
Call for Expressions of Interest

The City of Lethbridge Public Art Program and Heart of Our City Committee are seeking Expressions of Interest (EOI) for community murals. A mural is an artwork painted or applied directly on a wall. Murals help add vibrancy to our community by activating public spaces, promoting community expression, and deterring graffiti vandalism. EOIs can be submitted by either building owners seeking a mural on an exterior building wall, or by an artist who has received permission from a building owner to install a mural on an exterior building wall. This Project will serve as a pilot to inform the potential development of a mural program.

Eligibility

Applicants must be either the owner of a building in Lethbridge, or a Lethbridge/Lethbridge-area artist. There are two streams of eligibility:

- 1) Building owners, who are seeking or who have selected an artist to install a mural; or
- 2) Artists, who own a building or who have permission from a building owner to install a mural.

The proposed mural must be on an exterior wall of a building located within Lethbridge city limits. It must be completely visible from public property from a reasonable distance. Mural artwork must be appropriate for public display. The mural's intention must be artistic and cannot include promotional or commercial content.

The mural should reflect at least one of the guiding principles that underscore the City's Public Art Master Plan: inclusivity, diversity, accessibility, creativity, sustainability, and quality. If the mural is located in the downtown, it should also embody at least one of the pillars of the Heart of Our City Master Plan: beautiful, livable, sustainable, exciting, accessible, and vibrant.

An applicant may submit only one EOI per property, but an EOI may include multiple murals.

Expression of Interest (EOI) Process

If you are a building owner who is seeking an artist to install a mural, your EOI must include:

- Your name and contact information (e-mail address and daytime contact phone number.)
- Address of the building for the proposed mural.
- A photo and short description of the wall(s) on which you would like a mural including wall dimensions. The mural must be on an exterior building wall, completely visible from public property from a reasonable distance.
- A budget does not have to be specified as part of the EOI submission. If your wall is selected, the Public Art Committee will assist you in finding an artist and will administer funding in accordance with the guidelines outlined below.
- A description of the intent of the proposed mural, including a potential theme. Also include a description of how the proposed mural will be relevant to the greater Lethbridge community, and the anticipated impact it will have on the community.

If you are a building owner who has selected an artist to install a mural, your EOI must include:

- Your name and contact information (e-mail address and daytime contact phone number.)
- Address of the building for the proposed mural.
- A photo and short description of the wall(s) on which you would like a mural. The mural must be on an exterior building wall, completely visible from public property from a reasonable distance.
- Artist information, including a brief biography and description of past experience.
- A concept drawing and description of the proposed mural. Include information on theme, design content, an indication of colour palette, and a list of materials to be used.
- A detailed budget for the proposed mural. Eligible costs include wall priming, paint, anti-graffiti coating, painting

supplies, other materials/equipment necessary for installation (scaffolding rental, etc.), and an artist's fee (minimum 25% of the total project cost.) Eligible costs will be reviewed and approved at the Public Art Committee's discretion.

- A short description of the relevance the mural has to the greater Lethbridge community and the anticipated impact it will have on the community. How does the mural reflect the guiding principles that underscore the City's Public Art Master Plan (inclusivity, diversity, accessibility, creativity, sustainability, and quality)? If the mural is located in the downtown, how does it reflect the pillars of the Heart of Our City Master Plan (beautiful, livable, sustainable, exciting, accessible, and vibrant)?

If you are an artist who owns a building/has permission from a building owner to install a mural, your EOI must include:

- Your name and contact information (e-mail address and daytime contact phone number.)
- Address of the building for the proposed mural.
- A photo and short description of the wall(s) on which the mural will be installed. The mural must be on an exterior building wall, completely visible from public property from a reasonable distance.
- A letter of approval from the building owner if you do not own the building on which the mural will be installed.
- A drawing and description of the proposed mural. Include information on theme, design content, an indication of colour palette, and a list of materials to be used. Please also provide a detailed budget for the proposed mural.
- Artist information, including a brief biography and description of past experience.
- A detailed budget for the proposed mural. Eligible costs include wall priming, paint, anti-graffiti coating, painting supplies, other materials/equipment necessary for installation (scaffolding rental, etc.), and an artist's fee (minimum 25% of the total project cost.) Eligible costs will be reviewed and approved at the Public Art Committee's discretion.
- A short description of the relevance the mural has to the greater Lethbridge community and the anticipated impact it will have on the community. How does the mural reflect the guiding principles that underscore the City's Public Art Master Plan (inclusivity, diversity, accessibility, creativity, sustainability, and quality)? If the mural is located in the downtown, how does it reflect the pillars of the Heart of Our City Master Plan (beautiful, livable, sustainable, exciting, accessible, and vibrant)?

Project Budget

A proposed budget cannot exceed \$15,000 plus GST. If an EOI includes multiple murals, the total combined budget cannot exceed \$15,000 plus GST. Murals in the downtown are eligible to receive full project funding. Murals outside of the downtown are eligible to receive up to 50% of project funding to a maximum of \$7,500 plus GST.

Project Timeline

Call for EOIs Advertised: August 12, 2020

EOI Submission Deadline: September 14, 2020

Notification of Selection by October 16, 2020

Deadline for Mural Completion/Use of Funding: July 31, 2021

Evaluation Process

The application process for this pilot is competitive. The selection panel will review all compliant EOIs and will select a maximum of ten murals. At least half of the approved murals will be in the downtown. Mural projects will be selected based on:

- Public accessibility and appropriateness for public display
- Strength of proposed concept/design
- Artist's ability to deliver the mural
- Alignment with Public Art Master Plan guiding principles and, if applicable, Heart of Our City pillars
- Community impact

Submission Process

A complete EOI should be emailed to publicart@lethbridge.ca. Please include "Mural EOI" in the subject heading. Only electronic submissions will be accepted and all documents must be sent in PDF format as one combined document.