



RECREATION DEPARTMENT

986 Hilby Avenue
Seaside, CA 93955
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September 1, 2022

FIRE STATION MURAL REQUEST FOR PROPOSALS

START DATE: September 1, 2022

CLOSE DATE: October 31, 2022

DEADLINE: Applications must be received at the Oldemeyer Center or emailed to khiggins@ci.seaside.ca.us, by October 31, 2022 by 5pm.

SUMMARY: The City of Seaside Public Art Program was established to enhance cultural and aesthetic qualities of life for the citizens of Seaside. Public Art plays an intricate role in conveying the history of our community, beautifying the City, and advancing the arts.

PROJECT DESCRIPTION: The City of Seaside's Art and History Commission is seeking proposals from local Seaside artists to submit mural design and implementation proposals that will celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service.

The mural needs to relate to the fire service (ethnicity & gender diversity, interactions with the public, emergency incidents to include medical, structure fires, wildland fires, fire apparatus, fire prevention, public education and community engagement).

Artists who have experience designing projects with a similar budget and scope are encouraged to apply. The selected mural will be installed on the perimeter wall located on Broadway Avenue (currently under renovation). Please avoid themes of a political nature.

MURAL DIMENSIONS: 35 feet x 9 feet (a larger area could potentially be used)

BUDGET: Include the total cost of the mural in your proposal including installation. Projects must be at a cost no greater than \$25,000.

EVALUATION CRITERIA: The selection of an artist, or artists, will be based upon:

- Artistic merit of the design (Artistic excellence, creativity and originality of the project's concept).
- Appropriateness of the design for the location, including the scale, content, color and design in relation to the site.

- Artist's qualifications. (The aesthetic quality of the artist's past work, including content, craftsmanship, uniqueness and relevance to its environment as well as the artist's demonstrated ability to translate art concepts into durable and safe materials that can withstand long-term exposure in an outdoor environment)
- Originality of the design. Designs that celebrate the culture of Seaside, its history and connection to Fort Ord, its residents, and the Seaside Fire Service is preferred. Please avoid themes of a political nature.

SELECTION PROCESS: All submitted proposals will be reviewed by City Staff to ensure completion of application. The top complete application, based on a review by the Seaside Art and History Commission and the Seaside Fire Department, will be forwarded as a recommendation to the City Council for final selection.

TIMELINE:

September 1, 2022:	RFP Opens
October 31, 2022:	RFP Closes
November 8, 2022 (other meetings TBD):	Commission/ Fire Depart. Review
December 15, 2022:	Council Approval

Submission Guidelines: Multiple designs may be submitted and must include:

- A preliminary concept drawing and narrative. The narrative should convey the artistic intent, colors, style of work, etc.
- Contact Information
- Examples of other relevant works and/or reviews of similar work
- Budget

Please submit proposals by October 31, 2022 by 5:00pm to:

Fire Station Mural RFP
 City of Seaside
 986 Hilby Ave, Seaside, CA 93955
 c/o Kee Hyon Higgins, Recreation Supervisor
 Or email: khiggins@ci.seaside.ca.us