HIAWASSEE
DOWNTOWN
DEVELOPMENT
AUTHORITY

Request for Proposals (RFP)

Project: Hiawassee Fireflies Scavenger Hunt

Issued By: Hiawassee Downtown Development Authority

Issue Date: November 10, 2026

Submission Deadline: January 12, 2027

Project Overview

The Hiawassee Downtown Development Authority (DDA) is seeking proposals from artists or artist teams to create original illustrations and creative writing for Hiawassee's first-ever art in public places program, Hiawassee Fireflies. This creative project aims to attract residents and visitors to our downtown through the proven method of public art.

Ten firefly sculptures will be placed on buildings throughout the downtown central business district. The scavenger hunt element of the project will involve developing stories and illustrations to go along with these sculptures. The result will be a fun, free, and family-friendly source of entertainment downtown.

Project Goals

- To develop engaging illustrations and narratives that accompany each firefly sculpture.
- To relate each illustration and narrative to themes associated with the business at which the sculpture is located.
- To reflect the charm and unique aspects of life in Hiawassee in a way that appeals to children and families.
- To produce deliverables that include full-color illustrations for inclusion in printed and digital scavenger hunt guides.

Project Scope of Work

Selected artist(s) will be responsible for:

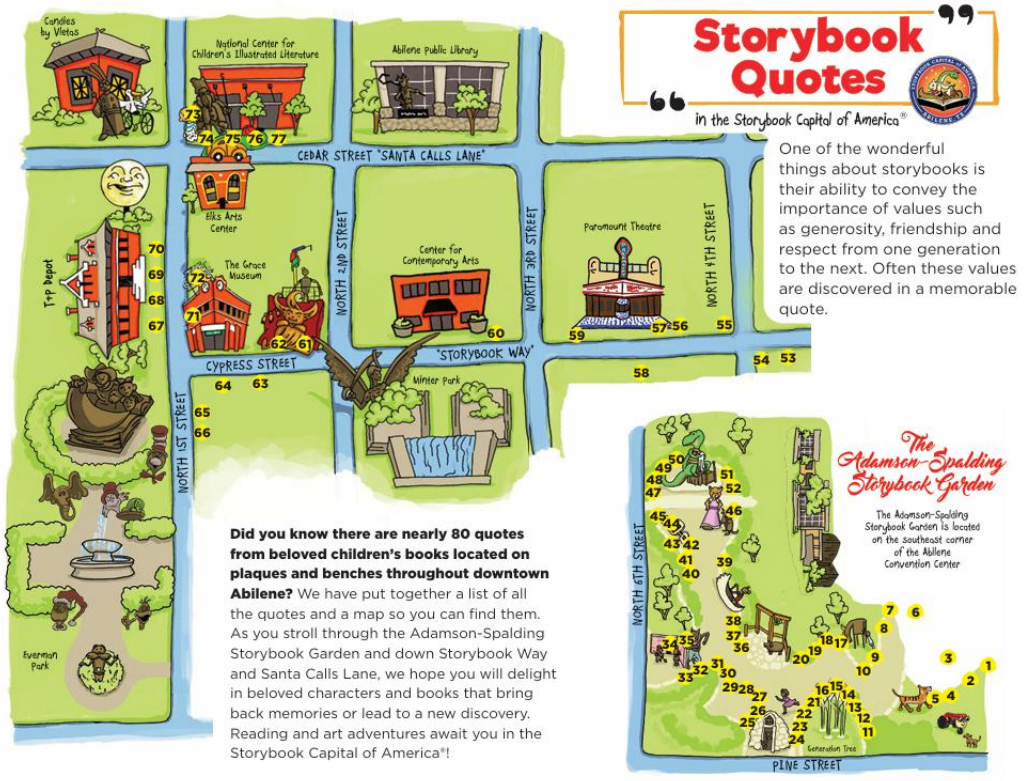
- Creating for each of the 10 sculptures:
    - Firefly name
    - A brief writing (two to three sentences) that builds a story and character for the firefly
    - One illustration of the firefly that relates to its story and character, and shows the firefly in the environment depicted in the writing

Example – For a hiking-themed firefly located at Trailful Outdoor Co:

- *Flicker*
- *"Armed with a backpack no bigger than a blueberry, Flicker loves trekking along the winding, mossy paths of the Appalachian Trail. As twilight blankets the ancient peaks, his cheerful glow becomes a tiny, moving beacon of courage for every forest creature settling in for the night."*
- *Illustration is a cartoonish firefly wearing a backpack and hat, floating and glowing above a tree-lined trail, while a family of racoons look out from a tree trunk.*

- Creating a simple illustrated map of downtown Hiawassee on which the firefly locations will be marked.

  Example – From Abilene, TX



Project Deliverables

Project deliverables include:

- Print- and digital-ready illustrations for each firefly (minimum 300 DPI, CMYK for printed illustration, RBG for digital illustrations).
- Print- and digital-ready illustrated map of downtown Hiawassee (minimum 300 DPI, CMYK for printed illustration, RBG for digital illustrations).
- Names and brief creative writings for each firefly.
- All files must be delivered in .AI, .PSD, .PDF, or other editable formats upon request.

Note: Artists must submit only original artwork—the use of Generative AI will not be permitted. All final artwork will become the property of Hiawassee DDA upon completion, with appropriate credit given to the artist(s). Artists retain the right to include work in portfolio and promotional materials.

Project Budget

The selected artist or team will receive a flat stipend of $2,000, inclusive of:

- Artist fee
- Concept development and illustration time
- Revisions based on client feedback
- Final file preparation and delivery

Project Timeline

- RFP Issue Date: November 10, 2026
- Proposal Submission Deadline: January 12, 2027
- Artist Selection Finalized: January 19, 2027
- Artwork Development/Design Period: January 20 – March 19, 2027
    - First Draft delivered to DDA for review by February 19, 2027
- Final Project Deadline: March 31, 2027

Note: Prior to finalizing the artist selection, the DDA will select the ten businesses where the fireflies will be located. The selected artist will be provided with this information at the start of the artwork development/design period.

Eligibility

Any artist or team of artists interested in creating designs driven by the project goals, to be completed by March 31, 2027, may produce a proposal in accordance with the guidelines provided above. For the purposes of this RFP, “artist teams” refers to individual local artists collaborating with other local artists or independent collaborators and does not include official or creative agencies. Proposals submitted by or on behalf of marketing firms, design agencies, or similar entities will not be considered.

Artist Selection Criteria

The Hiawassee DDA will review all eligible applications and make selections based on the criteria outlined below.

- Strength and originality of artistic concept
- Technical illustration and creative writing skills (character design, composition, clarity)
- Demonstrated ability to complete projects on deadline
- Professionalism and clarity of application
- Experience with children’s illustration or similar work

How to Apply

Submit the following materials by email to DDA@HiawasseeGA.gov with the subject line: "Hiawassee Fireflies Scavenger Hunt Proposal". Only complete applications will be considered.

1. **Letter of Interest** (1 page max) – including interest in the project, artistic approach, and relevant experience.
2. **Concept Sketch and Writing** – one sample illustrating a firefly concept that is representative of your artistic approach. The concept should include both an illustration and a creative writing sample that corresponds to the illustration.
3. **Three (3) Images of Previous Work** – relevant to illustration or children's content (JPG, PNG, or PDF).
4. **Resume/CV** – including relevant public art experience.
5. **Professional References** – names and contact information for 2 individuals familiar with your work on similar projects.

Questions

Any questions may be sent via email to:
Lily Ponitz, Economic Development Director
City of Hiawassee
LPonitz@HiawasseeGA.gov

Firefly Sculpture References

Samples of the firefly sculptures that will be installed:




Each sculpture will light up with an Edison bulb. Early concept with the bulb lit up:

