

## Bloomberg Public Art Challenge – Houston *HueMan:Shelter*

### REQUEST FOR PROPOSALS SOCIAL MEDIA STORYTELLING

**Artist Fee:** \$45,000

**Deadline:** Sunday, October 20, 2024, 11:59 PM CST

**Eligibility:** Greater Houston Area

To submit, visit [www.huemanshelter.com](http://www.huemanshelter.com)  
Only applications sent via Submittable will be considered.  
One artist / artist team will be selected.

## Summary

Midtown Cultural Arts and Entertainment District (Midtown) and the City of Houston Mayor's Office of Cultural Affairs (MOCA) request the submission of qualifications from artists or artist teams to create a social media storytelling project to support *HueMan:Shelter*. One artist / artist team will be selected to design a documentary-style project in collaboration with an Uprise Enterprise team (a program of Career and Recovery Resources).

The art project should be:

- Created for Instagram and Facebook (we reserve the right to add one additional social media platform depending on the final content strategy).
- Developed in partnership with Career and Recovery Resources Uprise Enterprise team.

## About *HueMan:Shelter*

*HueMan:Shelter* is a public art project that is designed to intentionally disrupt the perception of homelessness by employing artists and individuals who are experiencing homelessness to work together to create visual stories of their lived experiences. It introduces a critical new layer to Houston's multi-layered approach to the complex civic issue of homelessness by hiring people living unsheltered to work with local artists to create public art projects along the Milam Street corridor in Midtown.

This project will create a series of new public artworks, including graphic art at five METRO Bus Shelters, one large-scale mural, and two multi-media, sculptural projects under underpasses which will be activated through projection mapping. A series of community events and walking tours will be hosted at artwork sites to bring together artists, unsheltered individuals, and the broader community.

*HueMan:Shelter* is a social awareness campaign which supports knowledge-sharing about Houston's successful interventions which address the issue of homelessness (those hired for this project are also connected with supportive services) dispels myths and harmful stereotypes about who experiences homelessness, and provides beautification and public safety through public art (something everyone in our community can be proud of).

The partnerships created through *HueMan:Shelter* will bring art to public spaces, offers work opportunities and new skills to individuals who need employment and connection. Work opportunities include: public art site preparation (priming / painting surfaces, power washing, trimming landscape),

participation (project management, working with artists on themes, assisting with painting, installation, design), and maintenance (graffiti abatement, basic maintenance).

Local artists will be selected to work on the project through an RFP process juried by a committee representing project partners. Artists will be selected based on demonstrated excellence of previous work, desire to work on a project of this nature, and lived experience. In partnership with selected local artists, the public art projects created for Midtown locations will be prepared, influenced, and maintained by unsheltered individuals and will authentically present themes of respect, dignity, and humanity.

Our goal for this project is to disrupt the perception of people experiencing homelessness through public art.

Artists working on this project will be trained by Career and Recovery Resources to work with their Uprise Enterprise team to complete the project. Uprise Enterprise is structured as “on-the-job” training to help create the first step into economic stability. It provides work for those who otherwise would not be able to get a job, or move forward economically, who continue to fall back into homelessness and joblessness, and who utilize their survival skills instead of their work skills.

To learn about HueMan:Shelter, visit [www.huemanshelter.com](http://www.huemanshelter.com).

## About the Bloomberg Public Art Challenge

Bloomberg Philanthropies’ Public Art Challenge encourages mayors to partner with artists, elevating the value of including the creative sector when developing solutions to significant urban issues. The program supports temporary public art projects that celebrate creativity, enhance urban identity, encourage public-private collaborations, and strengthen local economies.

Over 600 cities have applied to the three challenges, where mayors of U.S. cities with 30,000 residents or more submit proposals for projects that demonstrate close partnership between artists, arts organizations and city government, with selected cities receiving up to \$1 million each.

After receiving applications from 154 cities across 40 states, eight winners were selected for the third Public Art Challenge to execute their projects over the next two years: Atlanta, Georgia, Baltimore, Maryland, Honolulu, Hawaii, Houston, Texas, Orlando, Florida, Philadelphia, Pennsylvania, Phoenix, Arizona, and Salt Lake City, Utah.

### Scope of Art Project and Artwork Requirements

Selected vendors will be subject to the following requirements:

- Content should be family-friendly and suitable for public display to a diverse and international audience.
- This project may not include obscene or profane material as defined in Section 43.21, Penal Code of Texas. <https://statutes.capitol.texas.gov/Docs/PE/htm/PE.43.htm>
- Maintain a social media presence to promote *HueMan:Shelter* (including Facebook and Instagram) through timely, engaging and relevant posts, management of header material, keeping up with changes within the both platforms and eliciting information from the community and target brand recognition for project.
- Consistently publish content to bring awareness to *HueMan:Shelter*.
- Use Facebook and Instagram to create new relationships and target new audiences.
- Assist *HueMan:Shelter* in building brand awareness and driving traffic to its website and events.
- Use social media to capture the project in its entirety before, during, and after the public art installations.

- Work with the HueMan:Shelter communications team to create monthly content plans aligned to the existing, overall communications plan.
- Use social media to shape the story of HueMan:Shelter in a way that feels authentic, anthropological, and centered on the individuals involved and impacted by the project.
- Work with the HueMan:Shelter communications team to review analytics and outcomes, and adjust content strategy as needed for optimal results.

## Facebook and Instagram Requirements

- At least 2 posts per week, with no more than 50% being reposts of material that is given to contractor by individual parties.
- To post on optimal days, and optimal times of day, to reach the highest number of viewers.
- Regular check-ins with *HueMan:Shelter* team.
- Conduct frequent monitoring of all platforms to seek out engagement opportunities.
- Must check all facts and spelling before posting.
- Must have all posts reviewed by *HueMan:Shelter* team.
- Respond to post inquiries and comments.

## Eligibility

THE FOLLOWING ARE **ELIGIBLE** TO APPLY:

Open to all artists and artist teams with a preference for artists with a connection to Houston, TX, including those who may no longer reside in the state. Artists and artist teams must be over 18 years of age to work at the required scale and have availability to accomplish by the deadline.

- Artist with a connection to Houston, TX includes the Greater Houston Area: Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, or Waller counties

THE FOLLOWING ARE NOT ELIGIBLE TO APPLY:

- City of Houston employees, elected City Officials, the Mayor's Office of Cultural Affairs staff, and their immediate family.
- Midtown Management District, the Midtown Cultural Arts and Entertainment District, the Midtown Redevelopment Authority, TIRZ #2 or the Midtown Parks Conservancy staff, board, or their immediate family.
- Fresh Arts staff, board, or their immediate family.
- METRO staff, board, or their immediate family.
- Career and Recovery Resources staff, board, or their immediate family.

Applications not meeting all eligibility criteria or application requirements will be withdrawn from consideration.

## Budget

The budget of \$45,000 is inclusive of all work including, but not limited to, final design, artists' fees, software, studio and project administration, travel, design, and required deliverables.

## Application Requirements

1. Artist(s) resume or CV, relevant information for any other key team members (3 pages maximum per artist or team member)
2. Artist(s) Biography (250 words maximum or under 2 minutes)
3. Statement of Intent (2,000 words maximum or under 5 minutes)  
Statement of Intent - A Statement of Intent (SOI) is a declaration of your plans and ideas for a specific project. The SOI should communicate your personality, professionalism, qualifications, and enthusiasm for the project.
  - Provide a detailed description of your social media marketing support approach and work product delivered on similar engagements.
  - Describe your familiarity with social media systems.
  - Describe your experience regarding advice and recommendations of social media marketing to your clients. Describe your experience with municipal or governmental agencies?
  - Describe your training and development to stay current with social media programs and systems.
  - Describe procedures, reports and/or metrics utilized to monitor the work you do for periodic evaluation.
4. Artist Statement (500 words maximum or under 3 minutes)
5. Artist Statement - An artist statement is a description of your work that helps the audience access or understand your artistic work. Please describe your experience working with vulnerable populations. The purpose of the artist statement is to inform, add context, and present process and conceptual ideas to the viewer, which may include sources, ideas, and materials in your current practice.

Digital images of completed artworks. Applicants may submit up to ten (10) images in JPEG format only with each image no larger than 2 MB. Each image should include information about artist, title, year completed, dimensions, material, commissioning entity, and budget or price (as applicable) for each image provided.

## Selection Process

A panel of project partners (MOCA, Midtown, CRR, METRO) will review qualified submissions and select artist. Review of artist qualifications will be subject to the following considerations:

- The artist's work demonstrates a unique voice, perspective, or aesthetic.
  - The artist's submission demonstrates their ability to create content that responds to the history, culture, and identity of the surrounding community.
  - The artist demonstrates and interest in or direct experience with persons who are unhoused.
  - Empathy toward those with diverse lived experiences and working with partners on the project who will include people experiencing homelessness without judgement.
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- **Artist Info Session**                      October 10, 2024
  - **RFP submission deadline**              October 20, 2024
  - **Selected artist notified**                  November 2024
  - **Project begins**                              January 2025
  - **Project completion**                      December 2026

Artist Information Session: October 10, 2024 via Zoom.

## Contact

For questions or more information contact Chandler Snipe at [hello@huemanshelter.com](mailto:hello@huemanshelter.com)