



**CITY OF SALEM, MA
2025-2026
ARTISTS' ROW PROGRAM**



CALL FOR CREATIVES, ENTREPRENEURS & PUBLIC ARTISTS

Mayor Dominick Pangallo and the Salem Public Art Commission seek Creatives of all types to participate in the City of Salem's revitalized Artists' Row initiative.

Artists' Row, at the heart of historic Salem, was originally built as a marketplace. Today, it is a thriving downtown public plaza, located at 24 New Derby St., across from Old Town Hall and Derby Square. It consists of four artists' 'stalls', a restaurant, a public restroom, and a long pedestrian way.

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. Through this initiative, the City of Salem hopes to celebrate the diverse life experiences and unique heritages, attributes, characteristics, and perspectives that make each person who they are, while providing a springboard opportunity for creatives. Wherever artists are in their career, we hope to help take them to the next phase in their unique professional development journey. As a shared space for artists and visitors alike, artistic expression and creativity happens at Artists' Row, and arts-related goods, performances 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 2025 through December 2026: and,**
- **two (2) paid positions for Public Artists in Residence:**
 - **one lasting from May to December 2025**
 - **one lasting from May to December 2026.**

The City is interested in tenants whose artistic expression will contribute to the vibrancy of the Artists' Row community and this important gateway to Salem's bustling downtown. The variety of activities and uses considered for Artists' Row spaces include, but are not limited to, original, uniquely produced or hand-crafted artworks and products, performance art, art 'happenings', art 'interventions', art making, and temporary public art installations.

OVERALL PROGRAM GOALS

- To give Artists/Creatives an opportunity to share their artisan products and artistic endeavors 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 any media and at any stage in their artistic profession 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, performance artists, collaboratives, collectives, etc.
Note: An artist collaborative or collective is a group of artists working together as one practice.
- Salem is committed to providing equal opportunities for ALL. Artists/Creatives of any gender, race, ethnicity, national origin, age, sexual orientation/identity, religion/beliefs, familial status, education, or physical ability are encouraged to apply.
- Previous tenants of Artists' Row are welcome to apply. However, artists may not participate for more than two consecutive two-year contract terms.
- Previous Public Artist in Residence (PAiR) of Artists' Row must have at least one year between previous PAiR residency before applying for the role again. However, former PAiRs are eligible to apply for a full Artists' Row stall at any time.
- **Salem residency is not required.**

PROGRAM OVERVIEW

2025-2026 Artists' Row Stalls Program Schedule:

Application Submission Deadline: Thursday, August 1, 2024 by 4pm

Selections Announcements: August 26, 2024

Tenant Move In: Not before January 15, 2025

Winter Hours: Jan. 15 – April 30, 2025

Open to the Public: May 1 – Dec. 31, 2025

Winter Hours: Jan. 1 – April 30, 2026

Open to the Public: May 1 – Dec. 31, 2026

Tenant Move Out: January 4-15, 2027

2025/2026 Public Artist in Residence (PAiR) Program Schedule:

Application Submission Deadline: Thursday, August 1, 2024 by 4pm

Selections Announcements: August 26, 2024

2025 PAiR: Move-In April/May 2025; Move-Out December 2025/Jan 2026

2026 PAiR: Move-In April/May 2026; Move-Out December 2026/Jan 2027

Specific dates to be determined in consultation with the City and selected PAiRs.

Artists' Row General Information:

- Participants in the Artists' Row initiative 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/Collaborative, whereby the stall would be utilized as a studio/maker's space and as retail space. Workshops, classes are welcomed.
 - As a Performer/Performance Collaborative, whereby the stall would be utilized as a rehearsal, workshop, class, and/or 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 studio/maker spaces & art retail and/or performance spaces
 - Additionally, Stall 1 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 (see page 5 for minimum hourly requirements).
- 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.

Studio/Retail/Makers Spaces:

- 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 **unique and original handcrafted works of art / products**.
- Mass produced or manufactured items are **NOT** acceptable and not allowed to be sold or displayed. (Sales representatives and agents are not eligible).
- All work/products must be appropriate for viewing by all ages and may not cause harm to, or be disparaging against, any third parties. **NO** human remains are allowed to be used in artworks on premises.
- 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, sales, and marketing.

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.

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. **Two positions are currently available to be filled**, PAiR 2025 and PAiR 2026. 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 through November/December (specific dates to be determined with 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 community. Tell us how you envision your work engaging with this community and unfolding in this space. Projects that speak to Salem's diverse history in conversation with the City's 2026 '400+' quadricentennial celebrations encouraged.

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 a 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:

- Artist fellowship program
- An exhibition or paid class/workshop
- Performance that doesn't directly engage with/involve community but rather only includes them as 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:

- Interactive 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.

City's 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 & materials, marketing & outreach for public programming, and soliciting their own grants and additional funding sources if needed. The City may 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.

GENERAL PROGRAM REQUIREMENTS

Terms of Agreement:

- Selected participants for the maker spaces 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 two-year contract term. Applications from existing tenants will be considered alongside new applicants. Applicants that have already participated for two consecutive two-year terms are not eligible to apply.
- **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.)

- Staffing and operations of Artists' Row stalls are solely the responsibility of the selected participant.
- All Stalls (PAiR & maker spaces) 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 Tenant's discretion. Experience has shown 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 adjust these hours, in consultation with tenants, to maintain the highest level of mutual benefit for all.

Late Winter & Spring Hours (January 15 – April 30)

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

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

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.

- Tenants will be required to undergo a CORI check before any agreements can be finalized.
- Tenants are required to clean and maintain their stalls 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 first Tuesday of each month at 11am via Zoom webinar or in person at the City Hall Annex, 98 Washington St., 2nd floor conference room.
- Tenants must attend 4 professional development classes, workshops, and/or mentorship sessions each year that will help them to further their career as artists and/or business owners. The provided 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 places such as the Enterprise Center at Salem State University, Montserrat College of Art, and other specialty business coaches and can be tailored to the specific participant's goals and measures of success. Tenants are also welcome to pursue other professional development opportunities outside of these offerings that could count towards their requirements but would be at their own expense.
- 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 will be provided advance notice of City events and 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.
- No subletting of the space is allowed. No open flame or human remains are allowed.
- 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, 2027, 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 as a result of these prohibited bases 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:

Tenants are required to provide a security deposit of **\$500, which is due at signing**. The security deposit will be refunded at the end of the term of the agreement, provided that the facility be left in clean and reasonable condition and all terms of the agreement have been met. This deposit is required for the maker spaces and PAiR units.

Rent:

Rental fees are fixed at \$1.00 per sq ft for the term of one year and will increase to \$1.50 per sq ft in year two. Rent is **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 Fees:

Stall 1 (1,008 sq. ft.): \$1,008 yr 1; \$1,512 yr 2
Stall 4 (689 sq. ft.): \$689 yr 1; \$1,033.50 yr 2

Stall 2 (943 sq. ft. w/sink): \$943 yr 1; \$1,414.50 yr 2
Stall 5 (357 sq. ft.): Waived for PAiR

Space/Storage Fee:

A nominal fee of \$200/month is charged for the use of the space during the other four months of the year, January – April. Tenants are not required, 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 \$120 per month. Units are pre-wired for Comcast internet services. The cost for basic internet is \$96/month. The Public Artist in Residence is not subject to electrical expenses but internet would be at their own expense.

Parking:

Parking is not provided and if needed must be paid for at the expense of the Tenant. Month to month parking passes are available for the Riley Plaza parking lot for \$50 per month. To secure a parking pass please visit the City of Salem Parking Office, 1 New Liberty Street. Passes can be purchased up to two months in advance and are not prorated. The Public Artist in Residence is not subject to this expense.

Insurance:

Tenants are responsible for carrying their own **theft and comprehensive general liability insurance** policy(s) to cover all goods and activities in their stall, as well as persons engaging with them 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 greatly. Please research on your own as needed. The City of Salem is not responsible for damage to work caused by the elements, theft, or vandalism.

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 end of day on Monday, August 26, 2024.

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.

SUBMISSIONS INSTRUCTIONS

Interested parties should review the content of this Call and the below "Submission Requirements Checklist (see page 8), thoroughly, then submit their application and required support materials for consideration via our online application platform prior to the stated deadline.

To Apply, please visit <https://bit.ly/apply2AR>

All applications must be submitted by 4:00 pm on Thursday, August 1, 2024.

SUBMISSION REQUIREMENTS/CHECKLIST

Applicants must provide the following information with their application in order to be considered:

- 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, how long have you been doing it?
 - 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? How will you keep it open to the public? What days and hours would you be open? This can change but please be specific.
 - 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. 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?

- Floor plan/mockup outlining planned use of the space. (Optional, we do not have floor plans to provide.)

- Projected budget/estimated cash flow scenario as you envision it, to help establish sustainability/feasibility. What do you think your projected expenses and estimated income will be? For current tenants reapplying for 2nd term actual budgets from the most recent year and next year projections are both required. Project budgets are also requested for PAiR applications, but they do not need to show anticipated income outside of the City stipend. We just want to make sure applicants are thinking through the costs of their proposed activations.

- Brief Marketing Plan: Who is your target audience and how do you plan to reach them?
(Note: The City does not have a marketing team to assist with this, tenant market themselves and the City supports through sharing and reposting.)

- Professional resume or curriculum vitae (CV) for all participants in proposal.

- Up to ten (10) photographs or video representations of artworks/performances from each participant of the stall. For each image submission, please indicate the following information:
 - Image number:
 - Title:
 - Artist's Name:
 - Medium/Techniques:
 - Dimensions (Height x Width x Depth) in inches:
 - Retail Price:

- Once gathered, submit all applications and required support materials using our online application form here: <https://bit.ly/apply2AR> by 4pm on Thursday, August 1, 2024.