



## **Call for Mural Artists Request for Proposals**

### **Call Summary**

CLEARWATER, Fla. -- The city of Clearwater's Community Redevelopment Agency (CRA), in partnership with the Clearwater Public Art and Design Board and the Downtown Development Board, is seeking artists to design and paint a series of murals on public and private properties throughout Downtown Clearwater. Applications are due on Monday, July 9, 2018, and the selected artists will be notified by Friday, July 20, 2018. Murals must be completed by January 31, 2019. The budget for each mural will range from \$5,000 - \$20,000 depending on the size and complexity of the artwork.

### **Project Description**

The Clearwater CRA is charged with implementing the downtown vision for Clearwater, Florida, which is the city's historical center. The 2018 Downtown Redevelopment Plan recommends the use of public art to create a high quality public realm. As part of its public art strategy, the CRA is commissioning artists to design and paint five to seven murals that will be visible to the public as they are walking and driving through Downtown Clearwater.

### **Art Goals**

This is the first large scale mural project in Downtown Clearwater, and it will help set the tone for future public art projects. The CRA seeks to establish a visual look and feel that distinguishes Downtown Clearwater from Clearwater Beach and surrounding communities. We are seeking experienced mural artists with a strong point of view and the ability to create complex, engaging designs. Artists are welcome to use Clearwater's history, signature events and physical environment as inspiration; however, the final designs must go beyond the simple visual representation of an object or event.

## **Mural Locations**

The following sites have been confirmed to receive murals. The exact size of the mural and location on the building will be determined in collaboration with the CRA staff, the artist and the property owner.

1. Garden Avenue Parking Garage – 28 N. Garden Avenue



2. The Flag Company - 1360 Cleveland Street



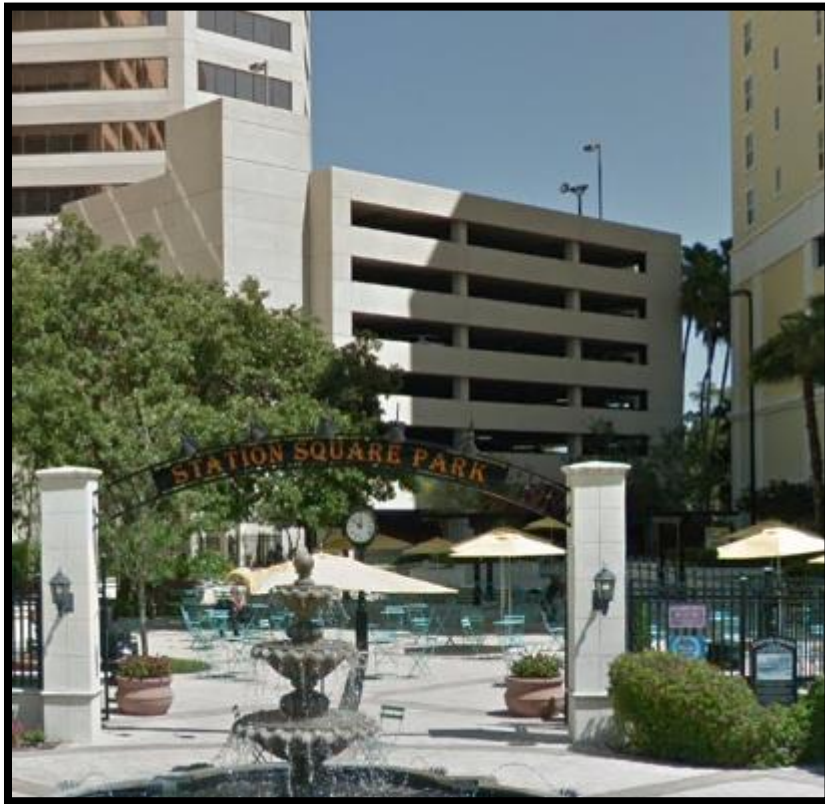
3. Creative Contractors (trail side) - 620 Drew Street



4. Commercial Building - 512 Cleveland Street



5. Clearwater Tower Parking Garage (the portion facing Station Square Park) - 33 N. Garden Avenue



## **Budget**

The project budget for each site will range from \$5,000 to \$20,000 depending on the size and complexity of the work. The budget will cover the artist's fee, travel costs and materials.

## **Artist Eligibility and Application Requirements**

This call is open to artists and teams of artists with professional experience in public art and murals. Please submit the following items contained in a single PDF or Microsoft Word document:

- A one-page resume or short biography
- 3-5 photographs or links to photographs of past murals
- Identify the mural site(s) you are most interested in and a corresponding project budget including the artist's fee, estimated materials costs and travel costs (if applicable)
- Contact information for 2 references from past mural clients

## **Deadline and Submission Address**

Applications are due on Monday, July 9, 2018 at noon (EST) via email to Anne Lopez, the CRA's executive assistant, at [anne.lopez@myclearwater.com](mailto:anne.lopez@myclearwater.com)

## **Selection Process**

Each application will be reviewed by a panel of CRA staff, representatives of the Clearwater Public Art and Design Board, participating property owners and representatives of the Downtown Development Board. The highest scoring artists will be asked to participate in a phone interview to determine the right pairing of property owner and artist for each mural site. Selected artists will be notified by Friday, July 20, 2018.

## **Panel Selection Criteria**

The review panel will consider the following factors for each application:

Ability to meet the project's artistic goals

Ability to meet the Project Timeline

Ability to collaborate with clients

The proposed budget for the work

## **Project Timeline**

The call will close on Monday, July 9, 2018, at noon. The panel will conduct its review between July 10 – July 19, 2018. The selected artists will be notified by Friday, July 20, 2018. Murals must be complete by January 31, 2019.

## **Questions**

Contact Anne Lopez, the CRA's executive assistant, at [anne.lopez@myclearwater.com](mailto:anne.lopez@myclearwater.com) or (727) 562-4039. Additional information about the CRA can be found at [www.downtownclearwater.com](http://www.downtownclearwater.com)