



Request for Proposals (RFP) Town of Stratford Underpass Mural Project

Issued August 25, 2020

Introduction

The Town of Stratford is seeking proposals for mural artwork to enhance the underpass located under the TransCanada Highway in Stratford (see photos attached).

Eligibility

The Town of Stratford invites all artists to enter a maximum of three (3) works per artist. Artists do not have to be professional artists to submit a proposal.

Background

The goal of this project is to enhance the aesthetics of the underpass area. The underpass leads into residential areas and to the two (2) local schools; a primary school and an elementary school. There is also open green space and trail area on each side of the underpass.

The underpass consists of concrete and steel supports. All of the concrete and steel surfaces should be incorporated into the artwork.

Deliverables

Overview of final project deliverables and artist responsibilities are as follows:

1. The final product shall be a permanent creative installation that is durable and requires minimal maintenance over a five (5) year period. The installation should be made of appropriate and durable materials, and artists should take into consideration the sustainability of the artwork. The selected artist(s) will be asked to provide a maintenance plan.

2. A work plan will demonstrate how the project will be completed on time, within budget, in compliance with all applicable health and safety regulations, and will be reflective of the community input and feedback as obtained during the community consultation.
3. Artist(s) might be required to attend and participate in a community consultation led by the Town of Stratford's Project Manager. The approved design proposal may have to be refined from the original design to reflect the discussion at the community consultation.
4. The selected artist(s) will be responsible for purchasing and supplying all materials and equipment required for the project including anti-graffiti coating. With assistance from the Town of Stratford's Project Manager, arranging for any required permits.

Schedule

Deadline for proposal(s) submission(s) - Wednesday, September 23, 2020 at 12:00 pm (noon)

Final Selection Committee meeting- Thursday, September 24, 2020

Notification of successful artist(s) and contract signing-Monday, September 28-Wednesday, September 30, 2020

Community Consultations or Online Consultation period-Thursday, October 1, 2020 to Monday, October 5, 2020

Deadline for project installation (approved completion)- Friday, November 20, 2020 at 4:00 pm

Scope of the Work

The location of this public art will be outside directly on the concrete and steel of the underpass.

The artwork should:

1. Enhance the look of the underpass with a distinctive aesthetic experience and be compatible with the surrounding environment.
2. Be an original art piece appropriate for outdoor installation able to withstand severe weather, vandalism, graffiti, and maintenance.
3. Energize this public space and make this underpass more unique, welcoming, and beautiful.
4. Theme of active transportation and natural history will be given preference.

Budget

Submissions should include a preliminary budget estimate of the artists' envisioned proposal. Upon selection, the artist will be required to work within a total budget not to exceed \$15,000.00 (inclusive of all costs, supplies, insurance, travel costs, artist fees, maintenance plan and applicable taxes). The Town will not allow increases to the overall artist's budget, it is to be a fixed amount.

Artists fees are not to exceed 50% of the total budget cost.

Potential funding support from the Trans Canada Trail (The Great Trail) <https://thegreattrail.ca/>

Submission Requirements

Please submit the following items. Incomplete packages may not be considered. If delivering by hand or courier, please submit information on a hard copy.

1. Cover page to include artist name, address (including postal code), phone numbers and email address (one page)
2. Description of the artwork, its relationship and relevance to the Town of Stratford and site location, overview of installation specifications, and maintenance plan for the mural.
3. Curriculum Vitae and/or artist biography (one page).
4. Five (5) to ten (10) high-resolution images of recent artwork preferred (include a numbered image list with the title of artwork, date, medium, dimensions and location).
5. Maximum entry: three (3) artwork designs per artist (concepts or completed artwork) in two-dimensional or three-dimensional renderings.
6. Three (3) references. References should be able to speak to your or your group's expertise and experience. Letters of reference are not required.

Selection Process

A Selection Committee formed by the Town will consist of artistic and non-artistic backgrounds. The Selection Committee will review all submissions.

Submission are reviewed for:

1. Artistic merit of the proposed artwork-25 points
2. Suitability of artwork – 25 points
3. Durability of artwork-25 points
4. Artwork design is safe for outdoor public display, as solely determined by the Selection Committee. -25 points

Maximum 100 points

Ownership of Submission

All submissions in response to this RFP become the property of the Town of Stratford, and will not be returned, and are subject to the Freedom of Information and Protection of Privacy Act. It is the Artists' responsibility to identify the parts of the submissions that they may consider confidential and proprietary.

Artists are solely responsible for their own costs and expenses arising from or in any way connected in preparing a submission and/or subsequent discussions with the Town, if any.

The Town of Stratford Reserve Rights

The Town of Stratford reserves the right to:

1. Waive any irregularity or insufficiency on any proposal;
2. Accept the proposal which is deemed most favorable to the interest of the Town;
3. Accept any proposal in whole or in part;
4. Reject any or all proposals; and
5. Internally publish the names of proponents and any summer cost information deemed appropriate by the Town.

Contract Terms and Conditions

The Artists shall provide the following:

1. All necessary supplies and materials required for completion and installation;
2. An invoice for 50% of the project cost upon proposal being selected; and
3. An invoice for the remaining 50% of the project cost upon completion and inspection by the Town of the artwork.

The Town of Stratford will not be held responsible for accidental damage to equipment used, rented, or owned by the artist(s). The Town of Stratford will not be held responsible for accidental damage to project owned by the said artist(s).

Upon completion, the artwork becomes the property of the Town of Stratford.

The artist agrees to defend, indemnify, and hold harmless the Town of Stratford against all claims, costs and expenses that may incur by reason of alleged infringement or violation of any copyright.

The Artist will be deemed to:

1. Agree that the Town of Stratford will not be responsible of any costs, losses, damages, or liabilities incurred by him/her as a result of or arising out of this Request for Proposals.
2. All artwork must be original and made by the artist submitting their proposal.
3. Two installation payments will be made to the artist at the approval of the proposal and on the approved completed installation of the artwork.

How to Apply

Submissions must be completed and submitted by email or delivered by hard copy to:

**Town of Stratford Offices
Underpass Mural Project
Attention: Tanya Craig, Program Coordinator,
Recreation, Culture and Events Department
234 Shakespeare Drive,
Stratford, PEI
C1B 2V8**

tcraig@townofstratford.ca

902-569-6925

By Wednesday, September 23, 2020 no later than 12:00 pm (noon).

Submission will not be accepted past the deadline.

For further information or questions related to the RFP please contact:

Tanya Craig,
Program Coordinator,
Town of Stratford Recreation, Culture and Events Department

tcraig@townofstratford.ca or 902-569-6925







