artist** (200+ppi, 9.5" x 9.5") to be featured on side wall.
- **Completed W-9** for grant allocation.
- Social Media handles and/or personal website for promotion to be featured on NFC's website at nationalfitnesscampaign.com/local-artist.

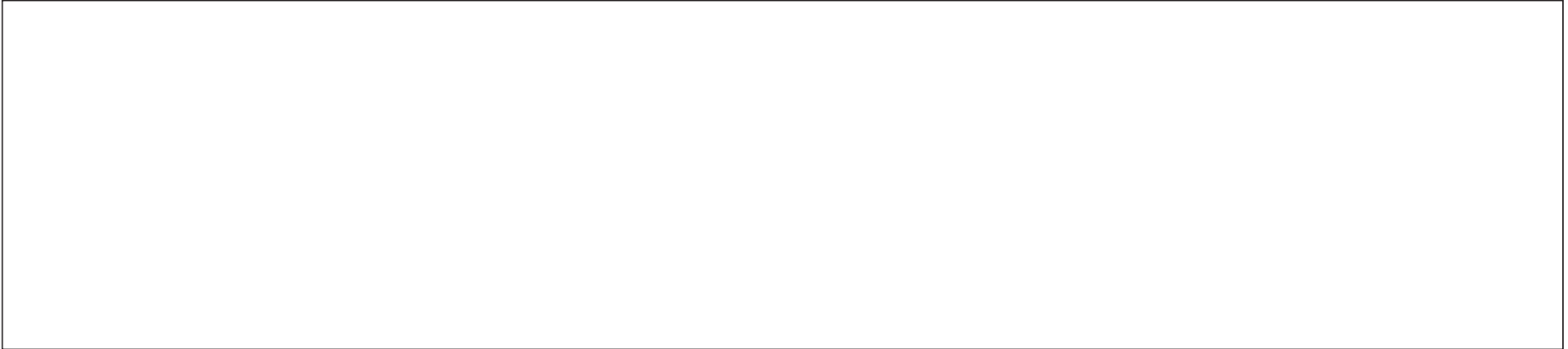
UPON COMPLETION Once the artwork has been submitted and approved:

- Artist Grant Award will be mailed once Fitness Court artwork is fully installed and photos are submitted to NFC for conformation.
- Artist may be invited to launch event/ribbon cutting by the City of Grand Prairie and its partner to promote the art.
- Artist must coordinate with the City of Grand Prairie on launch date.

NFC LOCAL ARTIST SERIES DESIGN TEMPLATE

Rear Wall 384"w x 85.75"h

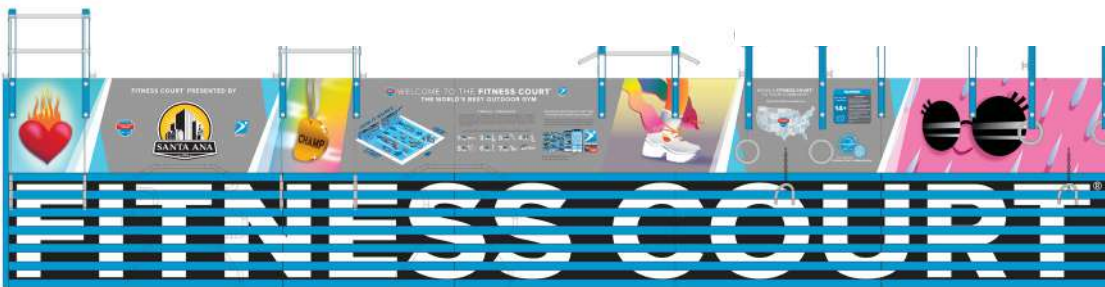
*appropriate/best file types: Adobe Illustrator (.ai), Adobe PDF (.pdf), Illustrator EPS (.eps), or Scalable Vector Graphic (.svg)
if .psd, .jpg or other rasterized graphics, needs to be the exact dimensions above at at least 200 dpi, preferably 300*



Front Wall

Back wall art will be adapted from the back wall mural design

Example Artwork



Designs of front and rear may be the same. If not, they must match an overall cohesive theme of design.

Example Artwork



Example Artwork

