

PENSACOLA MURAL FEST 2023

Pensacola Mural Fest

REQUEST FOR QUALIFICATIONS

Call Summary

The Pensacola Mural Fest is seeking qualified artists to participate as muralists in the 2023 Pensacola Mural Fest. Artists who are interested can submit a Statement of Qualifications (SOQ) to provide the services requested. Selected artist(s) will be chosen to paint murals on buildings along the Barrancas Avenue Corridor in the Tanyard Neighborhood in Pensacola, FL. SOQs will be accepted from numerous artists to conduct an equitable evaluation. Artists will be selected based on qualifications that can best achieve the goals and objectives set for the festival.

The key details are as follows:

Event dates: October 28, 2023 – November 5, 2023

Festival Location: 5 locations along Barrancas Avenue in Pensacola, FL

Application Deadline: July 10, 2023

Artist Eligibility: Artists 18 years and older who live in the Pensacola area

Project Description

Pensacola Mural Fest will select artists to paint original murals on an exterior wall or interior wall of designated 2023 Mural Festival locations. The artists will be paid \$10 per square foot of the murals they paint, and all materials will be supplied. Assigned locations of murals will be shared with selected artists once submissions are juried and selected. Walls will be primed and prepped for artists in the color of their choice prior to the festival date, and artists will be required to seal their mural upon completion. Artists will create site specific work that:

- Reflects the diversity and character of the Tanyard Neighborhood,
- Adds to the vibrancy and sense of place for the Barrancas Corridor,
- Is not deemed as an advertisement, and
- Is not vulgar or obscene as determined by the Selection Committee.

Artist Eligibility

This Request for Qualifications is open to all artists aged 18 and up. Artist teams are acceptable. Artists will be required to have completed at least one large (at least 200 sqft) outdoor mural within the past five (5) years to be eligible. Artists who have experience creating works of art for local businesses are encouraged to apply. We will only be accepting applications for Pensacola Mural Fest 2023 from artists who are US citizens. Artists must be willing to travel to Pensacola, Florida to work. Artists will be expected to work with their assigned business owner to agree on a design and have the design approved before September 30th, 2023. Artists can begin painting their assigned wall as early as October 28th, 2023 and will be expected to be on site during the Mural Fest celebration November 4th and 5th. Artists (or a member of each artist team) are encouraged to attend the VIP Mixer on November 3rd. Murals must be completely finished on or by November 5th. Pensacola Mural Fest will have additional programming scheduled throughout the week that the artists may attend.

Eligible Costs

Artists will be paid \$10 per square foot for the murals they paint. Pensacola Mural Fest will prime and prep the walls before the beginning of the event and will provide a sealant which will be applied by each artist(s) upon completion of his or her mural. Pensacola Mural Fest will also cover:

- Paint: Acrylic latex bucket paint and MTN 94 spray paint
- Tent
- Foldable table for mixing paint
- Buckets for brush cleanup
- Wire brush and detergent for cleaning brushes
- Paint paddles and can openers
- Drop cloth
- Tape
- Equipment necessary for the artist to reach all of the wall for the mural

Statement of Qualifications (SOQ) Requirements

To fulfill the SOQ submissions should reflect the artist's experience and qualifications for mural work. Artists will be required to have completed at least one large (at least 200 sqft) outdoor mural within the past five (5) years to be eligible. Submissions should include images of previous work that demonstrates the artist's ability to create a mural on exterior walls as well as references for previous projects. Artists should also include their typical timeline for a mural project. The locations identified for this year's mural festival are large in scale, and we want to ensure that artists have ample time to complete your mural. **Once selected, artists will work with their designated property owner and the Selection Committee to develop a design proposal for their specific site.**

SOQ Format: Submissions **MUST** be submitted in the recommended format so the selection committee may evaluate them in an objective manner. Entries that do not meet submission requirements will not be considered. Submissions may be sent via email to Preston Forshee at PensacolaMuralFest@gmail.com.

Please submit the written portion of the response to the Pensacola Mural Fest as one .pdf document. For the examples of past work, please submit 5-7 high-resolution images that best

represent your artwork. We encourage applicants to submit images of murals and street art painted in the last 5 years. If selected, we may use these images in our social media/website posts. **All pictures must be in JPEG format, be at least 72dpi, and have the longest side not exceeding 1500 pixels.** Proposers must confirm receipt of application. The Pensacola Mural Fest is not responsible for missing or late submissions.

Please note that this is a family event, and therefore no nudity, political, vulgar, or otherwise obscene artwork will be allowed.

Required Information and Materials to be included in SOQ:

- Letter of Interest, including applicant's name, email and contact info. If painting as part of a Collective, please write the names of every artist member.
- Artist Bio, Resume or CV and social media links
- Three to five images of previous mural work and/or other work in similar scope/scale showing proficiency for mural work
- How long have you been a street artist/muralist?
- What style do you identify your work as being? (e.g. realism, mosaic, graffiti):
- What is your preferred medium?
- One of our buildings requires a mural that is patriotic in nature. If selected, would you be willing to paint patriotic imagery? (Note: Answering no will not disqualify any applicant, but the Selection Committee will choose an artist specifically for this building.)
- Reference for past projects
- Typical timeline for project (include scale of project for reference)

Note: This is not a Request for Proposals. Artists are not required to submit a mural design or concept until selected.

Timeline

Applications Due: Monday, July 10, 2023, by 11:59 PM (CT). All complete submissions postmarked or received electronically on or before Monday, July 10, 2023, by 11:59 PM (CT) will be reviewed. The Selection Committee will not consider incomplete applications received after the stated due date and time.

Selection Process

Applications will be juried by the Pensacola Mural Fest Selection Committee. The Selection Committee reserves the right to deny any proposal. Submissions will be reviewed on the following criteria:

- Artistic excellence, quality of skills and techniques and the ability to develop a unique mural design;
- Overall professionalism and presentation of ideas and application materials;
- Appropriateness of artistic style to the Tanyard Neighborhood and Pensacola community; and
- Experience and potential to successfully complete the project within the required time.
- As noted above, the Selection Committee will also select an artist who is willing to paint a mural with a patriotic theme.

Selected artists will be notified by August 7, 2023. Artists must respond with their intention to participate by Friday, August 11th at 5:00 PM. Pensacola Mural Fest will work to create appropriate matches between artist/artist teams and site owners. The artist will work with the business owner to agree on a concept for their mural no later than September 15th and will submit their proposals and project budget to the business owner and Pensacola Mural Fest no later than September 30th. Pensacola Mural Fest will review and approve the final artist/artist team's scope of work and budget. Failure to meet deadlines will make the artist ineligible for participation in the 2023 Pensacola Mural Fest.

Key Dates

June 19 th	RFQ is published
July 10 th	Applications due
August 7 th	Selected artists notified
August 11 th	Artist participation confirmation
September 15 th	Deadline to meet with business owners, agree on concept
September 30 th	Proposals due to business owner and Pensacola Mural Fest
Oct 28 th - Nov 5 th	Mural painting
November 3 rd	VIP Artist Mixer
November 4 th – 5 th	2023 Mural Fest

Contact Information

For more information, please contact: Preston Forshee at PensacolaMuralFest@gmail.com.