

RFQ - Mural on 20 Market St., Onancock, VA 23417

JULY 7, 2022

CALL FOR ARTISTS:

REQUEST FOR QUALIFICATIONS (RFQ)

ONANCOCK MAIN STREET (OMS)

PROJECT BACKGROUND

Onancock Main Street (OMS) is a non-profit organization dedicated to the revitalization of the historic downtown district.

The OMS Design Committee has selected mural art as its first public art project for the downtown district. The Committee has acquired grant funds to begin the first in a series of murals at various locations. We are excited to announce a call to professional mural artists or artist teams to design, fabricate, and install a mural located at 20 Market Street, The Ford Building, on the west-facing wall.

PROJECT GOALS

- Increase residents' and business-owners' sense of pride in our community.
- Add vibrancy that will attract customers to town businesses.
- Create a series of murals that become a "must-see" pilgrimage destination to pull travelers off Route 13 into the downtown district.
- Help visitors understand and appreciate what's unique about Onancock, and acquaint them with our history, our assets and our relationship to the greater Eastern Shore.

APPLICATION PROCESS

- The application is open to professional muralists, artists, and artist teams over the age of 18.
- Applicants must read all applicable materials in their entirety prior to submitting an application.
- Applicants must meet all qualifications for consideration.
- Proposed mural artwork is not required in the initial application.
- APPLICATION MUST BE RECEIVED BY THE DEADLINE OF FRIDAY, JULY 29, 2022.
- UP TO 3 SEMIFINALISTS WILL BE SELECTED. \$200 will be awarded to each semifinalist for the development of a proposal.

- Upon review of the semifinalists' concept proposals, one artist/artist team will be chosen to enter into a contract with OMS to create and install the mural.

ABOUT ONANCOCK

Onancock is a small town located at the headwaters of Onancock Creek, on Virginia's Eastern Shore. Chartered as an English shipping port in 1630, the town's harbor was once a regular stop for steamboats that carried passengers and goods to and from the large ports of Baltimore, Maryland and Norfolk, Virginia. The creek wanders past many old and beautiful waterfront homes for about 4 miles before it empties into the Chesapeake Bay.

Onancock's corporate limits cover approximately one square mile, with a year-round population of about 1200. Its defining assets are its natural surroundings, its history, its vibrant artistic and entertainment community, and its numerous and varied culinary offerings. The average household income in Onancock of \$52,000 and the population is about 65% Caucasian, 28% African American and 7% Hispanic. Nearly a third of the population has a bachelor's degree or higher. A large proportion of the population are Baby Boomers (age 55-74), at or nearing retirement age, with annual incomes between \$50,000 and \$100,000, who have travelled extensively.

On weekends, you're likely to find live music in one or more of the town's restaurants, or at the Saturday morning farmers' market. There's also live theater at the North Street Playhouse, and first-run movies at the vintage Roseland Cinema. On the second Friday of each month, galleries and shops stay open late and feature special exhibits, activities, and entertainment. Concerts and exhibitions at a restored Federal mansion, artist studios and shows at the historic high school converted to a thriving community center, holiday parades, homes tours, fishing and paddling competitions at the Town Wharf, school-age children playing on the Town soccer and baseball fields, neighbors chatting while their dogs romp in the new dog park...are just some of the experiences families and visitors enjoy.

Onancock's tagline is, "A Little Slice of Nowhere Else".

The word "Onancock" means Foggy Place in the Algonquin Native American language.

To help familiarize yourself with our town, prospective applicants are encouraged to review the OMS website experienceonancock.com.

MURAL THEME

The murals in this project should celebrate at least one of the assets of Onancock: Natural Environment, Arts and Music, Foodie Destination, History, Its People Past and Present, Water Activities, Dog Friendly, Beautiful Parks and Public Spaces, Theater and Cinema. It should be a vibrant representation of the community using the muralist's personal artistry and design. The mural should not contain any

political or sensitive material or references and may not include phrases or signage other than the artist's signature.

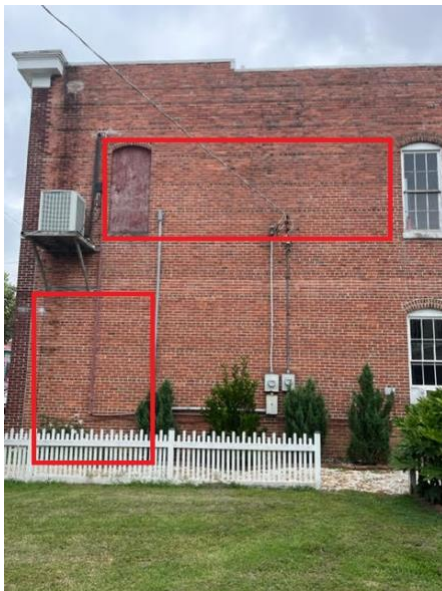
NOTE: Three upper-story faux window panels mimicking the existing windows and their immediate brick surrounds, (perhaps depicting various scenes of downtown upper-story living), will be applied to the west-facing side of the building. The existing windows on the building are 38" wide X 7'4" tall. Additional mural panel(s) will be applied to the first-floor level depicting something or someone who has drawn the attention of some of the upper-story residents (and their pets).

MURAL PROJECT BUDGET \$4000.00

APPLICATION DEADLINE **FRIDAY, JULY 29, 2022**

SPECIFICATIONS

The mural panels will be created on 1/2" thick HDPE panels installed on the exterior, west-facing wall of 20 Market Street, pictured here (not to scale):



PROJECT SCHEDULE

RFQ Released:	July 7, 2022
RFQ Application Deadline:	received by July 29, 2022
Semifinalists Notification:	by August 8, 2022
Semifinalists/Design Com. Virtual Mtgs.	August 10, 11 or 12, 2022
Semifinalists Concept Proposal Due:	August 26, 2022

Selection and Notification of Finalist:	August 31, 2022
Collaboration and Review Process:	September and October 2022
Mural Completion and Installation:	by April 1, 2023

REQUIRED APPLICATION DOCUMENTS

- 1) Artist CV or Resume (maximum 2-page length): Please include name, address, phone number, and email address.
- 2) Artist Statement (maximum 500 words): Provide a statement as to why you should be chosen to design the mural.
- 3) Provide at least three (3) professional references. Include the name, address, phone number and email address for each reference.
- 4) Three to five images of previous mural projects in digital format. Please add title, location, year, dimensions, materials used, a short description of the project, and price or cost of each project.

NOTE: Late or incomplete applications, or applications that do not follow the instructions and guidelines, will be automatically deemed ineligible for review.

SEMIFINALIST/ FINALIST APPLICATION PROCESS

This RFQ is a two-step application process:

1. Onancock Design Committee will review the qualifications of each applicant who responds to the RFQ. The Committee will select up to three semifinalists based on qualifications, prior work, creativity, and overall capacity of the applicant to complete a mural project based on the artist's/artist team's application. Each semifinalist will then enter into a design agreement with OMS to develop a final mural concept proposal.
2. Mural Concept Proposal: Each semifinalist will be awarded a \$200 honorarium to create a specific proposal. Each semifinalist will be required to attend a virtual meeting with the OMS Design Committee to hear ideas to help develop their proposals. All artwork must be original artwork of the artist/artist team. The artist/lead artist whose design is selected as finalist will enter into a fabrication agreement with OMS for the fabrication and installation of the mural. The artist will also enter into a written agreement with OMS specifying the nature and scope of use of the artwork by OMS and the artist.

SEMIFINALIST MURAL CONCEPT PROPOSAL REQUIREMENTS

The semifinalist artist/artist teams will provide the following by August 26, 2022.

- 1) A written description of the proposed mural (maximum 500 words)
- 2) Concept renderings/drawings in digital format of the proposed mural

- 3) List of materials to be used for the proposed mural, including surface preparation and anti-graffiti coating
- 4) Mural budget for the proposed mural inclusive of all costs
- 5) A tentative mural production schedule for installation

FINALIST SELECTION PROCESS

The OMS Design Committee will score semifinalists' applications based on the review criteria below. The Committee will then recommend one of the mural concept proposals to the Onancock Main Street Board of Directors for its consideration and approval to enter into an agreement with the chosen artist/artist team for the design and installation of the mural.

Artistic and Design Strength: 40%

- The artist or artist team has demonstrated artistic and design excellence through innovation and originality as evidenced in previous work.
- The artist or artist team's artwork fits within the scope and goals of the project. Previous work aligns with the goals and objectives of the project.
- The artist or artist team's artwork is appropriate for placement on a building located in historic downtown Onancock, including sensitivities to all ages, social, environmental, historical, and/or other relevant contexts.

Experience: 30%

- The artist or artist team has professional experience including any commissions, collaborations, or projects involving the community and/or site-specific work.
- The artist or artist team leader has demonstrated that they are a practicing artist with a body of work, particularly murals or large-scale outdoor installations.

Capacity/Management: 30%

- The artist or artist team demonstrates a capacity to manage a mural project of the size and scope sought and to successfully manage the workflow of a project from implementation to completion, which is evident in similar projects of the artist(s).

TERMS OF ENTRY

By submitting an application, the applicant affirms they have read and agree to the guidelines and qualifications stated in the RFQ. In addition, the applicant further affirms they are the sole creator, or co-creator of the artwork, who has exclusive ownership of all copyrights of the artwork submitted for review. Incomplete and/or late applications will be ineligible.

QUESTIONS

Direct questions to the OMS Design Committee at onancockmainstreet@gmail.com

(include 'OMS Mural Project' in the subject line)

MAIL APPLICATION TO

OMS Design Committee

PO Box 4

Onancock, VA. 23417

or

E-MAIL APPLICATION TO

onancockmainstreet@gmail.com

(with 'OMS Mural Project' in the subject line)