



**CITY OF ESCONDIDO
Community Services Department**

**CALL FOR MURAL PROPOSAL
Fitness Courts®**

Deadline: Friday, July 30, 2021 at 11:59 PM (PST)

The City of Escondido Community Services Department is issuing a Call for Mural Proposals to Escondido-based and regional artists or artist teams for a collection of digital designs of original outdoor murals suitable for placement on two of their new Fitness Courts®.

The deadline for online proposal submission is Friday, July 30, 2021 at 11:59 PM (PST).

Please submit applications to Danielle Lopez, Assistant Director of Community Services, via email at: dmlopez@escondido.org

Additionally, all questions regarding this application should be submitted in writing by **Wednesday, July 21, 2021 at 5:00 PM** via e-mail to: Danielle Lopez at dmlopez@escondido.org

All questions submitted and responses will be posted on these websites:

- City of Escondido Public Art: [Public Art Program - City of Escondido](#)
- Escondido Recreation: [Fitness Court - Escondido Recreation](#)

PROPOSAL SELECTION CRITERIA

A selection panel composed of, but not limited to, arts professionals, City staff, City Commissioners, and local community representatives will review and score the applications and make recommendations to select two murals. Artists or artist teams may submit up to two proposals.

The selection panel will review and evaluate the applications and final design proposals based on criteria that may include but is not limited to the following:

- Artistic merit and originality
- Availability and ability to work for the term of the project
- Escondido-based artist/group

DESIGN & INSTALLATION

The ideal artwork will enhance the parks, represent Escondido's vibrant arts culture, and promote awareness of the City's social, cultural, and historical composition. The artwork must be appropriate for all ages and engage with the growing, diverse population in the City of Escondido.

Design Criteria:

- Artwork should reflect the unique culture of Escondido in a family-friendly way.
- Artwork must be original and cannot contain trademark images, logos, tag lines, or be in any way thematically linked to a commercial business, establishment, product, or service.
- Given that the artwork, when displayed, may constitute a form of government speech, the City is sensitive to displaying works of art that are offensive, obscene, or exclusive or alienating of individuals or groups. Such works will be rejected for display.

Installation:

- Artworks will be digitally sized for a 32'x8' mural wall and various-sized front art zones to be wrapped around an outdoor Fitness Court training wall (see diagram below).
- The digital design collection will be printed onto an anti-graffiti laminate vinyl.
- The City of Escondido will be responsible for the cost of printing and installing the artworks.
- Escondido will review complete proposal submittals and award up to two artists/teams the contract to design the mural.

BUDGET

The all-inclusive **award of \$5000** must cover every cost incurred by the artist in the course of designing the artwork. The City will cover the costs of installation and permits (if required). Selection and funding are contingent upon a signed Agreement between the artist/team and the City of Escondido.

SITE INFORMATION

Two Fitness Courts located at different parks around the city. See images for layout, measurements, and placement of walls and equipment in the Fitness Courts. Artwork will be allowed to wrap around the entirety of the walls and exercise equipment, where appropriate. The side-edge of the main wall will be reserved for the artist's/team's photo, logo, and short bio/description.

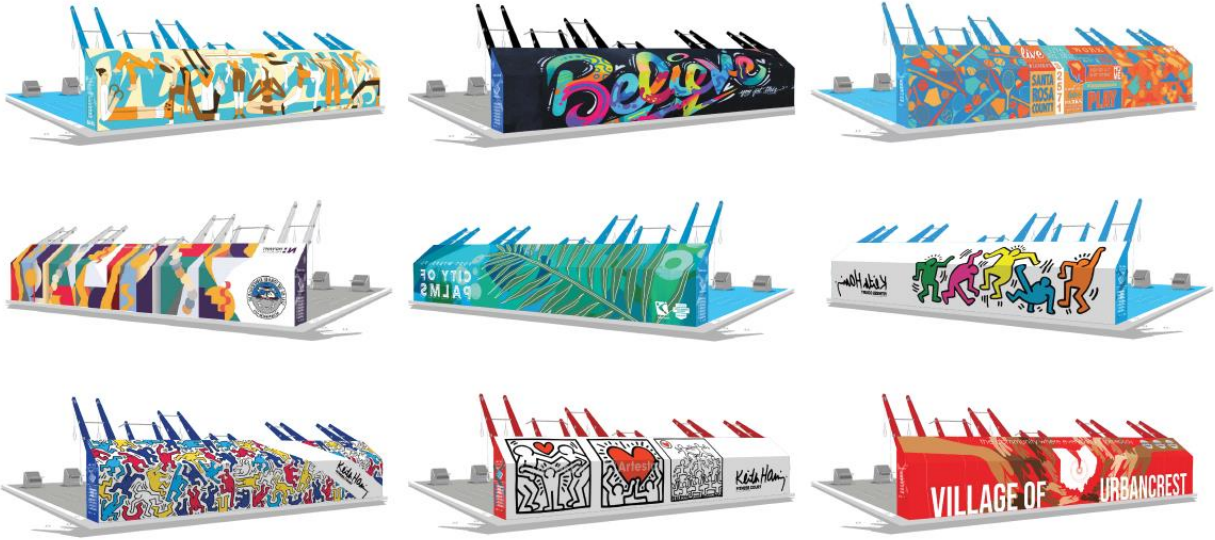
You may visit a site on your own or schedule a site visit by contacting Danielle Lopez at dmlopez@escondido.org

Site Locations:

1. Kit Carson Park at 3333 Bear Valley parkway , Escondido, CA 92025
2. Escondido Public Library at 239 South Kalmia Street, Escondido Ca 92025

The Fitness Court is a 32' x 35' outdoor bodyweight circuit training system that supports 28 simultaneous users on 30 separate pieces of equipment that are grouped into seven stations. The 7 movement, 7-minute system, provides a full-body workout to people of all ability levels. The integrated system includes a sports floor to simulate the indoor gym exercise and the steel bodyweight training wall provides users with many exercise combinations. <https://nationalfitnesscampaign.com/cities>

INTRODUCING.....

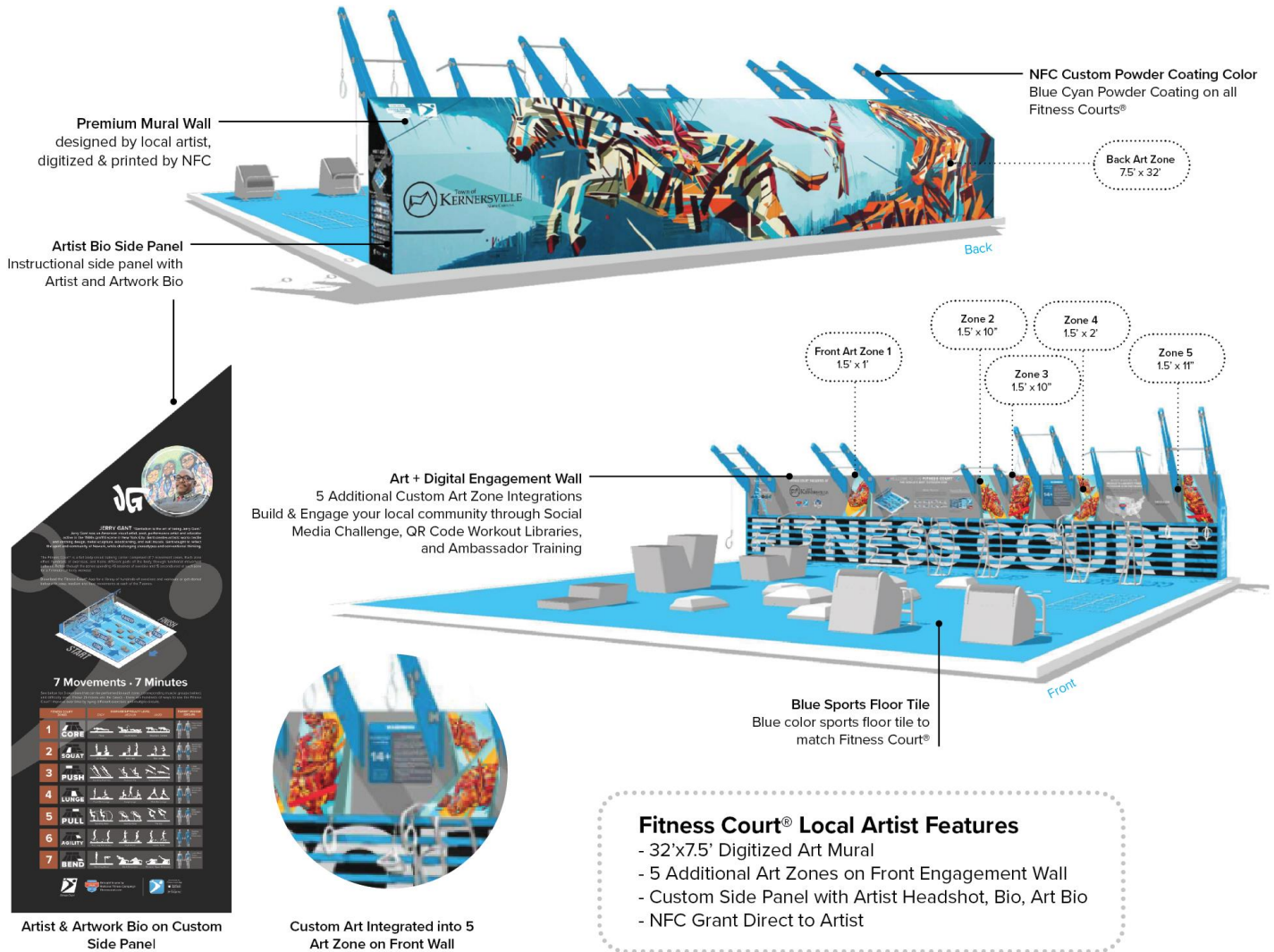


.....FITNESS COURT® PUBLIC ART



LOCAL ARTIST COLLECTION

Artist Series



ELIGIBILITY

Applicants must be artists or artist teams living, working, or studying in Escondido/San Diego County and age 18 or older. Candidates are eligible regardless of race, color, religion, national origin, gender, gender identification, military status, sexual orientation, marital status, or physical ability.

HOW TO APPLY

A complete submission must include all the information and materials described below:

1. Application Cover Sheet:

Complete and submit the Application Cover Sheet, worksheet provided at the end of this CFP.

2. Letter/Statement of Interest:

[Limit 1 page. Formatting guidelines: Double spaced, 12 points Times New Roman, one-inch margins]

Describe in a couple of paragraphs your interest in the project and preliminary ideas for how you would approach this project. The letter should demonstrate your understanding of the project objectives and a preliminary proposal on how they would be achieved.

3. Concise 2D representation/drawing

In a single or a series of up to five images, please present your idea(s) for your artwork. Artwork can come from Artist existing portfolio or be original works of art specifically produced for the Fitness Court. Once artist is awarded, final artwork will be asked for in high resolution digital file formats (e.g., .ai, .eps, .svg, .pdf)

4. Photo(s) and Bio/Description

[Limit 3 photos, high resolution JPEG or PDF files only, with minimum 72 DPI resolution]

Attach up to 3 photos of the artist/team along with a short, 100-word bio of the artist or description of the artist team.

Proposals must be submitted by email. Faxed or hand-delivered materials will not be accepted. Application materials due **Friday, July 30, 2021 at 11:59 PM.**

Email proposals to Danielle Lopez at dmlopez@escondido.org

The City strongly recommends submitting the application at least **3 days** prior to the deadline to give ample time to troubleshoot. For questions, please contact Danielle Lopez at dmlopez@escondido.org

ADDITIONAL INFORMATION

The successful artist whose mural is selected for this program will be required to execute an agreement with the City which covers the artist's obligations to provide, among other items, representations as to the originality of the work, liability insurance, indemnification and a waiver of certain artist's rights under state and federal law. The submission of the application and artwork shall constitute consent to the terms of any such agreement.

The City of Escondido is not obligated to select a finalist from the submitted applications and reserves the right cancel this application and program at any time.

- Submitting an application does not constitute an expressed or implied contract.
- Applicants submitting will receive notification of the results of the selection process.
- Application materials will not be returned.
- This application is subject to ordinances in effect in the City of Escondido.

(Scroll down for APPLICATION COVER SHEET)



**City of Escondido
Call for Mural Proposal
Application Cover Sheet**

Name of Primary Contact:

Additional Applicant Names:

Artist Team/Organization Name:

Physical Address:

Mailing Address:

Telephone:

Email:

Website:

Brief Description of Project (100-word limit):

A large empty rectangular box intended for the user to write a brief description of their project, limited to 100 words.