



San Pedro Corridor Creative Placemaking Contest REQUEST FOR PROPOSALS

Overview

The **Revitalize San Pedro Partnership** is excited to release its Request for Proposals for the San Pedro Corridor Creative Placemaking Contest. San Pedro Corridor community members are invited to submit ideas for celebrating and enhancing the Corridor via inexpensive, small-scale placemaking projects. Placemaking can be used to improve all the spaces that comprise gathering places within a community – its streets, sidewalks, parks, buildings, and other public spaces – so they invite greater interaction between people and foster healthier, more social, and economically viable communities. Placemaking project examples include murals (on walls, streets, utility boxes, etc.), pop-up parks, moveable sidewalk seating, sculptures, and much more. Projects should be completed for \$2,500 or less and by utilizing volunteers. The top three proposals will be awarded gift certificates to local businesses, and the first-place proposal will be completed by December 31, 2022.

Project Background & Description

The Revitalize San Pedro Partnership (RSPP) builds on collaborative efforts that date back more than a decade, bringing together a growing core group of people who live or work in the four neighborhood associations (Alvarado Park, Mark Twain, Mile Hi, Fair West) that border San Pedro Drive (referred to as “Corridor”) between I-40 and Central Avenue. While our individual backgrounds and experiences are varied, we share a strong sense of community and an interest in preserving the unique character of the Corridor’s historical and physical assets while embracing the need for economic growth, diversity, quality design, sustainability, and accessibility. In short, we believe this place we call “home” is special and worth celebrating and protecting.

RSPP has amassed a strong team of partners and allies, including the City of Albuquerque and the San Pedro Mile Hi Farmers Market, which serves as RSPP’s fiscal agent. In 2021, RSPP successfully applied for designation for the San Pedro Corridor as a New Mexico MainStreet Urban Neighborhood Commercial Corridor project. Through this designation, RSPP successfully applied for a grant from the **New Mexico Resiliency Alliance** to conduct a Creative Placemaking Contest in the second half of 2022. The intent of this contest is to engage community members who feel a connection to this place to join with us in our efforts to enhance and sustain the visibility and vitality of the Corridor.

What makes a great place? To live, to work, to enjoy spending time?

Community Placemaking projects are creative at their core and can take many forms. Placemaking capitalizes on a local community's strengths, inspiration, and potential, and begins with small, achievable improvements that can result in immediate benefits to public spaces and the people who use them.

Placemaking can be used to improve all the spaces that make up gathering places within a community – its streets, sidewalks, parks, buildings, and other public spaces – so they invite greater interaction between people and encourage healthier, more social, and economically viable communities.

A placemaking project can be as large as Civic Plaza in Downtown Albuquerque, or as small as the banners that run along San Pedro Drive north of Lomas. Examples of placemaking projects have been included with this RFP. Use them for inspiration as you develop your own proposal that celebrates and highlights the San Pedro Corridor.

The **San Pedro Corridor Creative Placemaking Contest** provides an opportunity for community members to submit their ideas to create a visual or sensory representation of what makes the San Pedro Corridor special. Proposals should represent innovative projects that enhance public spaces and help tell the story about the people who live, work or spend time within the Corridor, and help strengthen the community's identity, connection and/or wellbeing.

Criteria & Guidelines for Contest Participation

Contest participants do not need to be professional artists. San Pedro Corridor-area residents along with those who own, manage, work or volunteer in a business, school or other organization in the surrounding community or have a personal connection to this area are welcome to submit an application. Only individuals may apply.

Contest applicants must be available for consultation and active participation in project design and construction, as well as press conference(s) and celebratory events related to the project.

Applicants are strongly encouraged to tour the Corridor and be able to suggest a physical location for their project, if applicable, although final location and completion will be subject to public/private property permissions and restrictions.

Proposed projects must:

- Be able to be completed (designed, constructed) by December 31, 2022.
- Be able to be completed (designed, constructed) at a maximum cost of \$2,500 to be spent on project materials and supplies.
- Utilize donated supplies and engage volunteers for its completion.
- Be installed/completed at appropriate location(s) along the designated San Pedro Corridor between I-40 and Central, either in one place or throughout the district.

- Be culturally relevant and reflect the spirit, character and/or needs of the Corridor and surrounding community.
- Solve a problem, beautify a space, enhance economic development, and/or celebrate the culture/history of the community.

Gift certificates from San Pedro Corridor businesses will be awarded to the first, second and third place project applicants in the amounts of \$200, \$100, and \$50, respectively. Only the selected first place project will be completed within the Corridor at this time. For second and third place projects, completion will be based on available funding in the future. All contest entrants will be gratefully acknowledged with Certificates of Appreciation and invitations to press conference(s) and events related to the project.

Please contact RSPP Project Leader Cynthia Serna for additional information or questions: revitalizesanpedro@gmail.com, (505) 453-6499.

Contest Timeline

August 1, 2022	Request for Proposals and applications open.
August 18, 2022	Applications must be submitted online OR emailed to Revitalizesanpedro@gmail.com , with the subject line “ San Pedro Creative Placemaking Contest ” OR mailed to San Pedro Creative Placemaking Contest, c/o MHNA, Box 311, 1933 San Mateo NE, Albuquerque NM 87110, postmarked no later than 11:59pm, Thursday, August 18, 2022 .
August 29, 2022	Applications will be assessed by a Review Panel comprised of representatives from relevant City offices, local artists and arts organizations, RSPP business partners, and the four connected neighborhood associations.
Aug. 31 – Sept. 5	Up to six (6) finalists will be posted to the Revitalize San Pedro Facebook page and community members will be asked to anonymously rank the projects by preference between August 31 and September 5, 2022. Public input will be taken into consideration in the final selection of winning projects.
Sept. 6, 2022	First, Second and Third place project applicants will be notified of their selection.
Sept. 9, 2022	Contest selection of First, Second and Third place projects will be publicly announced via press release.
Dec. 31, 2022	The selected project is expected to be completed.

Placemaking Contest Application Link: <https://form.jotform.com/222006624897055>

Placemaking

Just a few examples of how placemaking can enhance the community.



Above: Raton Crosswalk Art; Right: Santa Rosa Trash Can Art; Below: Tucumcari Graffiti Mural; Below Right: Silver City Selfie Mural and Crosswalk Art

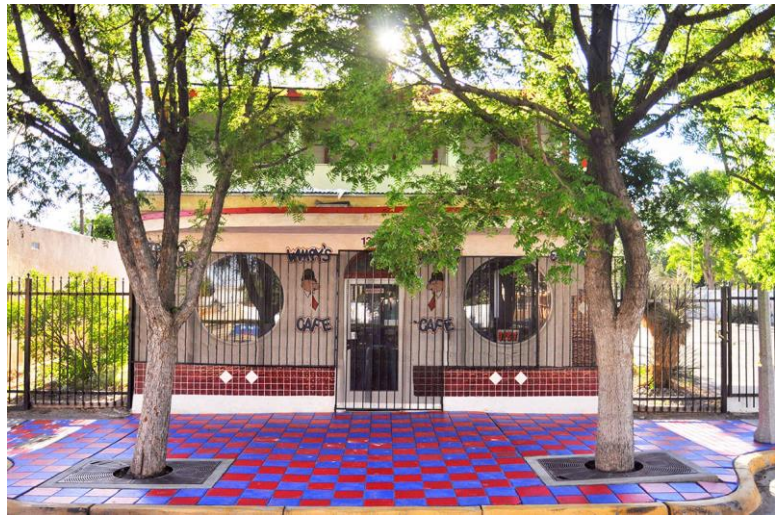


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Clockwise from Left: Fort Collins Painted Utility Box; Farmington Alley Mural; Santa Rosa Crosswalk Art; Farmington Painted Pavement





Left:
Barelas
Business
Painted
Sidewalk;
Far Left:
Farmington
Business
Sidewalk
Seating.



Image: City of Austin, TX



SPRINGFIELD WINTER PLACES Springfield, Massachusetts



Clockwise from Left: Pine Street Plaza; Springfield
Festival Lighting; Austin Painted Bump Outs;
Farmington Pallet Chair Build; Raton Pallet Bench &
Planter Build; Mountainair Plaza Portal; Las Cruces
Chalk Art Event

PINE STREET PLAZA
Centralia Downtown Association

