

Public Art Annual Report Video Documentation Call for Proposals



The City of Lethbridge Public Art Program is seeking non-binding proposals from filmmakers interested in creating a five-minute Annual Report video which will document projects and initiatives commissioned and completed by the City of Lethbridge Public Art Program in 2025. The video is intended to create public interest and support for the Public Art program and provide an overview of the newest commissions. The video will be available on the Public Art website as well as presented to Lethbridge City Council as part of the City of Lethbridge Public Art Program's Annual Report for 2025.

Annual Report video footage should include documentation of new artwork during installation and following completed installation, and the video can also include some "filler" footage of pieces from the Public Art Collection installed prior to 2025. Most of the video should be spent highlighting projects that were/are being installed in 2025. The video must also highlight some of the initiatives and engagement activities undertaken in 2025. It should end with information about forthcoming projects. We anticipate the following projects will be included in the 2025 Annual Report:

- 3 murals (anticipated installations June, July, and October.)
- 1-3 vinyl projects (anticipated installations June and December.)
- 1 pathway art project (anticipated installation in July.)
- 5 community engagement activities as part of the Public Art Master Plan update project (anticipated activations June through October.)

A full list of details will be provided to and confirmed with the successful filmmaker.

The successful candidate must be flexible with their scheduling due to weather constraints as most of the pieces to be documented are outside. All footage needs to be taken in the best weather conditions possible and the final video must be delivered in early March 2026. The filmmaker is responsible for supplying all necessary equipment. The successful filmmaker will be acknowledged as the video creator and will be able to use the video to promote their future work.

Proposal Process

Filmmakers are asked to submit a proposal outlining their interest and creative concept for the project. The proposal must include:

- A description of previous experience including relevant training/education and 3-4 projects with your project role noted (250-300 words.)
- A description of proposed video methodology (250-300 words.)
- A proposed budget for the 2025 Annual Report video.
- A high-level timeline to complete work by specified deadline including confirmation of availability.
- A link to a demo reel of projects relevant to this project.
- A list of additional services and prices for optional future documentation engagements with the City's Public Art Program. The Public Art Program will occasionally engage filmmakers to document public engagement events and other activities.

Contract Timeline

Submission Deadline: Friday, May 16, 2025 at 12:00pm MT

Notification of Selection: By Wednesday, May 30, 2025

Project Commencement: June 2025

Project Completion: March 2026

Submission Process and Evaluation

A complete proposal should be emailed to publicart@lethbridge.ca. Please include "Public Art Annual Report Proposal" in the subject heading. Only electronic submissions will be accepted, and all documents must be sent in PDF format as one combined document. Evaluation and selection will be based on best value as determined by the City of Lethbridge and the Allied Arts Council.