REQUEST FOR PROPOSAL NO. 2024-RFP-05: 3D Street Painting Festival Consultant

Dear Mister Patrick Tuttle,

January 6th 2024

As initiator, production- and project leader for the World Street Painting Foundation and their festivals, I read the specifications regarding the RFP for a 3D Street Painting Festival Consultant with great admiration and interest. That is why I would like to submit a proposal for the requested role. Based on the purpose, background and festival specifics in your RFP you will find all content requirements within this proposal from the World Street Painting Foundation.

I would like to consult, co-organize and help in any way within the development of a unique 3D Street Painting range of Festivals in the City of Joplin that will attract the attendance from domestic and International visitors based on the best 3D Street Art in the world.
This 3D Street Art will be made by National and International street painters from over the World and we bring them together to create a next level Route 66 experience to attract International guests and make an impact on tourism to the City of Joplin for many years to come.

Profile

My name is Mike Kothuis and I'm 56 years of age and I live in the Netherlands. I have been active as an organizer and producer in the world of 3D street paintings(also called 3D Street Art) since 2013 and initiated the first 3D street painting festival in Arnhem, The Netherlands in September 2014. This was called "The World Street Painting Festival and it was the first 3D street paintings only festival in the World at that time and it was the kick-off of many more 3D Street Painting Festivals to come. Next to my 3D Street Art life, I am a real estate agent within the B2B market and my thirty years plus in B2B and B2C experience may come in handy in the sponsor finding process.

This year we celebrate our 10th Anniversary of The World Street Painting Festival. The realization of the street painting festivals has been done by StreetArt.Support (my company) and by Bureau Kessel (my organization- and marketing partner, Miss Marieke van Kessel with her team). Miss Marieke van Kessel is 42 years old and also lives in the Netherlands. She has gained experience with her agency for events, project organization and communication solutions called Bureau Kessel. Over the last 14 years in creating campaigns, organizing and producing creative government and business events we worked together on World Street Painting and we share the love for connecting people with 3D Street Art.



World Street Painting Foundation
Eusebiusbuitensingel 9

Together we founded The World Street Painting Foundation that has set itself the goal of making public spaces more beautiful and bringing 3D Street Art close to people all over the world. The events are unique because of the connection of the art within the city and its public spaces. The Interpretations of the International street painters creates an International perspective on the City of Joplin. It brings people together on the streets and lets them interact within the illusion of 3D Street Art. That is why the economic impact for the city and its regional hub is great.

Experience

2014 - **1st World Street Painting Festival** - Arnhem, the Netherlands - **13 artists**

2015 - **2nd World Street Painting Festival** - Arnhem, the Netherlands - **13 artists**

2016 - **3D Street Painting Festival** - Sofia & Mogilvo, Bulgaria - **5 artists**

2016 - **3rd World Street Painting Festival** - Arnhem, the Netherlands - **9 artists**

2017 - **4th World Street Painting Festival** - Arnhem, the Netherlands - **11 artists**

2018 - **Climate Street Painting Festival** - Zwolle, the Netherlands - **13 artists**

2018 - **5th World Street Painting Festival** - Arnhem, the Netherlands - **13 artists**

2019 - **6th World Street Painting Festival** - Arnhem, the Netherlands - **29 artists**

2019 - **Madonnari Street Painting Festival** - Delft, the Netherlands - **11 artists**

2021 - **7th World Street Painting Festival** - Arnhem, the Netherlands - **6 artists**

2021 - **7th World Street Painting Festival** - Doetinchem, the Netherlands - **10 artists**

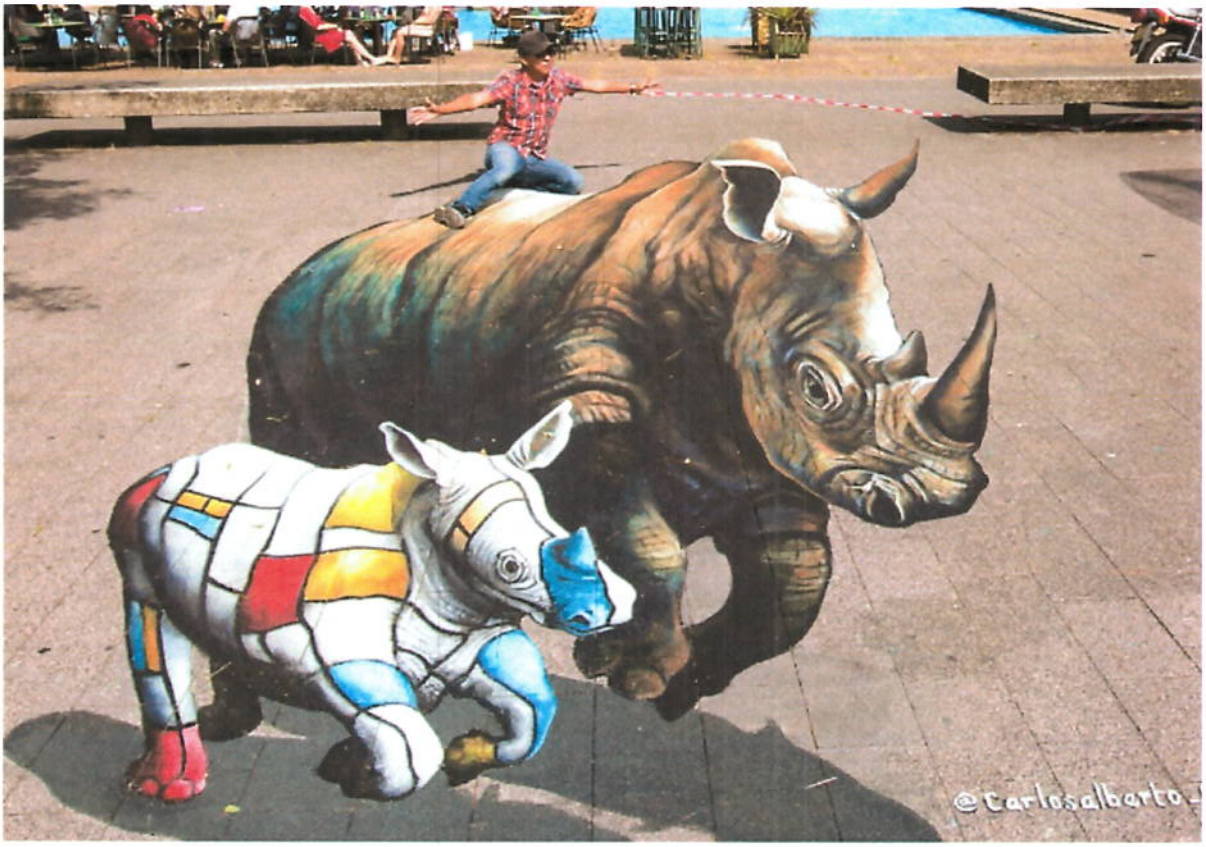
2022 - **8th World Street Painting Festival** - Apeldoorn, Arnhem & Rotterdam, the Netherlands
- 1 festival in 3 Cities creating **26 paintings created by 11 artists**

2023 - **9th World Street Painting Festival** - Neuwied, the Germany - **8 artists**

2023 - **Nieuwegein Street Art Festival** - Nieuwegein, the Netherlands - **15 artists**

During the ***Festival*** *(the 3 days the street painters create the 3D street paintings)* the amount of visitors varies between 25.000 and 40.000 visitors, all depending on the size of the City and the weather in the chosen week. Right after the Festival the ***Exhibition period*** starts *(the moment the street paintings are ready and you can interact with the 3D street painting and take great photos)*, the number of visitors vary between 250.000 and 400.000, depending on the weather and the length of the exhibition (average is 3 months).

Photos from 3D street paintings made during the Festivals over the years

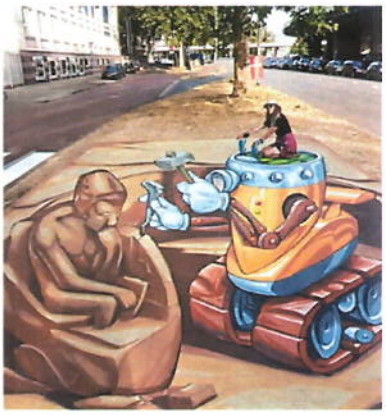










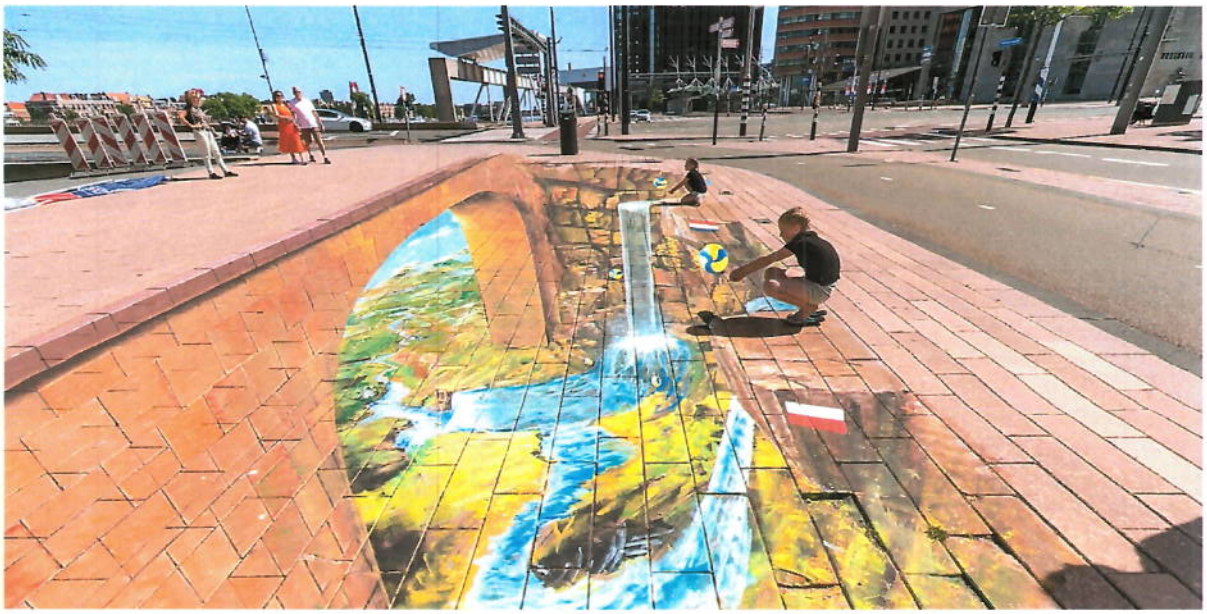


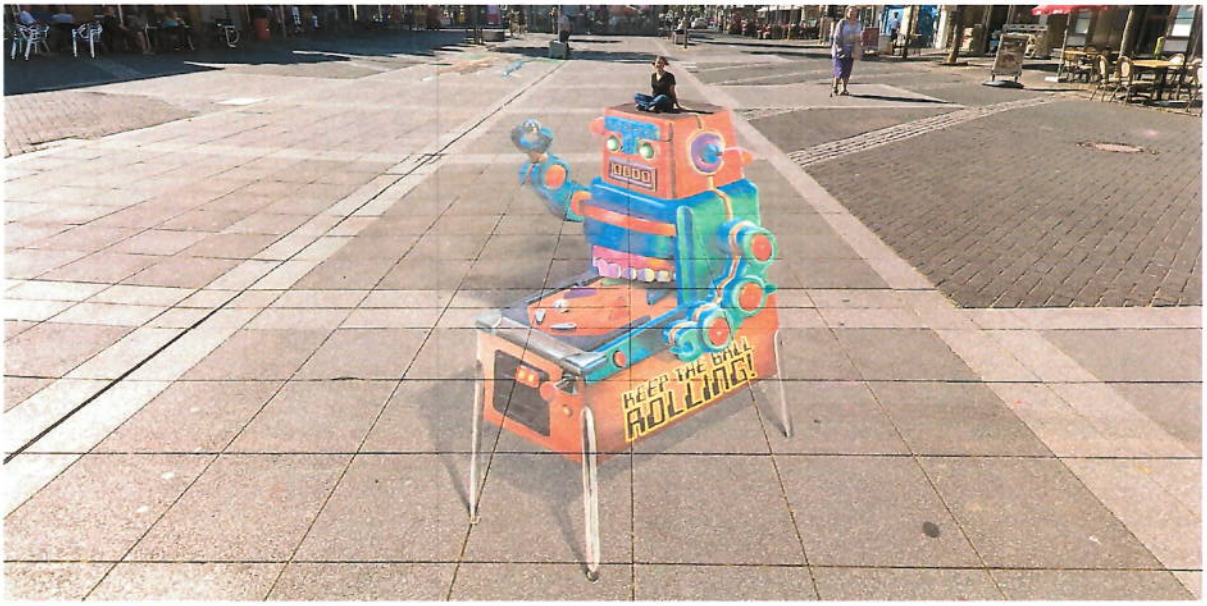
Photos of audience during made during the Exhibition period over the years

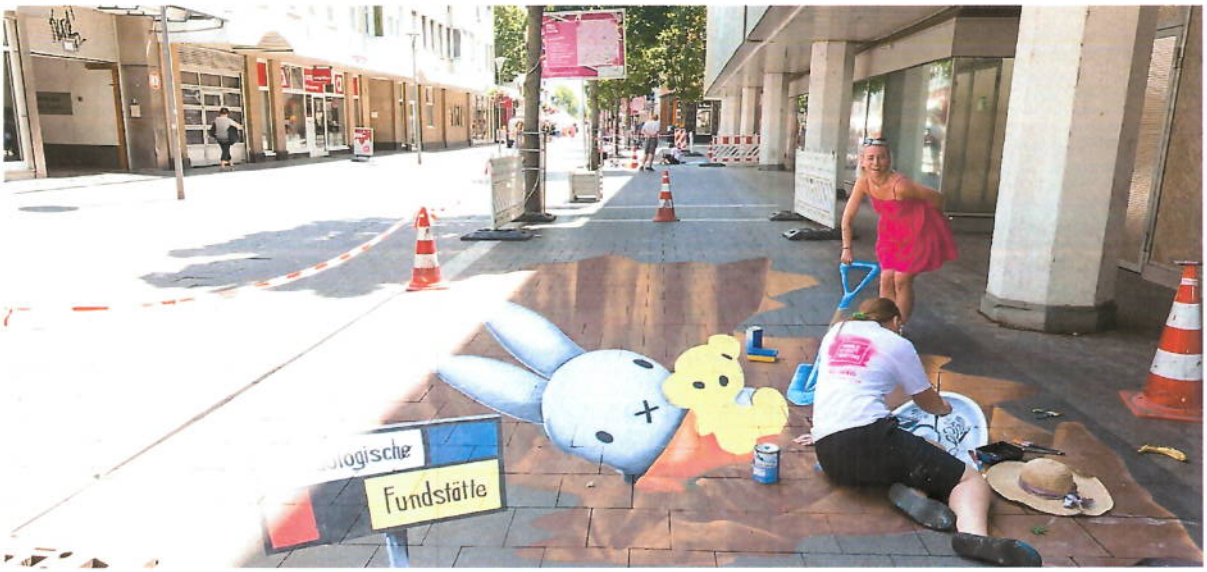




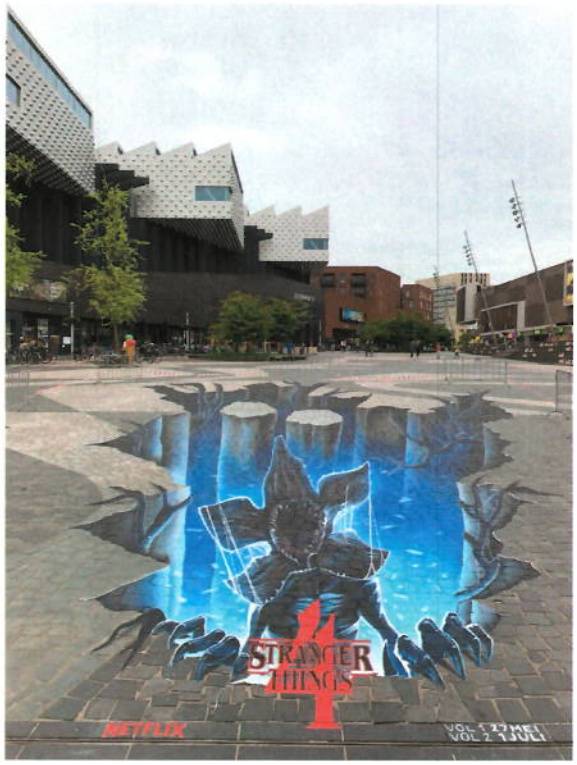





KEEP THE BALL
ROLLING!


Fundstätte

Next to the festivals we produced over a 100 Plus 3D street paintings for commercial use for businesses and organizations all over the world. Some of the companies we worked for are:
Mercedes Trucks, Netflix, TU Delft World Solar Challenge, Dopper, Wereldhave, The Ponds of Brookfield Ice Arena, Shopping Mall Westfield Barcelona, Ministry of Infrastructure and many more.







Marketing

Bureau Kessel and StreetArt.support are the driving force behind the World Street Painting Festivals and are willing to bring this European, Dutch based festival to the City of Joplin, Missouri in the United States of America. We want to create a unique Route 66 Centennial celebration in the City of Joplin with a one of a kind signature event that centers the City of Joplin on the celebrations of the anniversary of Route 66. The marketing is focused at connecting Route 66 Internationally, Nationally and the domestic region by targeting different target audiences with the City of Joplin as the place to experience Route 66 in 3D illusions (3D Street Art) during the Festival and the Exhibition period. Tourism to the City of Joplin is the most important.

In 2024 we would like to connect with domestic tourism by showing what 3D street painting does and engage with potential sponsors. We would like to include Joplin's companies in the creation of the festival. Involving hotels, restaurants and shops to make arrangements for 2025. In 2025 we would like to invite tour operators, travel agents and press go on familiarization trips to the Festival to learn first hand about the locations, airlines, tours, hotels and travels they could sell for the 100th anniversary of Route 66 in 2026. Together we want to create as much impact as possible.

The communications of the festival we would like to engage with the local community to get the buzz started via social media, prints, outdoor ads and signing of the festival.

References

City representatives
World Street Painting Festival (2014-2021) in Arnhem, The Netherlands
Bob Roelofs (Alderman City of Arnhem) Phone Number +31 263 774 681



Alderman City of Arnhem in wall floor 3D street painting of Nate Baranowski (USA).

World Street Painting Festival (2023) in Neuwied, Germany.
Jan Einig (Mayor City of Neuwied) Phone Number +492 631 8020



Mayor city of Neuwied in 3D street painting of Jan Riggins (USA)

3D Street Painters (USA)

Tracy Lee Stum - Phone Number +1 805 302 4502



Tracy Lee Stum (USA) in her 3D street painting in Arnhem (2017).

Nate Baranowski - Phone Number +1 309 360 5890



Nate Baranowski (USA) in his 3D Street Painting in Arnhem (2019).

REQUEST FOR PROPOSAL NO. 2024-RFP-05: 3D Street Painting Festival Consultant

Budget Joplin 3D Street Painting Festival

2024: $30.000 See appendix 1

2025: $90.000 See appendix 2

2026: $155.000 See appendix 3

2027: $115.000 See appendix 4

Parties

World Street Painting Foundation
Eusebiusbuitensingel 9
6828 HT Arnhem
The Netherlands

POWERED BY

StreetArt.support
Schoolstraat 1
6997 AK Hoog Keppel
The Netherlands

Bureau Kessel
Dorpsstraat 95
6986 AL Angerlo
The Netherlands

Sincerely yours,

Mike Kothuis

Appendix no. 1

Budget	World Street Painting Joplin USA 2024 Line item	Costs in Euro	Costs in Dollar	Barter possibility	
Program	Fee 3 International Street Painters	€ 7.500	$8.250		
	Artist materials	€ 600	$660		
	Hotel incl breakfast (4 nights p.p.)	€ 3.750	$4.125	**Yes**	
	Travel Expenses	€ 5.000	$5.500		
	Lunch, Snacks, Dinner	€ 875	$963	**Yes**	
			$19.498		**$5.088**
Production	Storage during festival	€ 0	$0	**Yes**	
	Shielding and fencing	€ 300	$330	**Yes**	
	Small production materials	€ 225	$248		
	Opening program	€ 0	$0	**Yes**	
	Signing (excl design)	€ 250	$275	**Yes**	
	Sigingen expoframes 160x120 cm (excl design)	€ 0	$0	**Yes**	
			$853		**$605**
Organization	Organisation	€ 2.000	$2.200		
	Production	€ 2.000	$2.200		
	Office expenses	€ 175	$193		
			$4.593		**$0**
Marketing	Content management	€ 750	$825		
	Website	€ 250	$275		
	Multi language translations	€ 150	$165		
	Travel trade	€ 400	$440		
	Printwork	€ 500	$550	**Yes**	
	Shirts Artist/Crew	€ 100	$110	**Yes**	
	Design	€ 350	$385		
	Meta adds	€ 250	$275		
	Video's - Event Photography	€ 1.000	$1.100		
	Advertising	€ 500	$550		
			$4.675		**$660**
	Unforseen	€ 348	$383		
Total		**€ 27.273**	**$30.000**		

* The 2024 budget is for a 3D streetpainting made by 3 Internationale 3D street painters.
* The World Street Painting crew consists 2 people so there will be 5 persons in total.
* We will take care of content management and integrate the partners and funders of the festival teaser.
* This budget is excluding permits and insurances.

Appendix no.2

Budget	World Street Painting Joplin USA 2025 Line item	Costs in Euro	Costs in Dollar	Barter possibility
Program	Fee 10 International Street Painters	€ 17.500	$19.250	
	Artist materials	€ 2.000	$2.200	
	Hotel including breakfast (4 nights p.p.)	€ 11.250	$12.375	Yes
	Travel Expenses	€ 10.000	$11.000	
	Lunch, Snacks, Dinner (5 days)	€ 2.625	$2.888	Yes
			$47.713	**$15.263**
Production	Storage during festival	€ 1.000	$1.100	Yes
	Shielding and fencing	€ 1.000	$1.100	Yes
	Small production materials	€ 750	$825	
	Opening program	€ 1.500	$1.650	Yes
	Signing paintings (excl design)	€ 2.400	$2.640	Yes
	Sigingen routing (excl design)	€ 2.370	$2.607	Yes
			$9.922	**$9.097**
Organisation	Organisation	€ 4.500	$4.950	
	Production	€ 4.500	$4.950	
	Office expenses	€ 850	$935	
			$10.835	**$0**
Marketing	Content management	€ 3.500	$3.850	
	Website	€ 1.500	$1.650	
	Multi language translations	€ 900	$990	
	Travel trade	€ 3.000	$3.300	
	Printwork	€ 2.450	$2.695	Yes
	Shirts Artist/Crew	€ 420	$462	Yes
	Design	€ 1.900	$2.090	
	Meta adds	€ 1.500	$1.650	
	Video's	€ 1.800	$1.980	
	Event Photography	€ 900	$990	
	Advertising	€ 1.500	$1.650	
			$21.307	**$3.157**
	Unforseen	€ 203	$223	
Total		**€ 81.818**	**$90.000**	

* This budget is for a festival with 10 internationale 3D street painters. They will work 3 days in a row.
* The World Street Painting crew consists 5 people so there will be 15 persons in total.
* We will take care of content management and integrate the partners and funders of the festival.
* This budget is excluding permits and insurances.

Appendix no. 3

Budget	World Street Painting Joplin USA 2026 Line item	Costs in Euro	Costs in Dollar	Barter possibility	
Program	Fee 20 International Street Painters	€ 35.000	$38.500		
	Artist materials	€ 4.000	$4.400		
	Hotel including breakfast (4 nights p.p.)	€ 18.750	$20.625	Yes	
	Travel Expenses	€ 20.000	$22.000		
	Lunch, Snacks, Dinner (5 days)	€ 4.375	$4.813	Yes	
			$90.338		**$25.438**
Production	Storage during festival	€ 1.000	$1.100	Yes	
	Shielding and fencing	€ 2.000	$2.200	Yes	
	Small production materials	€ 1.500	$1.650		
	Opening program	€ 1.500	$1.650	Yes	
	Signing painitngs (excl design)	€ 6.000	$6.600	Yes	
	Sigingen routing (excl design)	€ 2.370	$2.607	Yes	
			$15.807		**$14.157**
Organisation	Organisation	€ 5.000	$5.500		
	Production	€ 5.000	$5.500		
	Office expenses	€ 850	$935		
			$11.935		**$0**
Marketing	Content management	€ 5.000	$5.500		
	Website	€ 1.500	$1.650		
	Multi language translations	€ 1.200	$1.320		
	Travel trade	€ 5.000	$5.500		
	Printwork	€ 3.450	$3.795	Yes	
	Shirts Artist/Crew	€ 700	$770	Yes	
	Design	€ 2.300	$2.530		
	Meta adds	€ 3.000	$3.300		
	Video's	€ 2.800	$3.080		
	Event Photography	€ 1.800	$1.980		
	Advertising	€ 5.000	$5.500		
			$34.925		**$4.565**
	Unforseen	€ 1.814	$1.995		
Total		**€ 140.909**	**$155.000**		

* This budget is for a festival with 20 internationale 3D street painters. They will work 3 days in a row.
* The World Street Painting crew consists 5 people so there will be 25 persons in total.
* We will take care of content management and integrate the partners and funders of the festival.
* This budget is excluding permits and insurances.

Appendix no. 4

Budget	World Street Painting Joplin USA 2027 Line item	Costs in Euro	Costs in Dollar	Barter possibility	
Program	Fee 15 International Street Painters	€ 26.250	$28.875		
	Artist materials	€ 3.000	$3.300		
	Hotel including breakfast (4 nights p.p.)	€ 15.000	$16.500	Yes	
	Travel Expenses	€ 15.000	$16.500		
	Lunch, Snacks, Dinner (5 days)	€ 3.500	$3.850	Yes	
			$69.025		**$20.350**
Production	Storage during festival	€ 1.000	$1.100	Yes	
	Shielding and fencing	€ 1.000	$1.100	Yes	
	Small production materials	€ 750	$825		
	Opening program	€ 1.500	$1.650	Yes	
	Signing paintings (excl design)	€ 4.000	$4.400	Yes	
	Sigingen routing (excl design)	€ 1.800	$1.980	Yes	
			$11.055		**$10.230**
Organisation	Organisation	€ 4.500	$4.950		
	Production	€ 4.500	$4.950		
	Office expenses	€ 850	$935		
			$10.835		**$0**
Marketing	Content management	€ 3.500	$3.850		
	Website	€ 1.000	$1.100		
	Multi language translations	€ 900	$990		
	Travel trade	€ 3.000	$3.300		
	Printwork	€ 2.750	$3.025	Yes	
	Shirts Artist/Crew	€ 420	$462	Yes	
	Design	€ 2.300	$2.530		
	Meta adds	€ 2.000	$2.200		
	Video's	€ 2.800	$3.080		
	Event Photography	€ 1.200	$1.320		
	Advertising	€ 1.750	$1.925		
			$23.782		**$3.487**
	Unforseen	€ 275	$303		
Total		**€ 104.545**	**$115.000**		

* This budget is for a festival with 15 internationale 3D street painters. They will work 3 days in a row.
* The World Street Painting crew consists 5 people so there will be 20 persons in total.
* We will take care of content management and integrate the partners and funders of the festival.
* This budget is excluding permits and insurances.