



Request for Qualifications

Project: Wright Brand Bacon Mural

Artist/Artist Team Fee: \$7,000.00

Deadline to Submit: May 31, 2022, 11:59pm CST

Project Summary

The City of Vernon is collaborating with Wright Brand Bacon to commission a professional visual artist or artist team to design and paint a mural on the west exterior wall of 1716 Pease Street, Vernon, Texas. The lot is located between two buildings and is being developed into a multipurpose venue in Downtown Vernon across from the Wilbarger County Courthouse.

Project Background and Goals

The location of this lot is in a high visibility area for downtown traffic. The City of Vernon and Wright Brand Bacon recognize that this is a great location to add vibrant art to the area.

The City of Vernon will become the sole owner of the artwork at the end of the project and reserves the right to replace the artwork at any time and for any reason.

The goals of this mural project are:

- Highlight Wright Brand Bacon as a staple in the Vernon Community
- Beautify the Vernon Main Street District
- Foster community pride
- Contribute to the vitality and attractiveness of downtown Vernon
- Foster community collaboration and partnerships
- Add to the growing collection of free public art displays within Vernon

The project should meet all of the following objectives:

- Create an appealing mural that invites public interest
- Create a mural that is reflective of the Wright Brand Bacon brand

Design Standards

The City of Vernon supports high quality artwork that is relevant to this region of Texas and has the support of the local community. Murals must exhibit excellence in design, material and application that will enhance the overall development and appearance of the site.

Diverse mural themes/content is encouraged but must be acceptable to a broad audience of all ages.

Without trying to suppress the creativeness of the artist or artist teams, the following guidelines must be adhered to for a successful design:

- Words, numbers, lettering or symbols relevant to the mural theme
- Logos, advertising, signage and other branding not reflective of Wright Brand Bacon are prohibited.
- Murals shall not contain material that is protected under copyright law, unless written permission is obtained by the artists and provided to City of Vernon.
- The artwork must be apolitical and non-religious.
- Mural shall not exhibit any vulgarity, discriminatory, violent, or pornographic content, or any other visual expression that is deemed offensive or derogatory.

Selected Theme

The City of Vernon and Wright Brand Bacon desire a mural that is reflective of the history of Wright Brand Bacon in Vernon. You may gain a sense of the theme we are looking for in the art work from the following commercial: <https://youtu.be/XX-Ts2nq3Ps>.

Paint Specifications

Artists should understand that the finished works will be on a historic brick building. The City of Vernon desires the mural to last up to 20 years without noticeable fading or need to be repainted.

Artists will utilize paint that meets the specifications set forth by the City of Vernon; to achieve the durability and lifespan established above.

Building Dimensions

See Attached photos and general conditions below.

Total wall square footage: >2318sqft

Mural square footage: 720sqft

Artist Eligibility

Preference will be given to artists or artist teams who have experience in mural/large-scale western artworks and prior experience in the creation of public art.

Artists will not be compensated for travel of overnight stays.

Evaluation Criteria

Qualifications will be evaluated by the City of Vernon & Wright Brand Bacon on the following criteria and point scale:

1. **Quality of Work:** Portfolio of artwork submitted is original and is appropriate for all-ages. (1–45 points).
2. **Appropriateness of Work to Project:** (1–40 points). Portfolio of artwork shows that the artist or artist team is likely to be considerate of the site's place in the local community and the cultural, historical, or physical context surrounding it.
3. **Prior experience:** (1–15 points) How qualifications and portfolio submitted demonstrate an artist or artist team's ability to:
 - Complete a project of similar scale
 - Implement the final painting and installation of the artwork in an expeditious fashion
 - Use materials and techniques that will contribute to the artwork's longevity, or can collaborate with those that have more expertise

Budget

The selected artist (or artist team) will be paid a fee of \$200 to develop a preliminary concept.

The artist or artist team's fee will be \$7,000. This is an all-inclusive fee for artist services related to final design, mural production, and mural installation.

The total budget for the mural is \$13,000 including, artist(s) fees, costs, supplies, materials, and equipment (including lifts); fabrication and mural.

Timeline (*subject to change*)

April 25, 2022 RFQ Opens

May 31, 2022 Deadline to Submit

June 13, 2022 Committee Review/Selection

3rd Full Week of June: Artist(s) sign contract

June 27, 2022 – September 2, 2022 Mural Painting Begins & Ends

September 16, 2022 Unveiling

TBD: Weather will determine much of the painting timeline. Artists will enter into a contract with the City of Vernon and have 60 days to complete the mural.

Submission Requirements

To apply, please submit applications electronically **by May 31, 2022 11:59 pm (CST)**. Incomplete applications will be deemed ineligible and will not be considered.

A complete application must include:

- 1. CONTACT INFORMATION** including full name, mailing address, telephone, and email. Teams must identify one team member as primary contact.
- 2. STATEMENT OF INTEREST** (PDF or DOC format only, 2 pages max) in creating a new, original mural for the City of Vernon. For teams, include a description of each member's role on the team.
- 3. CV OR RESUME** (PDF or DOC format only, 4 pages max) teams must submit a CV or resume for each muralist on the team.
- 4. 5-8 IMAGES** (JPG format only, 72 DPI min + 5 MB max per file) of completed artwork; unrealized or informal mural projects may also be considered; image files must be named sequentially (i.e. 01, 02, 03...); teams may submit no more than eight images total.
- 5. PROJECT DESCRIPTIONS** of each of the uploaded image files. Include the title of the artist's name, image, year, size, materials and a brief description. For any commissioned project(s), also include the client, budget, and location.

6. PROFESSIONAL RECOMMENDATIONS for previous work (up to 2.) These can include recommendations or endorsements from a previous client or professional contacts.

OPTIONAL: Include links to artist websites or online profiles the committee could view.

If chosen for this project, the City of Vernon will act as the project manager and the artist or artist team will work directly with the City of Vernon staff to schedule painting and acquire paint for the project.

For more information, contact Amanda Lehman at tourism@vernontx.gov or call 940-552-2564 ext. 301. Applications can be submitted on the City of Vernon website <https://www.vernontx.gov/forms.aspx?FID=62>.

General Conditions:

Wall preparation shall be determined based on the site evaluation and conditions.

NO.	SPECIFICATION	Please specify by an "x" in the box that applies							
1	Interior Wall(s)	Brick	Stucco	Concrete/ Pebblecrete	Drywall	Plaster	Wallpaper	Paneling/Wood/Other:	Other:
2	Exterior Wall(s) X	Brick X	Stucco X	Concrete/ Pebblecrete	Cedar	Hardplank	Corrugated/Metal/ Fiberglass/Plastic/Other:	Paneling/Wood/Other:	Other:
3	Doors	Wood	Metal	Fiberglass	Painted	Stained	Other:		
4	Lighting								
5	Windows	Glass	Plexiglass		Covered/Boarded Up		Open Air	Other:	
6	Garage Doors	Metal	Wood		Fiberglass		Other:		
7	Gutters	Metal	Plastic			Other:			
8	Electrical Boxes or Other: Utilitarian Structures	Metal	Plastic						
9	Interior Sprinklers	Within 3ft	Other:						
10	Interior Trim/ Molding	Wood	Plaster	Hard board	Injection Molding	Fiberglass & Mat Composites	Natural Fiber Composites	Other:	
11	Exterior Trim	Wood	Plaster	Hard board	Injection Molding	Fiberglass & Mat Composites	Natural Fiber Composites	Other:	
12	Exterior Paint X	Good Condition X	Paint is in good condition but wall needs to be cleaned to remove dirt/grime/oil/Other:		Paint is peeling and chipping	Bare Wall No Paint	Other:		

13	Interior Paint	Good Condition	Paint is in good condition but wall needs to be cleaned to remove dirt/grime/oil/Other:	Paint is peeling and chipping	Bare Wall No Paint	Other:
14	Water Damage	Yes/No No	If yes please specify: minimal water stains and some paint flaking			
15	Other: The wall was recently repointed and stucco repaired.					

Paint and Primers:

All materials used must be matched to the site depending on the specific conditions for the mural. All exterior murals must be primed with an appropriate high-quality primer and painted with high quality exterior water based liquid paints or aerosols. The expected life and longevity of each mural based on the site conditions, preparation and materials used shall be no less than 20 years unless Otherwise specified. All materials used must be of a high-quality and qualified by their manufacturer for the intended use of the material.

NO.	SPECIFICATION	Please specify by an "x" in the box that applies				
1	Exterior Water Based Latex	PPG Permaizer® Exterior Acrylic Latex	Ultra Spec® Ext Low Lustre Finish N455	Behr Premium Plus Ultra	ValsparDuraMax Exterior paint and Primer	Other:
2	Interior Water Based Latex	PPG Ultra-Hide Zero Interior Paint	PPG Ultra Spec 500 Low Sheen Eggshell	Behr EHR Ultra Scuff Defense Interior Extra Durable	Valspar Signature Ultra interior paint	Other:
3	Aerosol	Montana Black Popular Colors Set of 12 Graffiti Street Art Mural Spray Paint	Krylon COLORmaxx Spray Paint	MTN Hardcore 2 Popular Colors Set of 12 Graffiti Street Art Mural Spray Paint	Rust-Oleum Stops Rust Metallic Spray Paint	Other:
4	Exterior Primer	Valspar Interior/Exterior	KILZ L211101 Adhesion High-Bonding Primer	Zinsser 00908 B-I-N Primer Sealer	PPG Gripper 1 gal. White Interior/ Exterior Acrylic Primer Sealer Model# 1900-0100-01 X	Other:
5	Interior Primer	Behr Concrete and Masonry Bonding Primer	KILZ L211101 Adhesion High-Bonding Primer	Zinsser 00908 B-I-N Primer Sealer	PPG Gripper 1 gal. White Interior/Exterior Acrylic Primer Sealer Model# 1900-0100-01	Other:
6	Other:					

Photos

