



**Growth Management – Cultural Arts
Downtown Ground Storage Water Tank Mural
Call to Artists**

Project Overview:

The City of Ocala Cultural Arts office in partnership with Fine Arts For Ocala (FAFO), Florida Wildlife Corridor Foundation, and Ocala Mainstreet is placing an open call for artists to create an engaging public art mural in downtown Ocala. This mural will be located on the ground storage tank near the Downtown Market and replace the existing mural.

The theme of this mural is Florida wildlife with focus on local Marion County flora and fauna.

Selected artist(s) must be available and onsite during FAFO Arts Festival on October 26 and 27, 2024, to present the project to the community.

Location:

Downtown Market ground storage tank
SE 5th St & SE Watula Ave/SE 3rd Ave, Ocala, FL 34471

Scope of Work:

The mural will be located around entire outer surface of the Downtown Market ground storage water tank.

The exterior wall is approximately 20 feet high and 285 feet long. The tank wall is concrete with epoxy coating and primer. Circumference

The ground storage tank access ladder attached to the rear of the tank will not be painted.

There are no landscaping obstructions in front of the tank from SE 3rd Ave. and SE 5th St. There are trees around the rear of the tank near the parking lot. Trees do not prohibit movement around the tank.

Mural will be designated as a temporary addition to City of Ocala's public art collection lasting at least five years per agreement with the City.

Mural design must be unique to this project.

Mural materials must be appropriate and water-safe for active concrete water tank. Materials also must be capable of withstanding Florida weather conditions such as high UV exposure, high humidity, high temperatures, heavy rain, high winds, etc.

Project proposal can provide optional community involvement and engagement component.

City will prepare the water tank surface prior to start of the mural. City will be responsible for applying a final clear, vandalism-proof topcoat.

Artist will be responsible for equipment rentals throughout project.

Only complete mural proposals will be considered. Any incomplete proposals or applications will be disqualified.

Eligibility:

Open call is available to any artist residing and working within Florida with experience in large public murals.

Must purchase a minimum of \$1,000,000 of commercial general liability insurance naming City of Ocala as an "additional insured" for the duration of the project while on City property.



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Budget:

The City will provide an artist honorarium of \$60,000.

The City will provide 50% deposit payment with signed contract, and a 50% final payment at the completion of the project.

Deadline:

September 12, 2024

Timeline:

Application deadline: 11:59 PM on September 12, 2024

Selection by: September 20, 2024

Anticipated start of work by: October 26, 2024*

*must be available for ground breaking ceremony on October 26 & 27 during FAFO Arts Festival. Start date subject to change pending availability.

Mural must be complete by: February 1, 2025

Submission & Application Process:

Artists may submit one concept proposal via mail, email, or online. Only one method of submission is required.

Submit completed applications to:

Address: City of Ocala, Cultural Arts, 201 SE 3rd St, 2nd Floor, Ocala, FL 34471

Email: artinfo@ocalafl.gov

Online: https://artist.callforentry.org/festivals_unique_info.php?!ID=14010

Application requirements:

- Artist/Art Collective contact and background information.
 - Name(s)
 - Address
 - Phone Number
 - Email Address
 - CV/Résumé
- A complete artist rendering or illustration of mural design/concept in .jpg or .png format with a resolution of at least 180dpi. May submit one to three images of design for proposal. Must label all images with artist name.



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- A written description of mural proposal and overall project no longer than one page maximum. Optional inclusion of community involvement component.
- Written description must include:
 - title of mural
 - explanation of mural concept and overall design and how it relates to theme
 - explanation of how mural design will contribute to downtown Ocala and local community
 - Maintenance requirements
- A detailed project budget with specified materials.
- Five to fifteen images of previous mural work, preferably most recent projects. Portfolio of work preferred if available.
- At least one support letter.

Selection Process:

Concepts for mural proposal will be reviewed and selected by a jury composed of local organization and business owners, City staff, arts and cultural representatives, and project partners. The jury will consider the following criteria:

- Completeness of proposal
- Artist qualifications and letter of support
- Uniqueness and originality of concept
- Use of theme
- Technique
- Ease of maintenance

Additional Information:

The selected artist must contract with the City of Ocala for this project.

The artist must purchase a minimum of \$1,000,000 of commercial general liability insurance naming City of Ocala as an "additional insured" for the duration of the project while on City property.

The City of Ocala reserves the right to photograph the work and/or the artist for documentation, education, and publicity purposes without additional compensation. Artist will retain all Intellectual Property and Copyrights associated with concept.

Accepting a proposal from an artist does not constitute any form on contract or agreement with respect to the project.

This office reserves the right to request additional information from artists and make changes/clarification to the proposal if necessary.

Limitations include the right to cancel, amend to alter the proposal, its contents, or the selection process.