

# **Magnolia Midlands**

## **Take Flight Project**

### **RFP Scope of Work**

Magnolia Midlands Regional Travel Association (RTA) is a membership driven organization charged with marketing and promoting the interest and assets of the 24 county membership area of Southeast Georgia. The 24 counties include: Appling, Atkinson, Bacon, Ben Hill, Bleckley, Bulloch, Candler, Coffee, Dodge, Evans, Irwin, Jeff Davis, Laurens, Long, Montgomery, Pulaski, Screven, Tattnall, Telfair, Toombs, Treutlen, Wayne, Wheeler and Wilcox. Agritourism is an important attractor to the region and commodities common to the region are peanuts, pecans, cotton, blueberries, Vidalia onions, olives, and muscadine grapes. Outdoor and nature based tourism are also prevalent including the Ocmulgee and Altamaha Rivers which flow through the middle of the region. Art and cultural heritage are important components to the travel industry in the region. Magnolia Midlands is home to one brewery (Eagle Creek Brewing Company), one winery (Watermelon Creek Winery) and many great restaurants that source regionally. You can visit the place where Martin Luther King, Jr. gave his first speech as a 15 year old young man in Dublin at the MLK Jr. Monument Park and First African Baptist Church. Magnolia Midlands is home to the most intact WWII Flight Training Base in the United States and one of the largest genealogical libraries on the east coast. It is also home to Georgia Southern University, Middle Georgia State University, South Georgia State College, several community colleges and technical colleges.

Magnolia Midlands typically looks at traditional marketing outlets to promote the regional assets like print, digital and social. However, the Take Flight project will use art as the medium to engage the visitor and tell the story of the region. Magnolia Midlands RTA is hosting a contest to commission an artist to install a set of eagle wings on a main wall in the State Visitor Information Center in Sylvania, Georgia. The Visitor Information Center is located at 8463 Burton's Ferry Hwy, Sylvania, GA 30467 and is the oldest center in the US. The wings will designate/create an area for a photo opportunity inside the visitor information center and can help tell the story of the region. The wings can be painted or created on tin, aluminum, wood, canvas, etc., but consideration of weight should be a factor.

### **Primary goals of the Take Flight Project:**

1. to engage the visitor at the center to use their social media platforms as an outlet to share the story of the region by sharing photography of themselves inside the pair of wings
2. to encourage dialogue between the visitor and the VIC staff in order to lengthen their stay in the region
3. to garner free publicity from media outlets due to the creativity of the project and engagement of the visitor
4. to increase visitation at the Visitor Information Center at 8463 Burton's Ferry Hwy

## Eligibility Requirements:

1. The Artist selected must reside or attend school in the region (included in the 24 counties aforementioned).
2. A conceptual drawing must be submitted to Alexa Britton at [abritton@vidaliaga.gov](mailto:abritton@vidaliaga.gov) by February 9, 2018.
3. The artwork may be mixed medium but must attach to the wall. The artist will need to create the artwork offsite and install at the center (i.e. you may paint on metal, canvas or wood and install in the center.)
4. The wall dimensions are 8'11" high by 10'8" wide. A photo of the wall is included below (the wall will be cleared before the artwork installation).
5. The wings need to be recognizable as EAGLE wings, although you are not limited to your interpretation of how those wings should look. We highly encourage you to research the region and use the information you discover to interpret what the wings should look like for Magnolia Midlands.



Here is an example of other artwork that illustrates an idea of what we are looking for the VIC display:

<http://kelseymontagueart.com/nashville-whatliftsyou-wings/>

## Awards and Compensation:

An award will be made on February 16, 2018. The Artist selected will win \$1,000.00 paid by Magnolia Midlands Regional Travel Association after installation is complete

and will be provided with an upfront \$500.00 stipend for supplies. The artwork will be located on a premier wall in the visitor center and will give the artist visibility to the thousands of visitors that come to the center each year. In 2016, more than 75,000 visitors came through the doors of the Sylvania Visitor Information Center. An Instagram account will be created to help spread the word and give the artist even more exposure. Magnolia Midlands will solicit media outlets and state resources to get additional coverage for the project and artist alike.

**Final requests:**

1. The artist will be given 7 weeks to complete the artwork. While the time frame is tight, we are hoping to have the artwork installed for a state-wide group coming to the area the week of April 19
2. Installation of the artwork must be completed during the week of April 9-13, unless otherwise arranged with MMRTA.
3. The total weight should not exceed 100 pounds.
4. Any assistance you should need for installation needs to be worked out in advance of April 9.
5. By submitting a proposal, you are agreeing to allow Magnolia Midlands Regional Travel Association to use your artwork to promote this project.
6. The winning artwork will have a full calendar year of exposure, if not more. The artwork will become the property of MMRTA after it is taken down.

Contact:

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