



City of Tracy – Cultural Arts Division & Tracy Arts Commission

27 W. 10th St. MURAL PROJECT

Updated Request For Proposals

• Project Intent

The City of Tracy – Cultural Arts Division & Tracy Arts Commission is collaborating with Mr. Byron Alvarez in support of the creation of a new mural project located at 27 W. 10th St. in downtown Tracy, California. This high-visibility site is the east wall in the parking lot of Town and Country restaurant.



This project seeks to create a large-format painted mural, up to 100' long x 14' high. The mural is considered to be a temporary project with a five-year lifespan.

Works in acrylic, latex, and aerosol paint media will be considered. Artists may submit up to three concepts in their proposals.

To assist artists the following considerations have been identified as important to the success of the project:

- Welsh heritage of the Alvarez family including agriculture and dairy farms.
- Incorporating a bold, colorful interpretation of the Welsh flag (white top/green bottom featuring a large 30'+ dragon) with the text: *Cymru am Byth (Wales Forever)*.

- Other Welsh icons such as daffodils, harp, or Conwy Castle.
- Large visual components that add excitement to the location.

Artists are encouraged to make a site visit to better understand the details and environment of the project.

• **Budget**

The projected total budget for this project is estimated at **\$5,000 – \$7,000**, with terms negotiated between property owner and artist.

Eligibility

This project is open to all artists in the Civic Art Program pool and any artist(s) that have requested to be considered for projects, as well as the creative community-at-large. Creative teams are eligible to apply as long as one member of the team is designated as the Lead-Artist.

• **Project Time Line**

September, 2022	Issue Request For Proposals
October 24, 2022	Delivery Deadline for Proposals
TBD, 2022	CAS Special Meeting – Proposal Review & Recommendations
	Recommendations Provided to Mr. Alavarez
	Development & Production of Mural Project

The City of Tracy and the property owner reserves the right to change the project timeline as needed.

Proposal Content & Review Process

Artists interested in this project must prepare and submit the following materials:

1. Statement of Intent:
No more than one page in length, explaining interest and concept of the project.
2. Current Resume(s) or Bio(s)
If submitting as a team, a current resume or bio of all members should be provided. Lead Artist's resume or bio must include complete contact information.

3. Conceptual Artwork

Artists should prepare conceptual illustrations or images representative of the final artwork they would develop. Conceptual artwork must be no smaller than 8" x 10" and no larger than 11" x 17" in size.

4. Support Materials.

Artists should submit any support materials representative of similar work/projects that may be applicable to the consideration and review of the proposal.

Proposals should not be bound or stapled, as they will be duplicated for review. Proposals should be placed in an envelope and labeled with the project title.

The Civic Art Program Subcommittee/Project Team (including West Side Pioneer Association – Tracy Historical Museum representative) is responsible for initial review of all proposals. The Subcommittee/Project Team will make recommendations for this project to the property owner. All other components of the project including artist selection, negotiation, contract, project development, schedule, etc. remain under the control and direction of the property owner.

While the design concepts submitted for this RFP and the original artworks remain the in ownership of the artist, all submitted materials will become the property of the City of Tracy and may be shared with the property owner. Images of the concept designs and final artworks may be used in publicity for the City of Tracy. All of the submitted materials are public records subject to the California Public Records Act. Submission of proposal(s) constitutes the acceptance of these terms.

Artists interested in being considered for this project must submit proposals by:

Monday, October 24, 2022 at 5:00 PM PST

Proposals may be delivered to the Grand Theatre Center for the Arts, Patron Services at the Leona Darr Willis Box Office, or they may be mailed to:

Civic Art Program Subcommittee c/o
Cultural Arts Division 715 Central Ave. Tracy, CA 95376

All proposals must be submitted by mail or delivered by the deadline stated above. Electronic submissions will not be accepted for this project.

For additional information/questions, please contact:
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