



**Call to Artists**  
**Elgin County Cycling History Murals Project**

**Request for Qualifications**

**Project No. 2021-PQ30**

**ELECTRONIC SUBMISSIONS ONLY**

**Submissions shall be received by email no later than:**

**June 30, 2021 @ 3:00 p.m. (local time)**

Issued: June 7, 2021

**CALL TO ARTISTS – ELGIN COUNTY CYCLING HISTORY MURALS PROJECT  
REQUEST FOR QUALIFICATIONS**

Call to Artists

The County of Elgin invites artists and artist collectives with exterior mural experience to submit their credentials, examples of prior work and a preliminary vision for the development and execution of one of six separate, site-specific, outdoor murals as part of the Cycling History Murals Project.

While artists are able to submit qualifications and letters of intent for all six sites, artists or artist collectives may only be awarded a single commission and one artist or collective will likely be selected per site.

This call follows a two-stage selection process. The first stage is this Request for Qualifications (RFQ).

# CALL TO ARTISTS – ELGIN COUNTY CYCLING HISTORY MURALS PROJECT REQUEST FOR QUALIFICATIONS

## Background

### The Elgin County Cycling History Murals Project

Over the past ten years, Elgin County has supported, along with a number of partners, the development and use of cycling trails as a contribution to our residents' healthy living and as a part of the County's tourism strategy. The Elgin-St. Thomas Cycling Master Plan completed in 2014, identified a number of cycling routes throughout the county as well as an implementation plan for their development and promotion.

A recent bequest to the Elgin County Museum by the Donna Vera Evans Bushell Estate has provided an opportunity to bring renewed attention to the cycling trails. The Estate, wishing to support a county-wide project that would visibly promote the heritage and culture of each municipality, suggested the idea of marking the trails with murals and interpretive materials.

### Our Cycling History

Elgin-St. Thomas played a unique role in cycling's early history. A key figure in the development of the first national cycling body, the Canadian Wheelman, and its early guide books, was a Luton native, and later doctor, Perry Doolittle. He built the first bicycle most people had ever seen in Elgin County in the 1870s, while the guides he edited listed routes from St. Thomas to Port Stanley, to Aylmer and to London among others. Cycling was an overnight sensation, enthusiastically embraced by both men and women. In Ontario, its popularity gave rise to a movement to improve roads long before the first automobile ever appeared in the province. For a time, this movement's leaders included the County of Elgin's long-time clerk, K. W. McKay.

The project's murals and markers will draw attention to our unique cycling history, make the trails better known and, potentially, draw a larger audience to the county. These dramatic and colourful murals will, we hope, become the subject of many shared and posted images across social media.

### Libraries

From the out-set, the Elgin County Library branches were identified as potential sites for the murals. They are either on or near cycling routes and for a large number of local residents they are a centre for heritage and culture in their communities. As well, long-distance cyclists frequently use the library wi-fi.

In Port Bruce, the proposed mural site - the washroom building - is located at the south end of the Imperial Road route which was recently christened the High Wheel Way to honor Dr. Perry Doolittle's leadership in the organization of early cycling. A marker placed with the mural will illustrate his place in the racing and touring that was so much a part of the high wheel era.

In Shedden, a picnic shelter in the historic fairgrounds next to the Keystone Complex, had been chosen to receive a mural.

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**Locations and Installation Details**

Each mural with the exception of Shedden will be painted onto thin, 4x8 metal sheets which will then be affixed to the wall. The County of Elgin will retain a sign company to install the works and protect them with an anti-graffiti coating.

**BAYHAM**

Port Burwell – Fred Bodsworth Public Library, north wall, space to the right of the window

21 Pitt St, Port Burwell, ON N0J 1T0

92 square feet; Fee: \$3220.00

**MALAHIDE**

Port Bruce – Public Washroom Building by the Harbour

North wall and east wall,

3174 Colin St. Port Bruce, ON N0L 2H0

Both 109 square feet; Fee: \$7630.00

**CENTRAL ELGIN**

Belmont Library, North-facing Corner Wall

14134 Belmont Rd, Belmont, ON N0L 1B0

60 square feet; Fee: \$2100.00

**SOUTHWOLD**

Shedden – metal clad picnic shelter next to the Keystone Complex

35921 Elgin County Rd 3, Shedden, ON N0L 2E0

226 square feet; Fee: \$7910.00

**DUTTON – DUNWICH**

Dutton - John Kenneth Galbraith Library, west end of north wall

236 Shackleton St, Dutton, ON N0L 1J0

128 square feet; Fee: \$4480.00

**WEST ELGIN**

Rodney Library, south wall

207 Furnival Rd, Rodney, ON N0L 2C0

85 square feet; Fee: \$2975.00

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## **Project overview and design parameters**

The artwork for the Cycling History mural project should support the vibrancy of the location and help enhance the pedestrian realm and sense of place, while beautifying the streetscape.

The proposed design will respond to a [package of visual and written material](#) provided by the County illustrating each community's history as well as a general account of cycling history and changes in transportation technology over time.

The artwork must adhere to the following design parameters:

- must be rendered onto thin 4x8 foot metal sheets supplied by the County and delivered to a location specified by the artist. The County will also be responsible for picking up the completed works and delivering them to the installation site.
- be an outdoor mural installation, suitable for exhibition in a public space.
- reflect community history, culture and civic pride.
- be appropriate for the site in scale, execution, materials and creativity.
- must not promote violence, hatred or contempt against any group on the basis of colour, race, ancestry, religion, ethnic origin, sexual orientation, age, language or disability.
- must not include business names/logos, branded tags, acronyms, or any commercial advertising.

## **Expectations of Artist**

The successful artist(s) will:

- oversee production and installation of the artwork;
- provide a warranty for the work (minimum 5 years);
- exercise safety and caution while working, utilizing personal protective equipment as necessary;
- provide the County a General Liability Insurance Certificate, adding the municipality and the County of Elgin as additionally insured up to five (5) million dollars, a current WSIB Certificate, and any other legislated health and safety requirements.

A third-party contractor will apply an anti-graffiti coating.

## **Payment of Fees**

Disbursements will be made throughout the project as follows:

- An initial payment of 50 per cent will be paid within two weeks of a signed letter of agreement;
- A second payment of 25 per cent will be paid mid-development;
- A final payment of 25 per cent will be paid at installation/completion.

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**Estimated Timeline**

The anticipated schedule for selection of an artist/artist collective and completion of the project is outlined below. The County reserves the right to modify these dates as required.

RFQ Issue Date:	June 7, 2021
Question Deadline:	June 24, 2021 @ 4:00 p.m.
RFQ Submission Deadline:	June 30, 2021 @ 3:00 p.m.
Short-listed Artists selected and invited to submit proposals for Stage Two:	July 10, 2021
Stage Two deadline:	July 31, 2021
Final selection:	August 10, 2021
Design development/production/fabrication begun:	August, 2021
Installation/completion:	September, 2021

**Eligibility**

This RFQ is open to professional artists and artist collectives with experience creating mural works. Artists working in any mural medium, style or technique – i.e. aerosol, mosaics, ceramics, paints – may apply.

Successful applicants must demonstrate the professional capacity to oversee the design, implementation and production of a mural project within the County of Elgin.

As per the Canada Council’s guidelines, a professional artist is defined as someone who “has specialized training in the artistic field (not necessarily in academic institutions), is recognized as a professional by his or her peers (artists working in the same artistic tradition), is committed to devoting more time to artistic activity, if possible financially, and has a history of public presentation or publication.”

Individuals who are members of the municipal councillors or municipal employees, County council or employees of the County are not eligible to enter. In order to be eligible for this competition, entrants must be 18 years of age or older.

**Questions**

All questions regarding this Request for Qualifications shall be sent via email to [murals@elgin.ca](mailto:murals@elgin.ca) The deadline for submitting questions is June 24, 2021 @ 4:00 pm.

If during the period prior to submissions, the County determines, in its sole and unfettered discretion, that part of the RFQ requires formal amendment or clarification, written addenda will be posted to the website no later than June 25.

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## **Selection Committee & Process**

All applications submitted under this RFQ will be reviewed by a County staff led committee.

The commissioned artwork will be chosen through a two-stage selection process:

### **Stage One**

Selection Committee will review submissions and select a maximum of two (2) short-listed artists, based on qualifications, for each site.

### **Stage Two**

Short-listed artists will develop their concept proposals and renderings/concept designs for consideration.

## **Selection Criteria**

Stage One applications will be assessed based on qualifications, conceptual approach and experience.

### **Stage One Criteria**

- Letter of Intent – Artist’s vision, conceptual approach and insights.
- Artist qualifications – Professional experience demonstrates ability to execute an outdoor mural project of this scale while adhering to budgets and timelines.
- Artistic excellence – Examples of Artist’s work reflect relevance, innovation, originality and skilled technique.

### **Stage Two Criteria**

- Appropriateness of proposal/renderings/design concept to project goals.
- Artistic merit of proposal/renderings/design concept.
- Degree to which the proposal/renderings/design concept incorporates references to the cycling history of the county and the general history of travel and movement within the county. See appendix.
- Technical feasibility and probability of successful completion.

## **Submission Requirements / Entry Procedure**

The County of Elgin will only accept electronically submitted applications to [murals@elgin.ca](mailto:murals@elgin.ca)

Deadline to apply is Wednesday, June 30 at 3:00 p.m. (local time)

Artists interested in applying for more than one location are required to submit Letters of Intent for each site.

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**Stage One: RFQ Submission Requirements**

Submission must contain:

- a) Application form: At the end of this document
- b) Letter of intent (2 page maximum, 12-point font, single spaced, PDF):  
  
Describe your general artistic approach and your preliminary vision for this project. Outline your experience creating artwork for the public realm. Include proof of your ability to successfully execute an outdoor mural project of this scale within the budget and timeline required. Confirm availability to undertake this project within its timeline. Please indicate which site(s) you are applying for here.
- c) Resume/Curriculum vitae (3-page maximum, 12-point font, single spaced, PDF): If submitting as a collective, each member must provide a personal resume.
- d) Visual images and documentation list (3 minimum/10 maximum, JPEG files): Digital images of past work that best demonstrate your qualifications for this project. At least 2 of these images should be of similar scale and scope to the artwork being proposed in the artist's letter of intent.
- e) Documentation list (PDF): Please include a documentation list to support visual images. Include title of work, medium, approx. dimensions, budget, location and date.

**Stage Two:**

Following review of stage one submissions, a maximum of two (2) short-listed artists per site will be invited to develop their concept proposals.

- a) Project proposal: A detailed project description including materials and technical requirements. The proposal should include a detailed description about how the artwork will enhance the existing character of the site through scale, colour, material, texture, and content. It should explain how the mural considers the cycling and transport history of the county, as well as its relationship to existing architecture and landscaping, and how this work will contribute to a visitor's experience of community.
- b) Concept designs and/or renderings: A scaled concept design of the proposed work or full colour renderings that physically represent the work.

The Selection Committee will then select one artist or artist collective per site.

**Standard Terms and Conditions**

**General Provisions**

Artist agreement: Upon notification of being awarded a commission, the successful Artist(s) will enter into an agreement with the County of Elgin.

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Communication with the selection committee: The County of Elgin will be responsible for all communications, either verbal or in writing, between artists making submissions and members of the selection committee. Any communication between applicants and selection committee members regarding submissions or the competition may result in disqualification.

Incomplete applications or those received after the deadline will not be accepted.

Application materials will not be returned.

**Conflict of interest:**

Applicants must disclose any potential conflict of interest in their submission, including any which may involve municipal employees or Council members.

**Insurance:**

The artist selected is required to provide the municipality a General Liability Insurance Certificate, adding the municipality and the County of Elgin as additionally insured up to five (5) million dollars, a current WSIB Certificate, and any other legislated health and safety requirements.

The County requires General Liability Insurance from any person or business the County contracts for services. While this requirement cannot be waived the County does not want the cost of acquiring insurance to be a barrier to artists for this project and will reimburse costs directly associated with the acquisition of insurance for all six sites. Documentation will be required. This reimbursement will be paid in addition to project budgets.

**Intellectual property:**

Copyright. As a commissioned work, copyright to any work produced will be owned by the County of Elgin. The Artist must assign ownership of the artwork to the County where it will be accessioned into the museum's collection. The County will not alter the artwork for purposes of maintenance, conservation etc. without prior consultation with the Artist. The County reserves the right to move or de-accession the artwork if necessary and will make every effort to notify the Artist.

**Loss or Damage:**

While every precaution will be taken to prevent loss or damage, the county and its agents shall not be liable for any loss or damage, however caused.

**Concept Designs/Renderings:**

Concept designs/renderings may be displayed publicly in an open forum.

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Original work:

This commission is for a new piece of artwork. The Artist must guarantee that the proposed artwork is original and does not violate the copyright of any other person.

Reserved Rights:

The County is not obliged to accept any of the submissions, and reserves the right to reissue the Call to Artists, make no selection or cancel the process as required.

The County is not liable for any costs incurred by interested parties in the preparation of their response to this RFQ request. Furthermore, the County shall not be responsible for any liabilities, cost, express, loss or damage incurred, sustained or suffered by any interested party, prior or subsequent to, or by reason of the acceptance, or non-acceptance by the County of any response, or by reason of any delay in the acceptance of the response.

Submission requirements: All submissions must be received via email prior to the closing date noted in this RFQ document. No extensions will be granted and late submissions will not be reviewed. Please read the full Call to Artists and RFQ terms of reference to ensure compliance with submission requirements. Incomplete submissions will not be considered.

Warranty: Artist(s) will be required to provide a suitable minimum five-year warranty from the date of installation for the work produced to ensure durability.

Withdrawal:

Applicant(s) may request to withdraw or substitute all or part of their document at any time up to the official closing time. The last document received shall supersede and invalidate all or part of documents previously submitted.

County's Right to Verify:

The County may verify any statement or claim by an Applicant by whatever means the County deems appropriate, including contacting references other than those offered by the Applicant, and may reject any Applicant statement or claim if, in the judgment of the County, the statement or claim is unwarranted or not credible. The Applicant will co-operate with the County in its attempts to verify any statement or claim.

The submission of false or misleading information in a submission may render an Applicant ineligible for qualification, but this clause shall not prevent the correction of any incorrect information mistakenly or inadvertently provided.

Contract:

The artist(s) selected will be required to enter into a contract with the County for the project(s) awarded.

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**Cycling Mural Project: Application Form**

Submit applications by email to: [murals@elgin.ca](mailto:murals@elgin.ca)

<b>Name(s):</b>	
<b>Address:</b>	
<b>City: Postal Code:</b>	
<b>Phone:</b>	
<b>Email:</b>	
<b>Website:</b>	

Submission checklist:

- Application form (this sheet)
- Letter of intent (2-page maximum)
- Artist Resume (3-page maximum)
- Support Materials (3-10 samples of past work)
- Documentation List

Please let us know how you found out about this opportunity:

By submitting this Form, I agree to all provisions of this Call to Artists RFQ.

The personal information on this form is collected pursuant to the Municipal Act, 2001 and in accordance with the Municipal Freedom of Information and Protection of Privacy Act and will be used for the purposes of participation in and administration of the Main Street Mural project. Questions regarding this collection should be directed to the County of Elgin Information and Access Coordinator at 519-631-1460 x 138.