



CITY OF SALEM, MASSACHUSETTS
2022, 2023, 2024



ARTISTS' ROW PROGRAM

CALL FOR CREATIVES, ENTREPRENEURS & PUBLIC ARTISTS

Mayor Kimberley Driscoll and the Salem Public Art Commission seek Creatives to participate in the City of Salem's newly revitalized Artists' Row initiative. This area, at the heart of the City, was originally built as a marketplace and continues to be a thriving public plaza and pedestrian way. The City of Salem respects, values, and celebrates the diverse life experiences and unique heritages, attributes, characteristics, and perspectives that make each person who they are. We believe that bringing diverse individuals together through the Arts allows us to collectively and more effectively address the issues that face our communities.

Artists' Row consists of four artists 'stalls', a restaurant, and a public restroom and is centrally located in historic downtown Salem at 24 New Derby St., across from Old Town Hall and Derby Square. The Artists' Row initiative is a seasonal program that provides space for artists and artisans looking to build their audience and/or business through daily engagement with residents and visitors to Salem.

Participation in the Artists' Row program is envisioned as a springboard opportunity for creatives wherever they are in their career that can help take them to the next stage/level in their unique professional development journey. It is very much a shared space for artists and visitors alike, where creativity happens, and unique arts-related goods and activities can be experienced in an animated public place.

The City of Salem is currently looking to fill three (3) studio/retail space stalls, each with a two-year tenancy agreement from January 2023 through December 2024, as well as three (3) paid positions for Public Artists in Residence, each lasting for a term of 8 months each. The three (3) Public Artists in Residence are for residency in 2022, 2023, and 2024 from May to December. The City is interested in uses that will contribute to the vibrancy of the Artists' Row community and this important gateway to Salem's bustling downtown. The variety of activities/uses considered for Artists' Row spaces include, but are not limited to, original uniquely produced or hand-crafted artworks and products, performances, art 'happenings', art 'interventions', art making, and temporary public art installations.

OVERALL PROGRAM GOALS

- To give Artists/Creatives/Collaboratives an opportunity to share their unique products and artistic practices with the public in an engaged environment and leverage that exposure to advance their artistic endeavors.
- To offer cultural enrichment to the public in the form of workshops, demonstrations, presentations, performances, participatory activities, etc.
- To create a lively atmosphere and contribute to the diverse cultural offerings and economic vitality of historic downtown Salem, through placemaking activities that help residents and visitors re-imagine public spaces as places to play, engage and create.

PROGRAM ELIGIBILITY

- Emerging and Established Artists/Creatives working in all media and at all stages in their careers/creative endeavors are encouraged to apply. Applicants must be able to show that they have been working in their field for at least one year.
- Eligible Artists/Creatives include, but are not limited to: public artists, visual artists, creative

entrepreneurs, place-makers, urban planners, landscape architects, performing/performance artists, collaboratives, collectives, etc.

- Salem is committed to providing equal opportunities for ALL. Artists/Creatives of all gender, race, ethnicity, national origin, age, sexual orientation/identity, religion/beliefs, education, and physical ability are encouraged to apply.
- Previous tenants of Artists' Row are welcome to apply. Artists may not participate for more than two consecutive two year contract terms.
- Previous Public Artist in Residence (PAiR) of Artists' Row must have one year between previous PAiR residency before applying for PAiR again, however, are still eligible to apply for Artists' Row at any time.
- **Salem residency not required.**

PROGRAM OVERVIEW

2023-2024 Artists' Row Stalls Program Schedule:

Application Submission Deadline: Monday, February 28, 2022 by 11:59 pm

Selections Announcements: April 4, 2022

Tenant Move In: January 15, 2023

Open to the Public: May 1 – Dec. 31, 2023

Winter Break: Jan. 1 – April 30, 2024

Open to the Public: May 1 – Dec. 31, 2024

Tenant Move Out: January 15, 2025

2022/2023/2024 Public Artist in Residence (PAiR) Program Schedule:

Application Submission Deadline: Monday, February 28, 2022 by 11:59 pm

Selections Announcements: April 4, 2022

PAiR 2022 – Move in April/May 2022

Move out December 2022

PAiR 2023 – Move in April/May 2023

Move out December 2023

PAiR 2024 – Move in April/May 2024

Move out December 2024

Artists' Row Stall General Information:

- Participants in the Artists' Row program will offer a unique and diverse array of art, art experiences, performances, and/or handcrafted products for the public to purchase and/or engage with.
- Participants will use art to activate Artists' Row and engage with the community.
- There are **3 specific opportunities for engagement** with this program.
 - As an Artist/Creative Entrepreneur/Artists Collaborative whereby the stall would be utilized as a studio/maker's space and as storefront/retail space.
 - As a Performer/Performance Collaborative whereby the stall would be utilized as a rehearsal, workshop/classes, and performance space.
 - As a Public Artist in Residence whereby the stall would be utilized as a studio space and a home base for community engagement activities and initiatives.
- There are four stalls available for leasing through this program (See [attached](#) map for layout.)
 - Stall 5 is reserved for a Public Artist in Residence
 - Stalls 1, 2, & 4 can be utilized for either studio/retail or performance spaces
 - Additionally, Stall 4 is able to be shared and/or subdivided. Please indicate in your application if you are interested in sharing or splitting this larger stall.*
 - *The City maintains the exclusive right to sub-licenses/divide the Artists' Row spaces. All participants and partnerships MUST be pre-approved by the City.
- All Participants MUST create/make/perform in their space.
- No commissions are charged, participants retain 100% of sales from their products.
- Partnership and collaborations are strongly encouraged.

- Stalls are unfurnished, rough-style commercial space with concrete floors and exposed wood beam ceilings. All units are fitted with AC/Heat Pump systems and are internet/cable ready. Stall 2 features a working slop sink; other units **do not** have running water or restrooms. Tenants share access to a seasonal public restroom on Artists' Row that the City is responsible for maintaining.

Public Artist in Residence (PAiR):

The City of Salem is seeking an individual, or group of individuals, to fill the role of Public Artist in Residence on Artists' Row. Three positions are currently available to be filled, PAiR 2022, PAiR 2023 and PAiR 2024. The City will offer an **honorarium of \$16,000** at \$2,000 per month over the course of an 8-month agreement from April/May – November/December to the selected artist(s). The PAiR will be licensed the use of Stall 5 on Artists' Row, free of charge, to activate as their makers/community engagement studio space during their time on Artists' Row. In exchange, the City asks that the space be active and open to public engagement a minimum of 20-25 hours a week, during times mutually agreed upon by the City and the PAiR that will be beneficial to the overall impact and success of Artists' Row. The PAiR is not responsible for any utility or rental/space fees but is asked to pay a refundable security deposit and carry insurance.

The role of Public Artist in Residence on Artists' Row is one of *Community Engagement and Arts-Centered Programming through public art.* Public art is defined as any media whose form, function and meaning are created for the general public through a public process. The City is eager to see how having an artist imbedded in this unique downtown public way can contribute to and enhance the cultural vitality of Artists' Row and the greater Salem c o m m u n i t y . Tell us how you envision your work engaging with this community and unfolding in this space.

What is a Public Artist in Residence:

- Their primary and central focus in their work and the way that they approach it is with a focus on community engagement.
- Doing art that can be developed with the public.
- Art that can be created and made with the public
- Ongoing interaction with the community that can and should shape the formation of the final product
- Art that the community can directly interact with.
- Engage and utilize other artists in the area.

What is NOT a Public Artist in Residence:

- An exhibition
- Artist fellowship program
- A paid class/workshop
- A public performance that only includes the community as an audience
- Using the space for personal studio and retail purposes. Please apply for an Artists' Stall on Artists' Row if interested in studio/retail/makers space.

Examples of Successful Public Artist in Residence Ideas:

- Art “test kitchen” that the community can use to experiment with different materials and art prompts.
- Workshop series that are geared towards different age groups, allowing access across the Salem community.
- Immersive art experiences that invite the community to assist in creating pieces that will be gathered into a larger part of the installation.

Cities Expectation of a Public Artist in Residence

- The PAiR is expected to provide a minimum of one complimentary public engagement activity per month throughout the agreement season. This could be in the form of workshops, interactive

demonstrations, artist talks, input sessions, performances, and/or other forms of community driven/focused publicly accessible activities.

- The PAiR's time on Artists' Row will culminate in one large scale public art display. This could be long-term or temporary and the shape, scope, and content of the project should be artist designed and community responsive.
- The PAiR is responsible for staffing, supplies, marketing, and outreach for public programming. Though the City should be seen as a resource in these areas and will assist how and where they are able.
- Collaborations (with other Artists' Row Tenants, artists, local businesses, nonprofits, and cultural institutions) to present public programs and contribute to community engagement and stimulate foot traffic on Artists' Row is strongly encouraged. The City will support the PAiR in reaching out to potential partners.

Studio/Retail/Makers Space:

- Participants must create/make in their stall in addition to their retail activities. We encourage participants to have the maker space/activities visible to the public as a form of engagement.
- All work **MUST** be created by the individuals participating in the program and must be original handcrafted works or products. Mass produced or manufactured works are not acceptable (sales representatives and agents are not eligible).
- All prices for artwork or handcrafted products **MUST** be visible to the public. Tenants are responsible for collecting sales tax.
- Participants are encouraged to offer workshops, demonstrations, artists talks etc. These services can be offered free of charge or at a reasonable cost to the public.
- Participants are responsible for all furnishings and display cases, transporting all products, support material and equipment to and from the site, and for all installation, displays and sales.

Performing Arts/Performer Collaboratives:

The City of Salem is greatly interested in this specific opportunity for engagement and strongly encourage performers/performance groups to apply.

PROGRAM REQUIREMENTS

Terms of Agreement:

- Selected participants will be required to sign and enter into a **two-year participation and license agreement** for the use of real property with the City of Salem, MA. At the end of the contract term the tenant may reapply to the program for consideration for one additional 2-year contract term. Application from existing tenants will be considered alongside new applicants.
- **The Public Artist in Residence will sign an 8-month agreement.** Previous Public Artist in Residence may reapply with a new proposal after at least one year has lapsed since the end of their previous residency.
- Once contracted, participants then become Tenants of the City of Salem and are required to pay a

monthly rent and all associated utilities, as well as carry current insurance. (See page 6 for details.)

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- Staffing and operations of Artists' Row stalls are solely the responsibility of the selected participant. Stalls must be staffed and open to the public for the minimum hours required during the following mandatory time frames, however stalls may be open for additional hours outside of these ranges at the Tenants discretion. Experience shows these times to be the best windows for activation on Artists' Row. Tenants are strongly encouraged to coordinate open times to ensure a critical mass of activities in order to draw the best foot traffic. The City of Salem reserves the right to edit these hours to maintain the highest level of mutual benefit for all.

Summer & Fall Hours (May 1 - October 31):

A minimum of **5 hours** a day for a minimum of **5 days** per week.

Hours must be between 11am and 8pm.

Open days must include Saturdays and Sundays.

Winter Hours (November 1 - December 31):

A minimum of **5 hours** a day for a minimum of **4 days** per week.

Hours must be between 11am and 8pm.

Open days must include Saturdays and Sundays.

Late Winter & Spring Hours (January 1 – April 30)

Artists may choose to open spaces at their discretion during this time.

Please note: Stalls have heat but are not fully insulated.

- Tenants are required to provide a **\$500 security deposit** for the use of the stall. The security deposit will be refunded at the end of the term of agreement, if the stall is returned to the City in a clean and reasonable condition and all program requirements have been satisfied.
- Tenants are responsible for securing their own **theft and general liability insurance**. The City of Salem is not responsible for damage to work caused by the elements, theft, or vandalism.
- Tenants will be required to undergo a CORI check before any agreements can be finalized.
- Tenants are required to clean and maintain their licensed spaces and take out their own trash. Tenants are asked to take turns taking the provided curbside trash bins to the curb each week for trash collection.
- Tenants must attend mandatory monthly meetings with the City's program manager and Salem Main Street's Director, which typically occur the fourth Thursday of each month at 5pm via Zoom webinar or in person at the City Hall Annex, 98 Washington St., 2nd floor conference room.
- Tenants must attend 2-4 classes, workshops, and/or mentorship sessions each year that will help them to further their career as artists and/or business owners. These sessions are free for Artists' Row tenants and will include topics such as small business management, retail marketing, arts marketing, e-commerce, gallery management, arts business/administration etc. Participants will be able to select which sessions to attend from a menu of offerings, provided in partnership with the Enterprise Center at Salem State University and Montserrat College of Art, and can be tailored to the specific participant's goals and measures of success.
- Several times throughout the year festivals, markets, and other such activities will take place in Derby Square and Old Town Hall, which are adjacent to Artists' Row. Tenants are strongly encouraged to be open to the public during these events. Occasionally auxiliary vendors may be stationed along Artists' Row itself in conjunction with these events. The City of Salem will make every effort to ensure these vendors are not in direct competition with Artists' Row Tenants.

- At the end of the license agreement, Tenants are responsible for removal of all of their work, equipment, and furnishings, and for cleaning the stall prior to final inspection by the City's program manager. **Tenants must vacate stalls by end of day on January 15, 2022; except for the PAiR** whose licenses will terminate on January 15 following the respective year following their residency.
- The City of Salem Code of Ordinances provides that no individual should be denied equal treatment or opportunity as a result of his or her age, ancestry, color, disability, family status, gender identity or expression, military status, marital status, national origin, race, religion, sex or sexual orientation. Therefore, any rental use open to the public which denies, or tends to deny, to an individual equal access on the basis of: age, ancestry, color, disability, family status, gender identity or expression, military status, marital status, national origin, race, religion, sex or sexual orientation, is hereby **strictly prohibited**.

Fees & Expenses:

Tenants pay a sub-market rental rate for the use of the space and are responsible for a security deposit, insurance, and utilities. See below for details.

Security Deposit:

Fully **refundable** security deposit of **\$500 is due at signing**. The deposit will be returned at the end of the license should facilities be left in good condition and all terms of the agreement have been met.

Rent:

Rental fees are fixed and **only paid during the 8 months of required activation May - December**. The Public Artist in Residence in Stall 5 is **not** subject to these expenses.

Monthly Rental Fee:

Stall 1 (1,008 sq. ft.): \$500	Stall 2 (943 sq. ft. w/sink): \$475
Stall 4 (689 sq. ft.): \$350	Stall 5 (357 sq. ft.): Waived

Space/Storage Fee:

A nominal fee of \$75/month is charged for the stalls the other four months of the year, January – April, during the term of the agreement. Tenants are not required to but are welcome to work in the stalls and/or have them open to the public during this down season. This fee is due even if space is fully dormant. The Public Artist in Residence is **not** subject to this expense.

Utilities:

Tenants pay for utilities including electricity and internet. Electricity services are through National Grid. Tenants are required to contact NG directly to have the account for the stall transferred to their name. Costs can vary greatly stall to stall depending on usage, but in general average around \$100 per month. Units are pre-wired for Comcast internet services. The cost for basic internet is \$87/month. The Public Artist in Residence is **not** subject to these expenses.

Insurance:

Tenants are responsible for carrying their own theft and comprehensive general liability insurance policy (or policies) to cover all goods and activities in their stall as well as persons engaging with them both inside and outside their spaces. Minimum protection of not less than \$1,000,000 combined single limit coverage of bodily injury, property damage or combination thereof is required. A copy of a valid Certificate of Insurance (COI) listing the City of Salem as additionally insured will be required upon agreement signing. Insurance costs vary to greatly to provide valid estimates, please research on your own as needed.

Signage/Marketing:

- Tenants are required to install an exterior sign for their stalls. Tenants are responsible for the costs associated with the fabrication and installation of said sign. Exterior signs can only be installed on the existing sign pole and the design and layout of the sign must be reviewed and approved by the City of Salem Redevelopment Authority and its Design Review Board, prior to fabrication and installation.
- Tenants are encouraged to present proposals to the program manager for temporary exterior enhancements to their stalls. These could include features such as seating for the public, plants and garden elements, decorative lights, unique displays related to the products being sold, or other components that contribute to a lively and appealing environment between New Derby and Front Streets throughout the season. (Structural features need approval by the City of Salem Redevelopment Authority and its Design Review Board.)
- Tenants are all expected to maintain an active social media presence to promote both their own work and activities on Artists’ Row.
- Tenants are encouraged to produce their own marketing materials to promote their activities on Artists’ Row. Examples of marketing materials may include but are not limited to: posters, rack cards, social media and press releases to local media.

SELECTION CRITERIA

The final selection of Artists’ Row participants is based on the following criteria:

- Artistic quality/merit of work and the uniqueness of materials and/or methods.
- Appropriateness and scope of appeal for Artists’ Row setting and an audience of diverse ages and backgrounds.
- Variety of products/activities among the four spaces within the City’s goal of selecting diverse representation of cultures, products, or styles.
- Quality of demonstrations, interactive workshops and/or performances for the general public.
- Ability to work well with other participants in a group setting and willingness to collaborate with other tenants.
- Potential of participants’ work to contribute to a lively atmosphere in this marketplace setting, the vibrancy of daily life in the City, and downtown Salem’s ongoing economic development.

SELECTION PROCESS

The City of Salem will convene a Selection Review Committee of individuals knowledgeable in the artists industries and of the Salem Community to evaluate applicants based on the above stated criteria. This Selection Committee will make a recommendation of finalists to the Public Art Commission who will make final selections and formal recommendation for final approval by the Mayor. Notifications will be sent to all applicants no later than March 31, 2022.

TIMELINE:

- February 28, 2022: Deadline for applications
- March 16-31, 2022: Notifications to applicants
- Jan 2023 – Jan 15, 2025: New Tenants operating in stalls
- July 2024: Put out new Call for Artists

SUBMISSION REQUIREMENTS/CHECKLIST

Applicants must provide the following details in their application, in order to be considered for the Program:

- Brief narrative with detailed description of work and your proposed concept for the use of the stall. Please answer the following questions in this narrative to the best of your ability:
 - Who you are, what type of work do you do?
 - What would you propose to do in the space? Sell, teach, etc.?
 - Why do you feel your practice is a good fit for Artists' Row? How do you think your creative practice will benefit from the Artists' Row program?
 - What are your 'Big Picture' goals? What do you hope a tenancy on Artists' Row will help you achieve?
 - What will be your measures of success?
 - What is your staffing plan for the space?
 - Public Artist in Residence - How do you plan to contribute to the activation of Artists' Row?
- Description of physical plans for the stall you are looking to occupy, including the equipment/furnishing you would be bringing into the space and any proposed interior alterations. This section is meant to help us visualize what your creative practice might physically look like in the space. Provide a detailed description of your vision for the space using the prompts below:
 - How will it be set up? What sort of displays will be utilized?
 - What if any equipment and/or furnishing would you bring into the space?
 - Would you want to propose any interior alterations?
- Description of physical plans for the stall you are looking to occupy. Provide a detailed description of your vision for the space using the prompts below:
 - How will it be set up? What sort of displays will be utilized?
 - What if any equipment and/or furnishing would you bring into the space?
 - Would you want to propose any interior alterations?
- Floor plan/mockup outlining planned use of the space. (Optional)
- Projected budget/estimated cash flow scenario as you envision it. What do you think your projected expenses will be and estimated income? This is to help establish sustainability/feasibility. (Not required for PAiR)
- Professional resumes or CVs for all participants.
- Up to ten (10) photographs or video representations of artworks/performances from each participant of the stall. For each submission please indicate the following information:
 - Image number:
 - Title:
 - Artist's Name:
 - Medium/Techniques:
 - Dimensions (Height x Width x Depth) in inches:
 - Retail Price:

SUBMISSIONS INSTRUCTIONS

All applications and required support materials must be submitted by **11:59 pm on Monday, February 28, 2022** using our online application form. **To Apply, please visit <https://bit.ly/apply2AR>**

QUESTIONS OR SITE VISIT

For more information, to ask questions, or to schedule a visit to view one of the stalls, please contact:

Julie Barry, Senior Planner of Arts & Culture at jbarry@salem.com or 978-619-5681.

For technical issues with the application please email Chelsea Titchenell at ctitchenell@salem.com.

**Artists' Row
24 New Derby Street
City of Salem**



**Mayor
Kimberley Driscoll**
Map prepared by SalemGIS
March 15, 2013
Map No. 13-001

