

Request for Qualifications (RFQ)

Downtown Vancouver Mural Opportunity

Introduction

Visit Vancouver WA (VVW), in partnership with Vancouver's Downtown Association (VDA), is managing a funded mural project on the 12th & Main Street Parking Garage façade. The mural is slated for completion by the end of 2022.

The goal of the mural is to use VVW's new brand (see Appendix A for brand elements) to create a strong place-making piece that complements the public art already present at the 12th and Main Street intersection (see Appendix B). The mural will invite people into the heart of downtown Vancouver, and a goal is to create a visitor experience that encourages interaction (like taking a picture with it and posting to social media).

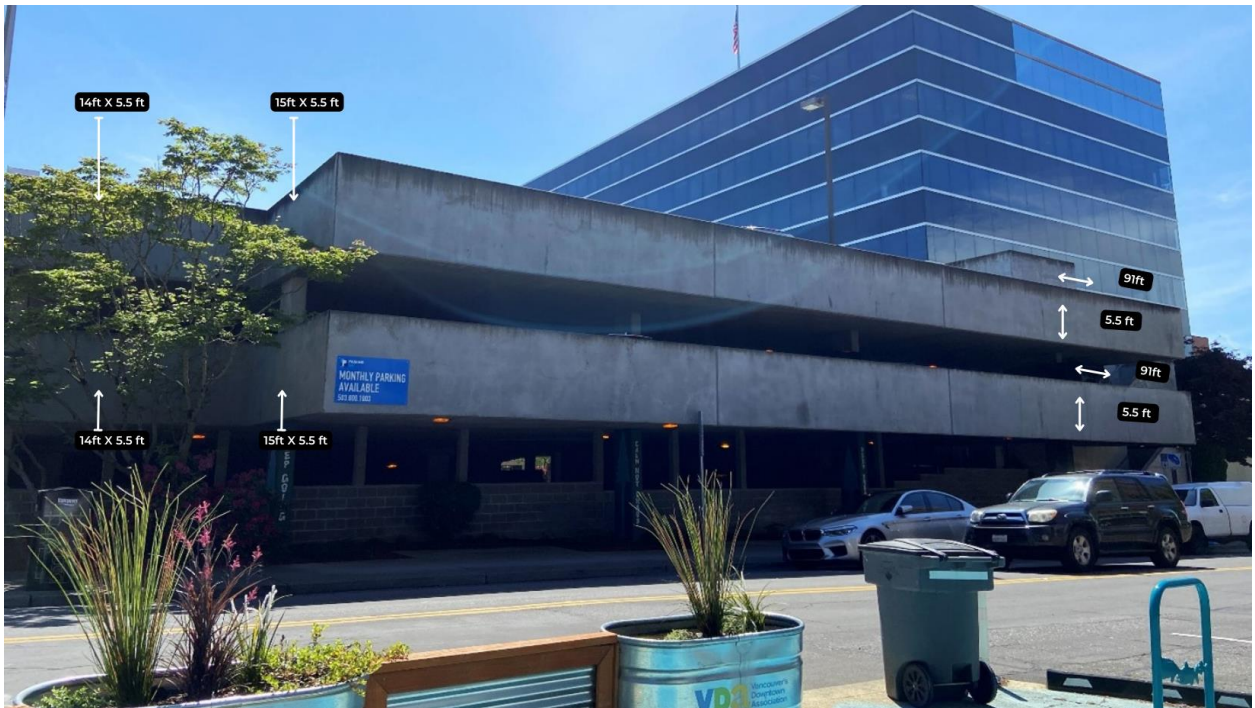
VVW is seeking an artist or artists to design and paint the mural. VDA is managing the property owner relationship.

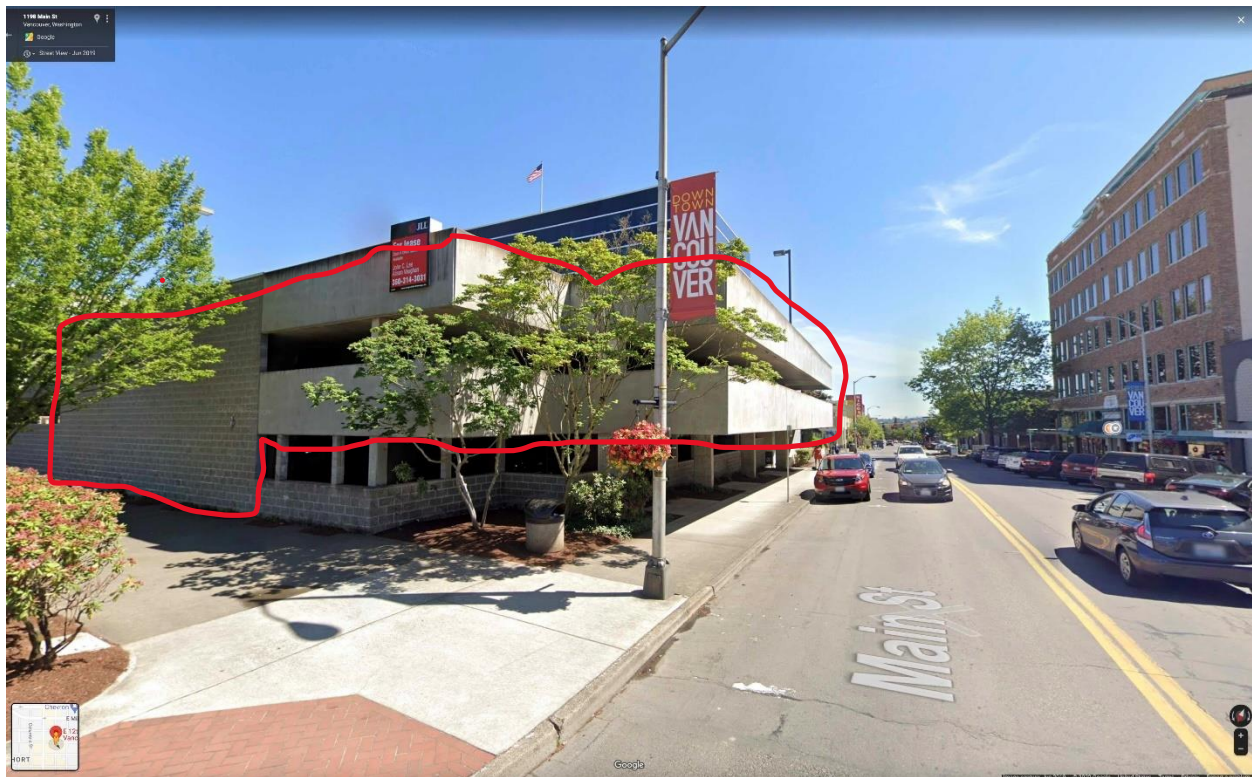
Details

Location: 12th & Main Street Parking Garage

The total square feet of space available to paint is about 3,029 sq. ft., however artists do not need to fill all of the spaces. Artists are given the opportunity to determine the best location for their ideas and budget, with the two 91' by 5.5' bands the priority. The ceiling above the (already painted) pillars is available as well, and not pictured.

All mural art already in place needs to remain and stay protected during the painting process.





Design and Approval: After selection, the selected artist(s) will be requested to develop a complete design concept that will be reviewed by VVW, VDA, and the Property Owner. VVW will then work with the selected artist(s) on final designs for the various components, along with developing a process for implementation and installation.

Timing: VVW would like to select an artist or artists and work through the design/approval phase during July/August 2022. Implementation and installation of artwork is targeted for completion during August/September 2022 in hopes that the project can be completed before rainfall inevitably arrives in fall/winter.

Budget: VVW is working with a budget of approximately \$20,000 for this project. This includes cost of permits, materials, rental equipment, artist compensation, and other costs associated with the project.

The selected artist(s) will be requested to develop a working budget during the design phase to be reviewed and approved by VVW. VDA will assist in negotiating beneficial pricing for paint and supplies with local vendors to implement the art design. Depending upon design development and the collective desires of the Parties and artist(s), additional funding may be solicited to ensure that the quality, size, and artistic needs of the artwork designs can be achieved.

The selected artist(s) will be requested to sign an agreement with VVW covering some general terms of the project.

Evaluation Criteria and Selection: VVW will consider the following criteria in selecting an artist(s) for the projects:

- Artistic quality as exemplified in previous work
- A preliminary concept idea(s)
- Ability to think and work in a scale appropriate for an outdoor public mural that is located high off the ground
- Ability and willingness to plan, design, and execute where necessary the art opportunities within the project's available funding.

VVW reserves the right, at its sole discretion, to select an artist(s) from the respondents to this RFQ, or to accept no artist and solicit additional respondents. The selected artist(s) will be notified by VVW following consideration of all RFQ submittals.

Scaffolding or a lift will be required to complete this project. Please only apply if you feel comfortable with this aspect of the project. The artist will be required to acquire the appropriate permits and accept liability for the height requirements of this project. VVW will assist in any additional permits needed to complete the project.

Submission Requirements: To indicate your interest, please submit your qualifications for consideration within a response package that includes:

- a. A cover sheet with your name, mailing address, home and/or cell phone number, email address and website and/or social media connection (in lieu of a website or

social media connection, a portfolio limited to no more than two double-sided pages of visuals of past work may be provided).

- b. Two examples of previous work that relate to this RFQ's art opportunity, including a brief description of each.
- c. A statement of interest in this opportunity and an initial idea or concept for mural design.

Submit your package via email, mail, or hand-delivery to the "Inquiries" contact listed below.

Closing Date: Complete submissions must be received by Wednesday, July 13, 2022 at 12:00 noon to be considered for this request. Submissions should be clearly marked with the name and address of the respondent and the RFQ title.

Late responses may be permitted at the sole discretion of VVW depending on the quality of the submissions and the volume of the initial response. However, respondents are strongly encouraged to submit materials before the posted deadline.

Inquiries: All inquiries and submissions related to this request are to be directed to:

Erica Lindemann, Director of Marketing
Visit Vancouver WA
1220 Main Street, Suite 220
Vancouver, WA 98660
Telephone: 564-544-5435
Email: elindemann@visitvancouverwa.com

Additional Background and Concept Considerations

Visit Vancouver Washington is the official destination marketing organization (DMO) for Vancouver and the surrounding Clark County, Washington. The nonprofit competitively markets the region as a place to visit for leisure, a venue for sports events, and a destination for meetings, conventions, and group travel. The organization's primary mission is to increase visitor spending in the area to support and encourage economic growth and vitality to Vancouver, Washington's valued local community.

Brand pillars to consider:

- **Trees/water/nature:** Much of our brand refresh was based on our position in the Pacific Northwest between the Columbia River and forests of Southwest Washington. Green and Blue are our main brand colors, which are also evident in the art elements currently present in the 12th & Main space.

- **Native American beginnings:** The culture behind how our city came to be is an important pillar of our brand story. Does the linear nature of the mural space create a storytelling timeline of sorts to tell this history?
- **Welcoming/friendly atmosphere:** Even though Vancouver is the fourth largest city in Washington, people still describe Vancouver as exuding a small town feel with a welcoming community.

Possible unique landmarks to include: Fort Vancouver bastion, Esther Short Park bell tower, Grant Street Pier, Ilchee

Other thoughts: Does the brick wall on the north-facing side of the parking garage that touches down to the sidewalk allow for that interactive visitor experience? Interaction with the mural will look different on either side of Main Street as far as taking photos, what you can see from each sidewalk, etc.

Is there opportunity on the sidewalk or ceiling to direct people to look up?

The property owner must sign off on the final design and wants to make sure the mural is not too busy. Maybe use broad colors with a few focal points, separate the art efforts at the parking garage while maintaining complementary elements, and be sure to connect the two bands of space to achieve this request.

Appendix A



3A552A	304C5C	AD421F	E89E30	6E0303
8CA861	7AAAAA	DA773C	FECB76	B0574F

LOGO

GIN REGULAR
eds market bold

MARKETING/COLLATERAL

Bebas Neue
eds market bold

BODY COPY

Montserrat Regular

LETTERS

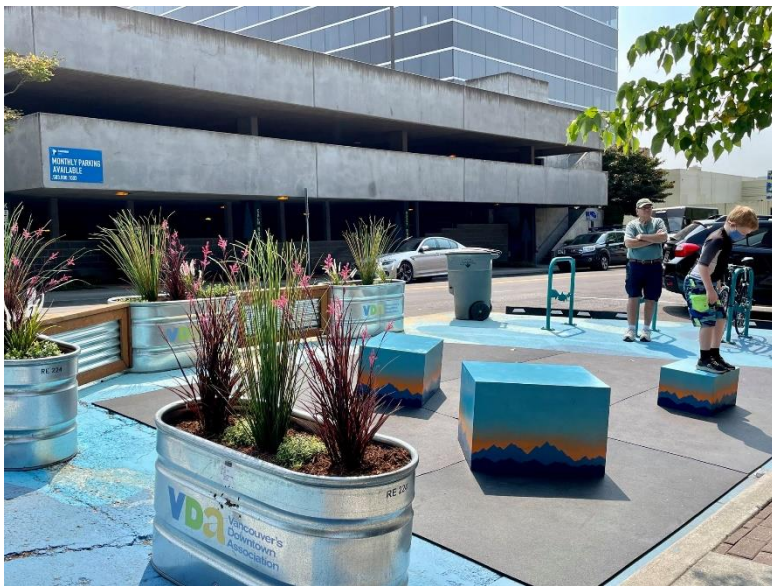
Century Regular



Appendix B



← Murals on the columns underneath the parking structure.



An artlet at the corner across the street from the parking garage mural space.

A somewhat hidden mural within the parking garage. →

*All of these art elements must remain and should be protected as necessary during the mural painting process.

