



ILLUSTRATOR SCOPE OF WORK OVERVIEW

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MEET MINNEAPOLIS ORGANIZATION OVERVIEW

At Meet Minneapolis, our mission is to positively impact the economic and social prosperity of our Minneapolis community by attracting visitors, meetings and events that directly support jobs and local businesses and generate critical revenues.

CULTURAL DISTRICTS BACKGROUND

The cultural districts, part of the Minneapolis 2040 plan, designate specific neighborhoods where the City of Minneapolis will focus on advancing racial equity, preventing displacement, preserving cultural identity, and fueling economic growth.

These areas have a rich cultural and linguistic identity and are populated by people of color, Indigenous people, and immigrants. City staff and policy leaders worked with 30 community leaders representing 20 organizations over the course of two years on the formation of the cultural districts ordinance.

The ordinance allows the city to prioritize the deployment of resources to equitably advance cultural and linguistic identity, commercial vitality, stable housing, and infrastructure within the districts.

Learn more here:

<https://minneapolis2040.com/policies/cultural-districts/>



CITY OF MINNEAPOLIS / MEET MINNEAPOLIS BACKGROUND

As part of the Minneapolis 2040 plan to strengthen neighborhoods, the City of Minneapolis identified Cultural Districts to highlight the rich sense of cultural and/or linguistic identity rooted in communities significantly populated by people of color, Indigenous people, and/or immigrants.

The City of Minneapolis has partnered with Meet Minneapolis to help promote the Minneapolis Cultural Districts to our visitor community.

Since the project began in 2021, Meet Minneapolis has developed a branding and style guide, a dedicated website, a robust library of photos and videos, first-person District guides, and three paid media campaigns. Much of this work can be found here: <https://www.minneapolis.org/cultural-districts/>

ARTIST WANTED: MAP ILLUSTRATION

In 2023, we began telling the broader story of the Minneapolis Cultural Districts and how they help to shape our collective identity as a city. To bring this to life, we will commission a local illustrator to create an illustrated map that doubles as a standalone art piece and provides a general overview of where the districts are within the city.

Minneapolis has seven Cultural Districts: Cedar Avenue South, West Broadway, Franklin Avenue East, Central Avenue, Lowry Avenue, East Lake Street, and 38th Street.

The goal of the project is to:

- Identify the location of the Cultural Districts in the city of Minneapolis.
- Generate awareness of the districts and the unique experiences that can be had in each.
- Inspire our audience to visit the Cultural Districts.

The objective of this RFP is to seek and retain a qualified contractor that can provide high-quality vector-based illustrations.



Below are examples of map illustrations that we have used as inspiration for this project. Note, these are very loose examples, we want to work with the artist to develop a unique piece of art that reflects the Minneapolis Cultural Districts.

- [Visit Phoenix](#) (scroll down to see the map)
- [Best Jewish Food in Toronto](#)
- [New York City map](#)

DESIGN CONSIDERATIONS

- The map must use the color pallet defined in the [style guide](#).
- We have been intentional to not lean into specific cultural design influences for the existing style guide.
- Map must include icons and imagery representing points of interest from each Cultural District, and from iconic Minneapolis landmarks (points of interest list TBD).
- We envision using this map and the icons in various ways, it is necessary that we receive isolated illustrations and icons so we can use them separately throughout the Cultural Districts website and in other marketing materials. We also need to be able to easily make small updates or edits as needed due to any changes.

DELIVERABLES

Map illustration:

The final map (4x6 ratio) will double as a standalone art piece to give a general overview of where the districts are within the city. The map will include general points of interest with imagery and icons representing what a visitor will find and see in the districts. Meet Minneapolis will provide direction for the points of interest and icons.

This will be a hardworking asset for us with the ability to isolate separate illustrations and use them throughout the Cultural Districts website and in other applications.



Final Files:

- Individual illustrations/icons in EPS or PNG file format (both preferred) to be used as needed by Meet Minneapolis.
- Final Map Illustration in high resolution vector format at 4x6 inch ratio. Individual illustrations will be layered and named accordingly.

BUDGET

\$10,000 - \$15,000

PROPOSAL GUIDELINES

- All proposals must contain the required components (see below)
- Proposals are due no later than **5:00 pm CST on March 1, 2024.**
- All components of the proposal should be saved into a single PDF document that is printable on 8.5" x 11" or 11" x 17" paper.
- Proposals shall be submitted via e-mail to: melissal@minneapolis.org
- Artists may be contacted during the review process for an interview to further explain the concept of their work or to expand upon an area of their submission.

EACH PROPOSAL MUST INCLUDE:

Artist Background, Experience and Previous Work

- Artist's resume and/or CV, complete with contact information and artist statement.
- Photographs or scans of 3-5 supporting relevant pieces of original art completed by the artist.

Project Approach

- Project narrative on the approach to the work based on the outlined vision and considerations.
- Supplemental project information, including materials/medium to be used and process of completion.



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- Itemized budget: This should include quotes for each of the deliverables, as outlined above.
 - Estimated timetable with a completion date no later than **May 24, 2024**.

ARTIST SELECTION PROCESS AND KEY DATES

2024 DATES	ACTION
February 9	Map RFP/Scope of Work available and distributed
March 1	Proposal Submission Deadline Internal review of initial proposals, artists may be contacted for additional information
March 15	Selected artist chosen and notified
March 18 – May 24	Artwork to be developed with ongoing touchpoints and reviews. Final deliverables due May 24.

MEET MINNEAPOLIS CONTACT INFORMATION

Please contact Melissa Lage at melissal@minneapolis.org with any questions.