

Request for Proposal (RFP): Public Art Administrator TEMPO on the Trail – 2025-2026



1.0 Submission Process

Proposals must be submitted in PDF format no later than 5:00PM CDT on Friday, July 18 to: mandi@thetrailconservancy.org. Late submissions will not be considered.

All proposals will be reviewed by The Trail Conservancy Staff and its Art + Culture committee. Proposals will be evaluated using a rubric based on the following criteria:

1. Responsiveness of the proposal to project objectives
2. Experience with a similar size and scope of work
3. Project management methodology and approach
4. Cost of services

Only one consultant is expected to be selected. However, TTC is under no obligation to award a contract.

1.1 Purpose

The Trail Conservancy (TTC) is seeking a qualified public art consultant to manage the execution of the 2025 TEMPO on the Trail temporary art exhibition artist call and installation. The selected consultant will guide the project from the artist open call through installation, serving as lead artist liaison.

The ideal candidate will demonstrate:

- Experience mentoring emerging artists
- Familiarity with the City of Austin's public art process
- Strong facilitation and communication skills
- Capacity to foster community connectivity
- Strategic partnership experience

1.2 About the Trail Conservancy

The Trail Conservancy (TTC) protects, enhances, and connects the Ann and Roy Butler Hike-and-Bike Trail at Lady Bird Lake. Founded 22 years ago, TTC is responsible for operations, maintenance, programming, and funding for Austin's beloved 10-mile urban loop and 300 acres of surrounding parkland.

In 2023, TTC launched its first Arts + Culture Plan, ending a ten-year moratorium on public art along the Trail. The plan supports site-specific artwork that enhances environmental awareness and deepens visitors' connection with the place and community.

Public art goals include:

- Encouraging innovative site-specific art that surprises and engages
- Highlighting environmental awareness and consciousness
- Embracing the Trail's role in the broader community, watershed, and ecosystem

1.3 Project Description

TEMPO, a project of the City of Austin's Art in Public Places (AIPP) program since 2016, funds temporary installations through Hotel Occupancy Tax revenue. The program intends to promote local tourism, activate public space, and attract new voices to the public art process.

In 2024, TTC piloted hosting the TEMPO project along the Trail in partnership with AIPP. With that success, TTC will lead the 2025 TEMPO cycle along the Butler Trail again.

The consultant will be responsible for managing the project installation lifecycle, in conjunction with TTC's Chief Marketing Officer, to include: public artist call, contracting, and facilitation of installation.

1.4 Project Timeline and Deliverables

Project Duration: August 2025 – February 2026 (avg. 10 hours/week)

Key Deliverables:

1. Submit proposal by July 18, 2025
2. Attend weekly check-in meetings with TTC CMO, providing updates on the project
3. July/August: Pre-kickoff meeting with TTC Arts + Culture Program Manager (CMO)
4. August (4 weeks):
 - Lead and promote the open call
 - Host 2 virtual open houses to answer the applying artists' questions
 - Provide applicant support
5. September: Sort and vet art call submissions (eligible/ineligible; viability ranking) and share with the CMO for committee review
6. October: Co-Lead the Art + Culture Committee artist selection meeting
7. October–February: Serve as artist liaison for the installation of TEMPO on the Trail:
 - Contracting with selected artists
 - Assist with artist questions during the final design process
 - Attend Technical Advisory Group meetings with staff and artists
 - Provide oversight during fabrication
 - Installation logistics
 - Provide insight into The Trail Conservancy's marketing, public relations, and programming strategy.

1.5 Applicant Qualifications

Minimum public art experience should include:

- Managing a portfolio of artists, 10 or more
- Soliciting artists through an open call process
- Facilitating an art selection panel
- Knowledge of fabrication and installation

1.6 Proposal Requirements

Proposals must include:

- Cover Letter: Executive summary, name, contact info
- Professional Resume: Relevant experience
- Approach: Methodology for managing the project
- Timeline: With descriptions of expected outcomes
- References: Three (3) client references

1.7 Budget and Compensation

The proposal must include a budget plan and timeline, clearly identifying:

- Fees by task and subtask
- Deliverables for each phase
- Reimbursable expenses

Estimated workload: ~10 hours/week between August and February.

QUESTIONS AND RESOURCES

Questions:

- Email any questions to mandi@thetrailconservancy.org.
- All questions and answers will be posted to the RFQ page on the [website](#).

Resources:

- [Ann and Roy Butler Hike-and-Bike Trail Arts and Culture Plan](#)
- [TTC's Arts + Culture Program](#)