

# **SLO Classical Academy High School Downtown Mural Project**

SLO CLASSICAL ACADEMY  
SAN LUIS OBISPO, CALIFORNIA

## ***Call for Artists REQUEST FOR PROPOSALS***

Sponsored by:  
SLO Classical Academy

**Direct correspondence and applications to:**  
c/o Betsi Ashby, Director of Marketing and Merchandising  
bashby@sloclassical.org  
Re: SLOCAHS Downtown Mural Project

**Application Deadline:**  
**November 27, 2022**  
**11:59 pm PDT**

### **QUESTIONS?**

Any questions stemming from the review of this project can be addressed to:  
Betsi Ashby at bashby@sloclassical.org • (805) 548-8700

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C L A S S I C A L A C A D E M Y

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# SAN LUIS OBISPO CLASSICAL ACADEMY

## project summary

### SLOCAHS DOWNTOWN MURAL PROJECT

SLO Classical Academy  
San Luis Obispo, California

San Luis Obispo Classical Academy (SLOCA) is pleased to extend an invitation and request for proposals to provide a mural that engages the local community with the robust education offered at SLOCA. SLOCA endeavours to educate for life, teaching students how, not what, to think in a collaborative, integrated learning environment. We equip and encourage our students to ask and explore enduring questions (questions that have stood the test of time) and we want to visually invite our community to do the same through this mural.

An artist will be selected to create an outdoor 2-dimensional mural for installation on the new SLOCA High School building located at 1105 Higuera St, San Luis Obispo, California.

### **The total artist stipend is a budget of \$10,000.**

Includes costs incurred by the artist, see “Project Budget” section for details (possible housing options available for out of town finalists upon request).

See Attachment A for application template.

### DEADLINE

Sunday November 27th, 11:59 pm PDT

### CONTACT

Betsi Ashby  
805-548-8700  
bashby@sloclassical.org

### ARTIST QUALIFICATIONS

- Artists must be 18 years of age or older to be eligible to apply.
- Artists must demonstrate their ability to design and successfully paint an outdoor mural.
- Artists must be able to travel to the mural location.

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# SAN LUIS OBISPO CLASSICAL ACADEMY

## **about the location**

Located downtown San Luis Obispo on the corner of Higuera and Santa Rosa. The mural will be located above the brick planter right on the corner. The building is undergoing renovations including painting, updated landscaping and general building improvements. Santa Rosa is a thoroughfare for locals and tourists in one of the most trafficked areas of downtown.

## **project description**

SLO Classical Academy is seeking artist proposals for a site-specific mural within a 2-sided corner design layout (including a main panel with connected side panel). The main panel (approx 580 sq ft) must be used in the mural with the east-facing side panel available for use in the mural, the entire 850 sq ft span can be used as one continuous mural. See "Attachment B" for wall examples.

Artists working in 2-dimension mural mediums are invited to apply.

### **The goals of this mural project are:**

- To beautify and inspire both our students and our greater downtown community
- Add to the growing collection of public art in San Luis Obispo
- Create a mural that is dynamic and inspiring for the San Luis Obispo community and its visitors
- Create a mural that is reflective of SLOCA's standard

The artist selected for the commission will be awarded a contract for \$10,000 from SLOCA to complete the project.

***The artist selected for the commission will be awarded a contract for \$10,000 from SLO Classical Academy to complete the project.***

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## **mural site and wall dimensions**

The proposed mural will be located on the brick wall area on the building corner of Higuera St and Santa Rosa St. It consists of the main brick face with optional side (east-facing) brick side. See “Attachment B” for images.

Main brick face: is 33'-7" w x 17'-7" h, approx 580 sq ft

Side (east-facing) brick is approx 15' w by 18' h, approx 270 sq ft

Approximately 850 sq ft total

The selected artist proposal will be responsible for the preparation of the design including, but not limited to, design, layout, and art production.

A layout of the wall is provided with this RFP, but interested muralists are encouraged to visit the site to further evaluate the wall in relation to their proposal.

The outdoor artwork must be constructed of materials appropriate for San Luis Obispo's climate. The materials used for the public art shall be low maintenance, durable and fade-resistant, and graffiti-resistant. Artists are welcome to consider durable eco-friendly materials. The selected artist will be required to complete and submit a maintenance plan.

## **eligibility**

1. Artists must be 18 years of age or older to be eligible to apply.
2. Artists must demonstrate their ability to design and successfully paint an outdoor mural in a timely fashion, through submission of prior projects of similar scope.
3. Artists must be able to travel to the mural location.

## **thematic approach**

### **THEMES TO CONSIDER**

1. We equip and encourage our students to ask and explore enduring questions (questions that have stood the test of time) and we want to invite our community to do the same.  
Examples of enduring questions—What is truth? What is goodness? What is beauty? What is the meaning of life? What am I here for? Is there a god? What is justice? What is the true end of a human life, of humanity?
2. Speaks to our mission to be a community that forges character, fosters wisdom, and nurtures a lifelong passion for learning.

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3. Encourages student and community interaction

**Other considerations:**

- Per SLO City's public art requirements, representational figurative work of specific people will not be considered.
- The phrase "ask enduring questions" should be incorporated into the mural in some manner. No other text should be included in the design.
- Encourage applicants to review our website to get a better understanding of our school and our approach to education.

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## **selection criteria**

The Art Jury will evaluate each proposal based on the following:

- A. Relevance to theme
- B. Artistic excellence
- C. Ease of maintenance
- D. Proposal Feasibility. Has the artist created a proposal that meets given site specifications/guidelines?
- E. Ability to Execute. Based on the artist's existing body of work and experience, does the artist demonstrate the ability to complete the commission on time and in keeping with their proposal?
- F. Appropriateness. Is the proposed artwork appropriate for the public location and audience?
  - a. Appropriateness of scale, form, material, content and aesthetic compatibility relative to the site
  - b. Appropriateness of proposed materials in regards to structural and surface integrity, public safety and weathering and its protection against vandalism
  - c. Appropriateness of proposed method of installation of artwork, and the safety and structural factors involved with installation
- G. Evaluation of proposed budget and the artist's ability to successfully complete the
- H. project within the proposed budget
- I. Artist's experience in working on comparable projects

Mural concepts regarded as negative, violent, hateful, or discriminatory based on race, disability, gender, culture, or religion will NOT be considered.

## **APPLICATION DEADLINE**

**November 27, 2022**

**11:59pm PDT**

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## **project budget**

The total artist stipend is **\$10,000**

1. **ARTIST STIPEND** will cover costs incurred by the artist including but not limited to:
  - a. Design-stipend
  - b. Supplies to fabricate the artwork (including paint, fade-resistant treatment, graffiti-resistant treatment, scaffolding and/or related relevant equipment)
  - c. Travel to mural site
  - d. Participation in a community engagement activities such as artist talk, unveiling
  - e. Up to three concept sketches to be added to the school archive collection
  - f. Insurance premium to comply with insurance requirements
  - g. Refer to the “Professional Services Agreement” for insurance requirements listed in “Attachment C”
  - h. All taxes incurred by the Artist
2. **SLOCA** expenses apart from artist stipend include:
  - a. Site preparation (include priming wall), plans and specifications, special inspections, permits
  - b. Housing options available for out of town finalists on request
  - c. On-site parking will be provided

## **contract terms**

### **PROPOSAL REQUIREMENTS**

The Artist is required to meet all contract terms listed in the Professional Services Agreement as outlined in “Attachment C.” Each individual or team submitting a proposal shall meet all of the terms and conditions outlined herein. By virtue of its proposal submission, the proposer acknowledges agreement with and acceptance of all provisions of the RFP specifications.

### **CONTRACT AWARD AND EXECUTION**

#### **Contract Requirements**

The proposer to whom the award is made (Artist) shall execute a digital signature on the Professional Services Agreement with SLO Classical Academy within ten (10) calendar days after notice that the award has been sent. Notice of the award will be communicated via the email provided in the Artist’s proposal.

#### **Payment of Taxes**

The artist stipend shall include full compensation for all taxes that the Artist is required to pay.

#### **Payment Terms**

Payment terms are  $\frac{1}{3}$  upon signed contract,  $\frac{1}{3}$  mid-point of installation of mural (as determined by SLOCA point of contact),  $\frac{1}{3}$  upon completion of the work.

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## **proposal package — statement of work**

**Proposals are submitted via email in a PDF format to:** [bashby@sloclassical.org](mailto:bashby@sloclassical.org) (total file size must be less than 10 MB)

See “Attachment A” for proposal template

### **SECTION 1: COVER SHEET**

One page cover sheet stating the following information in the order listed:

- RFP Title: “Proposal to Provide Services for the SLOCA HS Downtown Mural Project”
- Artist’s name:
- Artist’s telephone number:
- Artist’s email address:
- Artist’s web address: (if applicable)
- Artist’s mailing address:
- Title of artwork:
- Medium: [type of paint; product names of proposed paint, and fade-resistant treatment, graffiti-resistant treatment product names]
- Confirmation of dimensions:

### **SECTION 2: APPROACH TO PROJECT**

A short description of the Artist’s approach to the project, which should address the following areas:

1. Artist’s approach to the theme.
2. Artist’s intended materials to be used and expected on-going maintenance efforts to sustain the Artist’s intention.
3. Graphic rendering of the proposed art concept—name not to be identified on the rendering to maintain a fair consideration for all applicants
4. Suggested plan for utilizing student and other volunteers (if needed) to assist with painting the mural and how many volunteers requested.
5. Portfolio and/or website demonstrating Artist’s ability to design and successfully paint an outdoor mural. (Please be sure portfolio examples include details such as theme, medium, location, client, and duration of the project).
6. Equipment Safety And Security: specify equipment that will be used, specifically whether scaffolding and/or ladders will be used.

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### SECTION 3: BUDGET

An estimated budget for design and installation. The budget should list costs for design execution, supplies to fabricate the artwork (including scaffolding or related equipment), and travel for artist to site for installation, artist talk and unveiling.

### SECTION 4: MAINTENANCE PLAN

The selected artist will be required to complete and submit a maintenance plan prior to the final contract payment.

## **finalist requirements**

If selected as a finalist, the Artist will be required to attend the unveiling and participate in a presentation/artist talk to the SLO community.

### OWNERSHIP OF ARTWORK

Upon completion and installation of the artwork, the physical work becomes the property of San Luis Obispo Classical Academy.

In addition, if awarded the contract, the Artist will provide original concept sketches for the mural.

In consideration of the acquisition of said work by SLOCA, the Artist will sign and grant reproduction permission for the use of the work for all conventional educational and interpretive purposes including, however not limited to: public display, reproductions in any appropriate manner including exhibitions catalogs, scholarly publications, slides, transparencies, black-and-white and/or color prints, digital formats, web pages, rights to promote the art through social media, and any other suitable manner that agents of SLOCA deems necessary.



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## **project schedule**

The selected finalist is expected to be available to meet the following deadlines and milestones:

<b>RFP Announcement</b>	November 7-27, 2022
<b>Application Deadline</b>	<b>Monday, November 27, 2022 11:59 pm PDT</b>
<b>Mural Committee Proposals Review</b> (Selection of finalist)	December 2, 2022
<b>Artist Proposal Interview</b> (Finalist invited to in-person or Zoom interview)	Monday December 5, 2022
<b>Art Acquisition Committee Review</b> (Determination of whether chosen artwork meets SLOCA guidelines)	Week of December 5, 2022
<b>Award of Contract</b>	December 12-16, 2022 (Estimated)
<b>Installation of Artwork</b>	December 26th, 2022 to January 6th, 2023 (Strongly preferred—submissions who can install during these dates will be given first consideration)
<b>Unveiling and Artist Talk</b>	TBD 2023

## **fee schedule and budget development**

Payment terms are  $\frac{1}{3}$  upon signed contract,  $\frac{1}{3}$  mid-point of installation of mural (as determined by campus curator),  $\frac{1}{3}$  upon completion of the work.

Please use the budget worksheet found in “Attachment A” “Section 3” as a guide in developing your project budget to ensure that all costs are addressed. Add any other relevant expenses. Include a pricing contingency. Areas with “\$” should be completed by the artist/applicant.

- **ARTIST** Costs incurred by the artist including but not limited to: design stipend, housing (Possible options available for out of town finalists upon request), and supplies to fabricate the artwork, insurance, scaffolding.
- **SLOCA** Expenses apart from artist stipend include: site preparation, plans and specifications, special inspections, permits, parking permits as needed.

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**attachment a: application package template**

([Download](#) and complete “Attachment A: Application Template”)

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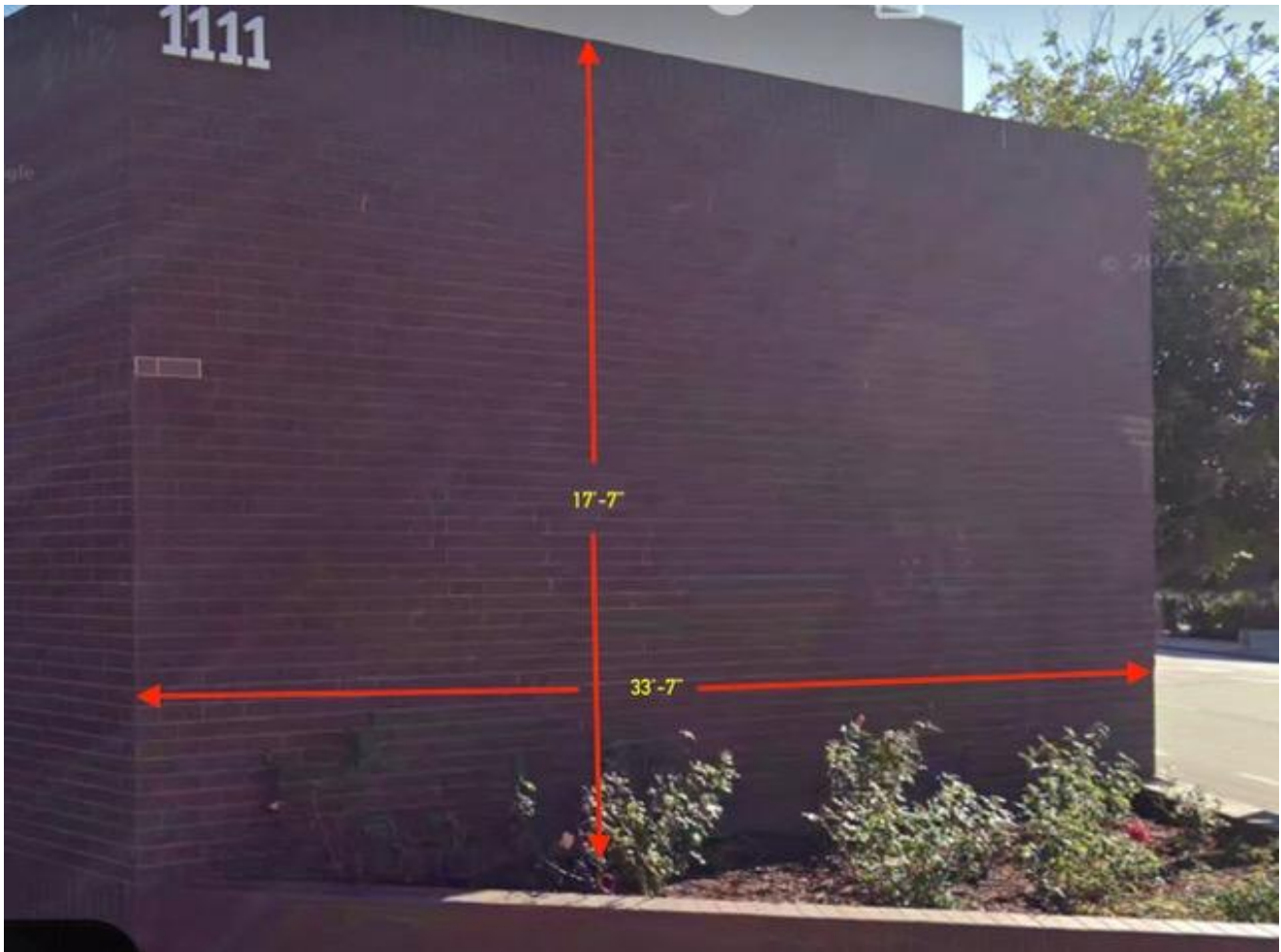
## attachment b: images of mural location

Main brick face: is 33'-7" w x 17'-7" h, approx 580 sq ft

Side (east-facing) brick is approx 15' w by 18' h, approx 270 sq ft

Approximately 850 sq ft total

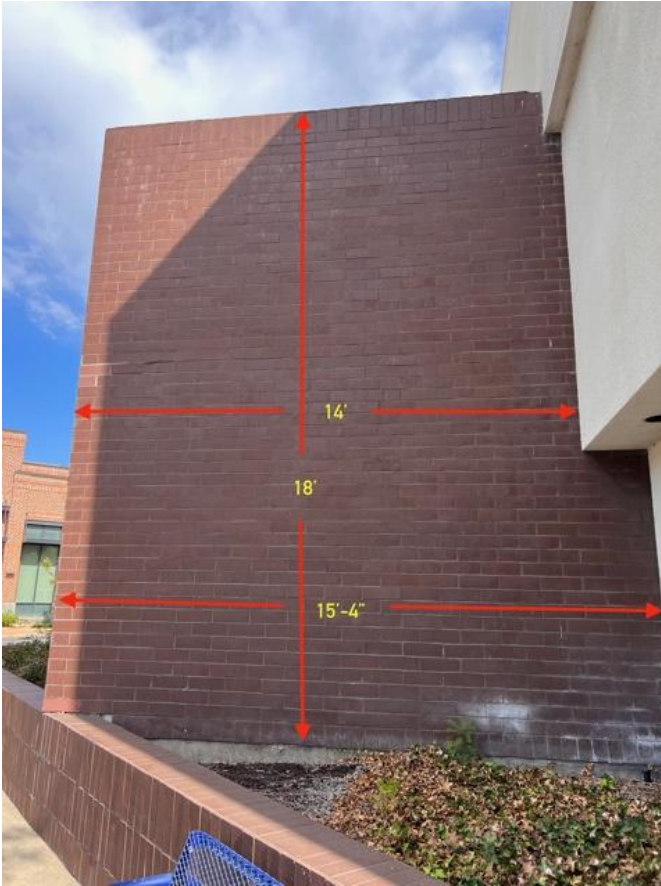
*Brick and grout will be primed before mural installation, address numbers will be removed*



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*Detail of wall texture*



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## OPTION A MURAL LAYOUT



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## OPTION B MURAL LAYOUT

All or partial use of east-facing side panel





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*Views looking down Higuera and Santa Rosa streets*



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**attachment c: example of professional services agreement**

([Download](#) PDF titled “Attachment C Professional Services Agreement” for example agreement)