

### **Call for Expressions of Interest – August 2023**

The City of Lethbridge Public Art Program is 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 is seeking permission to install a mural on an exterior building wall. This project is a follow-up from the success of the Mural Pilot program launch in 2021. Currently, we are accepting EOIs from businesses across the city so long as the mural site is accessible to the public and presents no maintenance issues.

### **Eligibility**

Applicants must be either the owner of a building in Lethbridge, or a Lethbridge-area artist. Artists not currently residing in Lethbridge who have previous ties to the community are also welcome to submit an Expression of Interest. There are two streams of application:

- 1) Building owners, who are seeking an artist to install a mural on a high visibility exterior wall within Lethbridge City limits; or
- 2) Artists, who are seeking a space to install a mural.

Sites must be completely visible from public property from a reasonable distance. Mural artwork must be appropriate for public display. The mural intentions must be artistic and cannot include promotional or commercial content. In keeping with the City of Lethbridge Public Art Program's Master Plan, murals should reflect at least one of the following guiding principles: Inclusivity, Diversity, Accessibility, Creativity, Sustainability and Quality.

### **Project Budget**

All murals are eligible to receive full project funding through the Public Art Program; sites with building owners willing to fund the equivalent of 10% or more of the project budget will be given special consideration. Individual mural budgets will be based on the sites proposed; previous mural budgets ranged from \$5,000 to \$15,000 based on square footage.

### **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 (email address and daytime contact phone number.)
- Address of the building for the proposed mural.
- A photo and short description of the wall(s) including wall dimensions. The mural must be on an exterior wall and be completely visible from public property from a reasonable distance. The wall must be in good condition; any pre-existing maintenance issues are the responsibility of the building owner and must be addressed before mural execution.
- A description of how your proposed site is relevant to the greater Lethbridge community, and the anticipated impact it will have on the community. Please indicate if a guiding principle preference exists, and whether the building owner is in a position to contribute financially to a maximum of 10% (or maximum contribution of \$1500) to the project dependent on the final budget.
- A budget is not required as part of the EOI submission. If your wall is selected, the Public Art Committee will assist in finding an artist through a pairing process and will administer funding in accordance with the guidelines outlined below.

Business owners seeking to work with a particular artist are asked to encourage their artist to go through the process of applying as part of the artist stream. This will ensure understanding of the program's requirements as well as provide them with additional resources that will be provided to all successful artist applicants. Please indicate on your EOI that you have spoken with the artist. The Public Art Committee will provide the selected artists with an opportunity to provide feedback on each site and indicate their preferences. We cannot guarantee that your preferred artist will be paired with your site.

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

- Your name and contact information (email address and daytime contact phone number.)
- A letter of interest that outlines your interest in the mural project. This should include a written description of your approach, including if there is a guiding principle you are interested in engaging with and how you would envision utilizing it in your final design. Include information on design content and an indication of palette, if possible. *A drawing is not required at this stage as selected artists will receive an artist fee for their final design.*
  - o If you are an artist residing outside of the Lethbridge-area, please include information about your connection to the community.
- Up to 10 images of relevant work with a supporting image list that includes date, medium, and dimensions. Images should be combined into a PDF with an image list for easy review.
- A CV or written summary of previous relevant experience.

### **Evaluation Process**

We anticipate that, based on the nature of the pilot project, the application process will be competitive; we therefore ask that artists only submit one EOI for consideration. The selection panel will review all compliant EOIs and match as many artists to sites as possible within the total budget allocation. Successful artists will be eligible for one mural project.

Following the closure of the submission deadline, all applications will be reviewed for compliance.

Building applications will be reviewed based on:

- Site accessibility and community impact (50%)
- Surface readiness (20%)
- Alignment with the Public Art Master Plan guiding principles (20%)
- Completeness of application (10%)

Artist applications will be reviewed based on:

- Strength of proposed concept (50%)
- Alignment with the Public Art Master Plan guiding principles, including strength of connection to the Lethbridge community (20%)
- Suitability for public display (20%)
- Completeness of application (10%)

Applicants selected to move forward will be notified in early November 2023. Selected artists will be sent a site package with the selected sites and will shortlist the opportunities they are most interested in pursuing for early December 2023. Once sites and artist have been paired by the selection panel, artists will be paid a design fee of \$500 to complete a final design for approval by the site owner. Please note: Final designs are not negotiable; business owners will approve or decline the opportunity once a final design is produced by their assigned artist and will not be able to request changes. An artist will be paid the design fee whether or not their design is accepted.

Installation will take place throughout the Spring and Summer of 2024, with the intention that all murals being completed by September 30, 2024.

### **Project Timeline**

Call for EOIs Advertised: September 1, 2023

EOI Submission Deadline: October 31, 2023

Notification of Selection: November 2023

Deadline for shortlisting: December 2023

Building owner approvals: February 2024

Deadline for Mural Completion/Use of Funding: September 30, 2024

### **Submission Process**

A complete EOI should be emailed to [publicart@artslethbridge.org](mailto:publicart@artslethbridge.org) by 4:30pm October 31, 2023. 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.

A mural panel will take place on Saturday, September 23 with artists from the Mural Pilot Project; interested participants are encouraged to attend and ask about the artists' experiences.