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Call to Artists  
***Skate Park Mural***

Request for Qualifications

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Date Issued: May 1, 2017

Submittal Deadline: June 9, 2017; noon; Capitola City Hall

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**Call to Artists:** The Capitola Art & Cultural Commission is requesting qualifications from muralists who will be selected to design and produce a mural at the McGregor Multi Use Park. The mural will be painted on the exterior walls of half pipe portion of the Monte Family Skate Park. This park is located on McGregor Road as you enter Capitola and adjacent to New Brighton State Beach Park. The artist selection will be a two-step process: first, the Commission will screen the qualifications and select 1-3 mural artists to develop a design proposal; second, one artist's design will be selected by the Art and Cultural Commission and submitted for final approval by the Capitola City Council.

**Vision:** The Commission envisions a mural that fits the park environment in positive tone, theme, color and content to reflect the family skate community. Content should be fun and colorful.

**Scope of Work:** The mural surface is located along the three concrete exterior walls of the half pipe section of the skate park. Photographs of the location are in Attachment A. The wall dimensions are shown in Attachment B.

**Part 1: Design Proposals** - The artist(s) selected to propose a mural design will be responsible for preparing a design and presenting the design for review and approval by the Art and Cultural Commission. The design shall include a mock-up of the proposed mural design with sketches of the mural details. The Commission will decide the mural design to recommend to the City Council for approval.

**Part 2: Mural Design and Construction**- The artist selected to design and construct the mural will be responsible for:

- Preparing the design and modifying the design per Art and Cultural Commission, City Council and city staff direction;
- Preparing and priming the walls;
- Providing all materials, including scaffolding or other equipment;
- Painting the mural;
- Providing any necessary security during the mural construction;
- Graffiti coating the mural; and,
- Completing the mural within the specified timeline and within budget.

The City of Capitola will be responsible for:

- Reviewing and approving the final design;
- Providing any access control (none is anticipated at this time); and,

- Serving as a resource during project construction.
- **Project Budget:** Each artist selected to propose a mural design will be paid \$250, which includes all time and materials. The artist selected to design and construct the mural will have a project budget is \$10,000, and shall include all expenses, including but not limited to: design and artist's fee, all applicable fees, priming, materials, labor, required insurance, travel and expenses, scaffolding and graffiti coating.

**Artist Selection Criteria:** Open to all artists based in Northern California. Artists will be selected based on the following criteria:

- Creativity and innovation of design,
- Design theme,
- Relevance of the image to the project site,
- Artist's demonstrated ability to produce the proposed artwork within the defined timeline and budget, and,
- Artist's experience in mural art and working for public or private entities.

**Project Selection Panel and Selection Process:** A selection panel will review the artist qualifications and recommend selection of 1 to 3 artists for submittal of a design proposal. It will be comprised of Public Art Committee members, City staff and community members. The City's Art and Cultural Commission will review and rank the design proposals. The Commission will decide the mural design to recommend to the City Council for approval.

**Project Timeline**

May 1, 2017	Call to Artists Released
June 9, 2017	Qualifications submission Deadline. Subcommittee reviews
June 13, 2017	Panel proposes and Commission selects artists to submit design proposals
July 31, 2017	Artist design proposals due Selection panel receives artist presentations, ranks proposals
August 8, 2017	Commission recommends City Council approval of mural artist
August 24, 2017	City Council approves artist contract
August - September	Contract signed, artwork starts
October - November	Artwork completed/Unveiling

*The Commission reserves the right to change the project timeline.*

**Submittal Guidelines:**

1. **One page cover sheet** stating the following information, in the order listed:
  - Title: "Skate Park Mural"
  - Artist's Name
  - Artist's Phone Number
  - Artist's Email Address
  - Artist's Mailing Address
  - Artist's website if applicable
2. **Resume** of not more than two, double-sided pages that demonstrates experience as an artist.
3. **Images** - Artists may submit up to 10 color images on paper or digitally exhibiting examples of his/her mural art.
4. **Mural Concept** - Provide a proposed concept and theme for mural, with rough sketches.
5. **References** - Names, phone numbers and addresses of three professional references, with artist's name noted at top of page.

**Application Deadline:** Applications and submission must be **June 9, 2017; noon**. Applications received after the date and time indicated herein shall not be accepted and requests for extensions of closing date or time will not be granted. Applications may not be modified after submission.

**Legal info:** This call for artists does not constitute a guarantee that the City will hire an artist. The City may decide at its discretion not to select any of the proposers and/or reissue the call for artists.

**Send or deliver proposals to:**

**Skate Park Mural**  
Larry Laurent  
llaurent@ci.capitola.ca.us  
City of Capitola  
420 Capitola Avenue  
Capitola, CA 95010  
831-475-7300  
831-479-8879 FAX

**Questions?** For more information, contact Laurie Hill at [Capitolaseahorse@gmail.com](mailto:Capitolaseahorse@gmail.com) or Kelly Barreto at (831) 475-7300, [kbarreto@ci.capitola.ca.us](mailto:kbarreto@ci.capitola.ca.us).

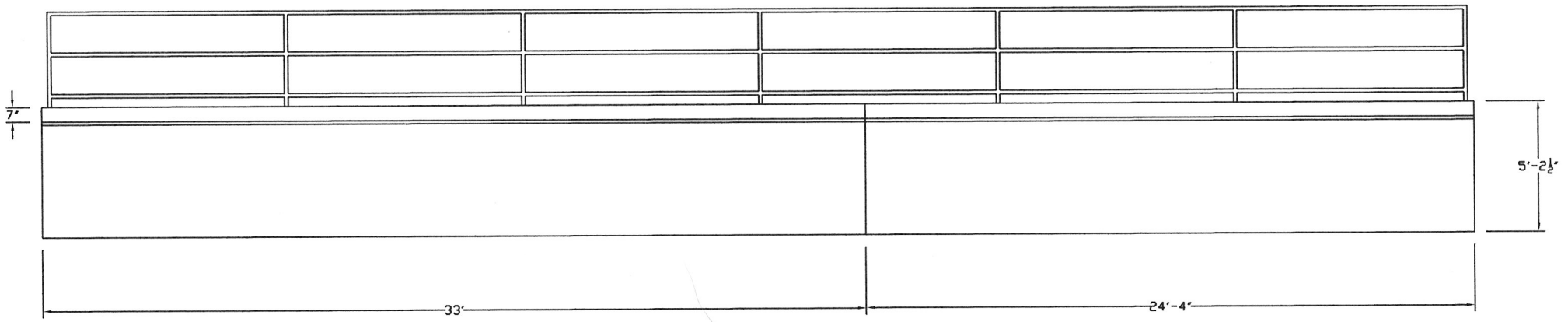
**Attachments:** Photos of Walls and Diagram of project dimensions

Attachment A: Photos of Wall



Attachment B

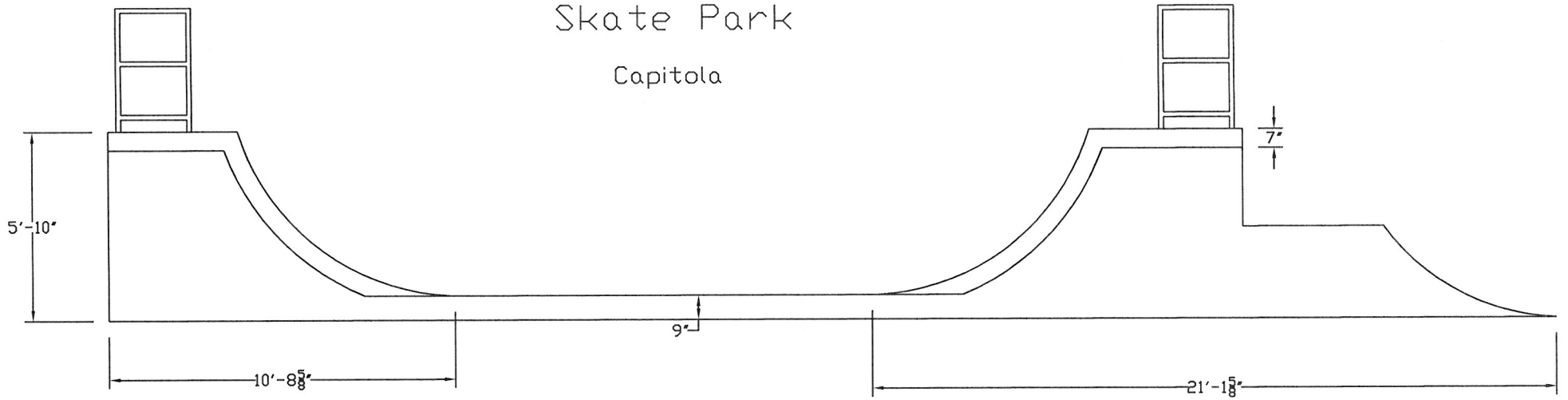
Monte Family  
Skate Park  
Capitola



South Side



Monte Family  
Skate Park  
Capitola



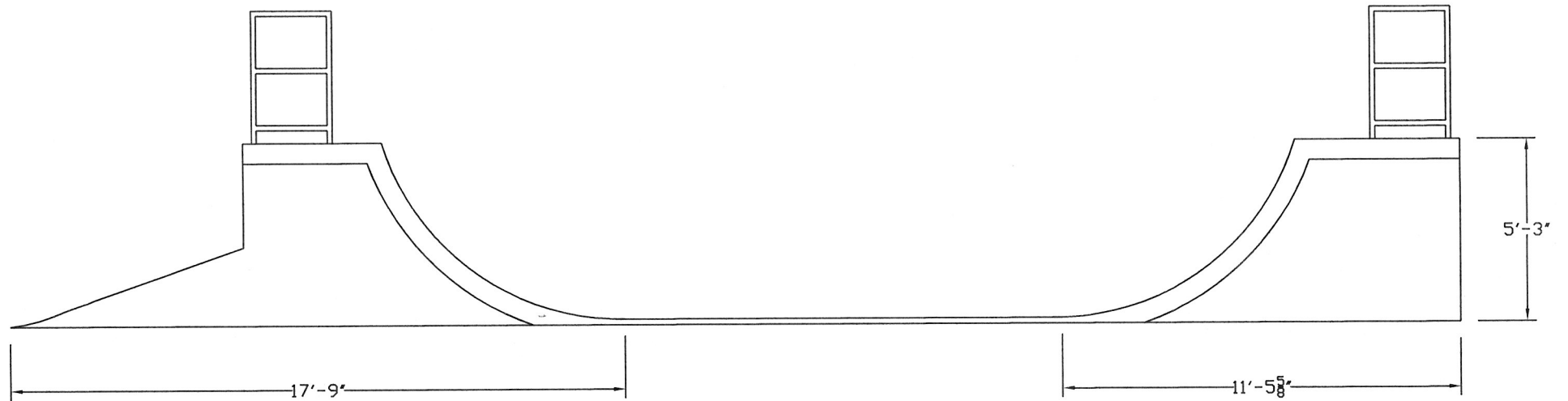
East Side

Attachment B

# Monte Family

## Skate Park

Capitola



West Side