

## **REQUEST FOR PROPOSAL (RFP) FOR LOVE SIGN IN MOUNT JACKSON, VIRGINIA**

### **Project Description**

The Town of Mount Jackson, Virginia, is seeking proposals for the design of a permanent "LOVE" artwork to be prominently displayed within the town in Mayors Park. This LOVE sign will serve as a landmark and symbol of Mount Jackson, promoting its unique character and attracting visitors. We are open to proposals that provide a design to be constructed by students at Triplett Tech.

### **Project Goals and Scope**

The LOVE sign should:

- Be an original and iconic landmark art piece.
- Spell out the word "LOVE" in a creative and visually appealing way.
- Reflect the unique character and history of Mount Jackson.
- Serve as a welcoming landmark for visitors to the town.
- Be highly visible from both pedestrian and vehicular traffic.

### **Vision**

Artists are encouraged to be innovative and think creatively in their designs. The LOVE sign should capture the essence of Mount Jackson and celebrate its special qualities.

### **About Mount Jackson**

Nestled in the heart of the Shenandoah Valley, Mount Jackson boasts a rich history, a vibrant community spirit, and a deep connection to the surrounding beauty. Founded in 1830, Mount Jackson served as a commercial and transportation hub. The Valley Turnpike, a precursor to I-81, brought industry and growth. Architectural heritage thrives, showcasing Victorian, Gothic, and Colonial Revival styles reflecting the town's past. The Civil War left its mark. Mount Jackson was a Union supply stop, and the iconic "The Knob" overlooking the town served as a lookout point. The towering apple water tower, recently repainted, is a beloved landmark symbolizing the town's agricultural heritage. Mount Jackson is a haven for outdoor enthusiasts. The strong sense of community could be reflected through imagery of families, gatherings, or the annual events. Natural elements like mountains, leaves, or flowing water could represent the connection to the surrounding beauty. By incorporating these elements, artists can create a LOVE sign that truly captures the essence of Mount Jackson - a place steeped in history, brimming with charm, and forever connected to the Virginia countryside.

### **General Size Specifications**

- The design should be approximately for a sign which will be 12-16 feet wide and 5-7 feet high.
- The platform, base, or anchoring hardware may extend wider but should not exceed 18 feet in total.

## **Selection Criteria and Process**

Proposals will be evaluated by a Selection Committee comprised of community members, Town staff, Town Council members, and the mayor. The design concept that is selected will be constructed by students at Triplett Tech. The Town will be responsible for fabrication and installation costs. The individual who submitted the selected design will receive a \$500.00 cash prize.

### **Proposals will be selected based on the following criteria:**

- Overall quality and merit of the artistic design.
- Embodiment of the project vision.
- High visibility and attractiveness.
- Enhancement of the Mount Jackson community.
- Potential to attract tourists and promote the town.
- Suitability for permanent outdoor installation.

### **LOVE Sign Project Timeline**

July 15, 2024: Call for Artists

September 1, 2024: RFP Deadline

September through October 2024: Public Input and Selection Committee deliberation.

October 15, 2024: Design finalized. Winning Design Announced/Shared w/ community

Fall 2024 through Winter 2025: Construction

Spring 2024: Installation completion date

### **Budget**

The total project budget is \$5,000.00. The Town will be responsible for securing additional funding if a Design/Build proposal exceeds the budget.

### **How to Apply**

- Proposals must include the following information in a single PDF document titled [LastName\_FirstName.pdf]:
- Design Concept: A detailed description of your proposed LOVE sign design.
- Project Interest: Explain your motivation for participating in this project.
- Concept Inspiration: Describe the sources of inspiration for your design concept.
- Scalability and Feasibility: Explain how your design can be adapted for construction by students at Triplett Tech, considering available tools, materials, and skill levels.
- Concept Visualization: Include sketches or drawings of your LOVE sign concept.

### **Submit Applications to:**

[ohilton@mountjackson.com](mailto:ohilton@mountjackson.com) / Subject Line: LOVE Sign Design