

Call to Artists

2022 Community Canvas Mural Project

Submission Deadline: 9:00 a.m. on Monday, June 27

SECTION 1: OVERVIEW

Introduction

The District of Saanich is seeking artists to create murals for its 2022 Community Canvas Mural Project. Saanich Council recently approved this pilot project to commission up to three murals in Saanich parks this summer and help inform the development a future Saanich community mural program.

Background

Objectives of the Mural Pilot Project:

- Enhance Saanich neighbourhoods and public spaces through the integration of public art and opportunities for the public to engage with the arts
- Support artists to produce publically accessible, engaging art in Saanich that provides community impact, sense of pride, identity and belonging
- Celebrate community, culture and diversity

Three mural creation opportunities are available. Up to three artists (or artist teams) will be chosen by a Selection Committee through an open, two-stage process. Mural locations and their considerations are described in Section 2 of this document (see page 4).

Artist Eligibility (Updated June 15, 2022)

This opportunity is open to mural artists from the Capital Regional District (including the Gulf Islands) and Southern Vancouver Island, including artists working individually or in collaboration. If you are applying as an artist team, at least one of the artists must be from the CRD or Southern Vancouver Island.

The District of Saanich recognizes and values diversity and inclusion. We encourage a diversity of applicants of all abilities, gender identities and expressions, sexual orientations, racialized identities and/or other lived experiences that reflect the diversity of Saanich.

Context

The [District of Saanich](#) is located within the territories of the lək̓ʷəŋən peoples represented by the Songhees and Esquimalt Nations and the W̱SÁNEĆ peoples represented by the W̱JOLELP (Tsartlip), BOKEĆEN (Pauquachin), STÁUTW (Tsawout), W̱SIKEM (Tseycum) and MÁLEXEL (Malahat) Nations. Saanich is committed to celebrating the rich diversity of people in our community. We are guided by the principle that embracing diversity enriches the lives of all people. We all share the responsibility for creating an equitable and inclusive community and for addressing discrimination in all forms.



Saanich is home to over 170 parks, unique neighbourhoods and a diversity of community groups and organizations.

Timeline *(dates subject to change by the District of Saanich)*

June 7, 2022	Call to Artists launched
June 27, 2022 (9:00 a.m.)	Stage 1 Submission Deadline
July 8, 2022	Shortlisted Artists Contacted
July 15, 2022 (9:00 a.m.)	Stage 2 Submission Deadline
August 3, 2022	Artists Announced
August-September, 2022	Mural Installation

How to Apply

Artists must submit an application, preliminary concept proposal and supporting information as outlined below. Stage 1 submissions will be reviewed by a Selection Committee and a shortlist of artists for each of the mural opportunities will be invited to further develop their concept proposals and provide a design/schematic for a Stage 2 review. An **honorarium of \$350** will be offered to shortlisted artists who complete Stage 2 submissions (see Selection Process, p. 3).

STAGE 1: SUBMIT AN APPLICATION AND PROPOSAL (Deadline: 9 a.m. on June 27)

Your submission will include a letter of interest, artist resume, images of past work and a preliminary concept proposal for the mural site you are interested in and your ideas, methods, budget and details for that location. If you are submitting proposals for more than one site, include a concept proposal for each. You may include sketches to illustrate your proposal at this stage (optional). Review *Section 3: Additional Information for Artists* for details on requirements and instructions for submitting your application (pp. 8-9).

Submission Requirements:

- 1. Letter of Interest** – Explain why you are interested in this opportunity, indicate mural sites you are interested in, and why your art practice and relevant experience are suited for this project.
- 2. Preliminary Concept Proposal** – Explain your ideas, describe your design and colour plans, how you will develop your concept, and the methods and materials you will use for creation and installation of the mural project.

If you are submitting proposals for more than one mural site, **please submit a separate concept proposal for each site within your application**, each outlining specific details for that site, including ideas, methods and materials, budget and approximate timeline. See Sections 2 and 3 for more information on mural sites and the proposal requirements.
- 3. Images of Past Work** – Submit up to ten (10) images of your relevant mural artwork. File names must include your last name and first name along with a unique identifier, and correspond to a List of Images you provide (e.g. LASTNAME_Firstname_01, LASTNAME_Firstname_02, etc.)
 - Include an **Image Documentation List** that corresponds to your images, including title, description, location, year, medium and dimensions (if known).
- 4. Artist Resume/CV** – It should include a list of mural projects you have completed in recent years and your role in the projects (i.e. lead artist, contributing artist, apprentice). If applying as a group, include a resume for each of the contributing artists.

The deadline to submit proposals is 9:00 a.m. on June 27, 2022.

Please Note: The District or Saanich will not be liable for any submission delays, including technological delays or network issues at either end of submission. The District will not be held liable for any damages associated with applications not received prior to the closing time.

Selection Process

The District aims to ensure a fair and competitive artist selection process. A Selection Committee comprised of professional artists, creative professionals, staff and community representatives, will act as peer evaluators, providing recommendations for the Mural Project.

- **Stage 1:** The Committee will evaluate Stage 1 artist applications and recommend a shortlist of artists based on the project objectives and selection criteria.
- **Stage 2:** Shortlisted artists will be invited to provide Stage 2 submissions, including a design/schematic and more detailed concept proposals. A shorter timeline will be provided to complete submissions and shortlisted artists will be offered an honorarium for completing their submission. The Selection Committee will review Stage 2 submissions and recommend artists for projects.

A signed Artist Agreement is required before a commission is awarded.

The Selection Committee and the District is not obliged to select any of the submissions, and reserves the right to reissue a call for submissions.

Selection Criteria

Submissions are evaluated based on the following criteria:

- **Mural experience** – Artist has demonstrated mural experience and ability to produce mural projects
- **Artistic merit** – Strength and creative vision of past work
- **Feasibility of project timeline and budget**
- **Connection and relevance** – Through past work and in their project proposal, artist demonstrates their ability to produce murals that connect and reflect community – its people and places – and enrich and enhance public spaces
- **Capacity to work with** District staff and contractors, if required
- **Community engagement** - If proposing a community-engaged mural, artist has experience engaging with/facilitating/coordinating community members and groups

Confidentiality

Materials submitted for consideration to the Mural Pilot Project will be treated as confidential. Ideas presented are understood to be the intellectual property of the applicant and the information contained therein will not be reproduced or adapted for any purpose, except to the extent necessary to communicate information to Staff and the Selection Committee for the purpose of evaluation and analysis. The District will not release this information to the public except required under the Province of BC's Freedom of Information and Protection of Privacy Act. Questions about the collection of your personal information may be directed to foi@saanich.ca

Questions

To learn more about Saanich Murals and the Public Art Program, please visit: www.saanich.ca/murals

For questions, please contact:

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Community Arts Programmer, Community
Services Division
Parks Recreation and Community Services
Department
e. brenda.weatherston@saanich.ca
t. 250-475-5557

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SECTION 2: MURAL SITES

Overview

The three mural sites are located on publicly-owned structures in selected Saanich Parks. The intention is for the Mural Project to inspire public interest in murals, their development and installation, and ongoing interest and engagement once they are complete.

The walls will be prepared by Saanich to be installation-ready. This may include power washing, any necessary repairs and a base coat. Following mural installation, the mural may be coated with an anti-graffiti coating (if deemed required) by Saanich or the artist.

Notes on Locations:

- All sites include access to running water and washrooms.
- Limited storage is available at two sites (third site to be determined).
- Waste materials should be removed by the artists at the end of each day as there is insufficient waste disposal on site.
- Identified locations are subject to change by the District of Saanich.

MURAL SITE 1: Beckwith Park



Beckwith Park: South and East Walls

Location: Beckwith Park, [857 Beckwith Ave.](#) (click address for Google map link)

Description: Beckwith Park is a popular regional park. It includes areas with tennis courts, sports fields, a water park (seasonal) and playground, as well as trails and a pond through a Garry oak forest. Community events including concerts are held here annually. Located in the North Quadra neighbourhood. [Park Info](#)

The building is centrally-located within the park and highly visible to visitors. There are several options for painting a mural on this building: the South wall, East wall, or on both South and East walls. In addition, the smooth, grey-painted middle band that wraps around the building may be included in your mural proposal.

- **Size:** SOUTH WALL: 31 feet long x 9 feet high;
EAST WALL: 23 feet long x 9 feet high
(Option to include: central band on north and west walls: 54 feet long)
- **Surface:** Concrete block
- **Budget:** Up to \$12,500 (Base your budget on the scope and area of your proposed mural. You may include the south wall and/or east wall; option to include central band on north and west walls.)
- **Special Considerations:** Wall surface is a combination of bands of smooth and split concrete block. Doors may be included as part of the mural or painted according to an updated colour palette for Saanich Parks.



Optional grey middle band on North and West walls

MURAL SITE 2: Layritz Park (curved wall)



Location: Layritz Park, [Layritz Avenue](#) (click address for Google map link)

Description: Layritz Park is a large and busy community park that includes a variety of sports fields, including baseball diamonds, an artificial turf soccer pitch, a playground, disc golf course, natural areas and walking trails. [Park Info](#). The large curved wall is **located near the artificial turf soccer field** and adjacent Prospect Lake Soccer Club Field House. Link to: [Map of Wall Location](#).

The mural site faces west, and is visible to park visitors walking the trails or using the soccer field, as well as from the Vancouver Island Technology Park. It is located nearby to Camosun College Interurban.

- **Size:** Curved concrete wall: 78.6 feet long by 1.5 feet high at left end, 11.1 feet high in centre, and 4.6 feet high at right end (approximately 702.5 square feet)
- **Surface:** Concrete, painted (will be primed by the District of Saanich in preparation for the mural)
- **Budget:** Up to \$18,000
- **Special Considerations:** Large double doors may be included as part of the mural or painted according to an updated colour palette for Saanich Parks. The artificial turf soccer pitch located near the mural wall will be replaced (possibly this summer during August), and may require some schedule planning for the work alongside the mural installation.

MURAL SITE 3: Cedar Hill Recreation & Arts Centre - Sea Can Container



Location: Cedar Hill Recreation and Arts Centre, [3220 Cedar Hill Road](#) (click address for map link)

Description: The Sea-can Container is located at the Cedar Hill Recreation and Arts Centre, a busy multi-use arts and fitness facility located within Cedar Hill Park. The park also contains the Cedar Hill Golf Course, popular walking trails, natural ponds and Bowker Creek. Community sporting and arts programs and events are held here regularly, including the annual Family Arts Festival on Family Day. It is located in the Quadra/Cedar Hill neighbourhood. [Recreation Centre Info](#), [Park Info](#)

The mural site sits at the main entrance to Cedar Hill Recreation and Arts Centre. The long side pictured above is highly visible to visitors, pedestrians and commuters from both Cedar Hill and Derby/Finlayson Roads.

- **Size:** South-facing side: 20 feet long by 8 feet high. Artist may choose to include the two sides (each 8 feet long by 8 feet high, East and West facing) within their proposal and design.
- **Surface:** Corrugated metal, painted
- **Budget:** Up to \$4,000
- **Special Considerations:** This mural could be suitable as an artist-led, community-engaged mural, potentially with youth or other community involvement.

SECTION 3: ADDITIONAL INFORMATION FOR ARTISTS

Design Criteria

- Murals will be located on publicly-owned buildings and designs must be appropriate for public display for all ages and respectful of diverse cultures and beliefs.
- Murals will not include commercial advertisements, inappropriate or controversial subject matter, or racist, violent, hateful or sexual content (wording or images). Murals may not include artist websites, tags, logos, descriptions. A small area in the mural's bottom portion/corner may include the artist's signature.
- The artwork's scale and readability of design and appropriateness for the site
- Murals may consider the area/neighbourhood's character, environment, culture and history
- Artwork must be original

Your Application: Supplementary Information

As outlined in Section 1: Overview (pp. 1-4), your submission must include:

1. Letter of Intent
2. Preliminary Concept Proposal (including budget)
3. Images of your past work
4. Artist Resume or C.V.

The following expands on some of the sections to provide further information. Note: your submission and its associated documents must be **under 50 MB total**.

2. Preliminary Concept Proposal

One of the documents you are required to prepare for your submission is a Preliminary Concept Proposal. It should clearly indicate which mural site(s) you are applying for. **If you are applying for more than one mural site, submit a separate concept proposal for each site within your application with details specific for that site** (including your concept, process, budget, methods and materials, and estimated timeline).

Your concept proposal should outline your intention, ideas for design and colours and your approach for the specific project site/s you are submitting for. You should explain how you would develop your concept and what methods you will use for the creation and installation of the project, including any community engagement if proposed.

You may include rough designs/schematics in your proposal at this stage to illustrate your ideas (but not required). If your proposal is shortlisted by the Selections Committee to move forward to Stage 2 review, a design/schematic will be required, and you will be offered a \$350 honorarium upon submission.

Budget: As part of your proposal, you must provide an itemized budget of project costs including artist fees, supplies and equipment, and other costs (specific to each of the mural sites if you are submitting for more than one). Section 2 of this document provides information on the available mural sites that will inform your proposal and budget for each of the sites. Your budget may include:

- Artist fees. These may include any community engagement you wish to undertake as part of the mural development, as well as fees for production, installation and maintenance services

- Supplies and equipment – purchase or rental (Note: Saanich holds discounts with some commercial paint providers; opportunities for paint discounts may be possible. Note your proposed/preferred materials in your proposal.)
- Consulting
- Assistant fees, honoraria
- Installation
- Contingency (typically 5-10% of total budget)
- Post completion costs – e.g. maintenance, touch ups for graffiti, wear, etc. for up to 5 years
- GST (if you earn over \$30,000 per year)

Note: If graffiti coating is determined to be required by the Saanich and/or the artist, associated costs will be covered directly by the District. If you recommend not coating your mural with graffiti coating, please note you should include within your budget any costs for maintenance/graffiti removal for the period covered by the Artist Agreement.

3. Images of Past Work – Submit up to ten (10) high-resolution images of your recent work. File names must include your last name and first name along with a unique identifier, and correspond to a List of Images you provide (e.g. LASTNAME_Firstname_01, LASTNAME_Firstname_02, etc.

Include an Image Documentation List that corresponds to your images, documenting the murals and their titles, dates, locations, commission/project details and partners

4. Artist Resume or Curriculum Vitae (c.v.) – It should include a list of mural projects that you have completed in the last 5-10 years. Indicate your role for each project (e.g. solo artist, contributing artist, apprentice artist or lead artist mentor to other contributing artists). You may include references relevant to your mural experience and skills.

Your submission and its associated documents must be **under 50 MB total**.

Note that applying online and uploading large documents can take time, based on file size and your internet connection speed. Allocate sufficient time for all uploads to complete, and we encourage you to avoid submitting on the final hour of the final day before the deadline. To avoid losing your application and proposal, we recommend you keep an electronic copy of your application and its supporting documents.

The deadline to submit proposals is 9:00 a.m. on Monday, June 27, 2022.

There are **two options** to submit:

1. Submit your application and required documents online using the submission form available on the website [Murals | District of Saanich](#) (**preferred**)
2. Download, complete and drop off the application form along with supplementary application material to Saanich Municipal Hall - Planning Department, 770 Vernon Avenue, Victoria, BC V8X 2W7. Send an email to brenda.weatherston@saanich.ca notifying us that you have submitted a hard copy version. An email with instructions on how to upload an electronic .pdf version of your application will be sent to you.

Other Requirements

If an artist is commissioned to create a mural, the artist must be prepared to meet the following requirements, which will be further outlined in an Artist Agreement:

- **Insurance:** the artist must carry commercial general liability insurance of \$2,000,000 for the duration of the contract period. The cost of obtaining insurance can be included in the estimated budget portion of the application.
- **WorkSafeBC Coverage:** the artist must hold either WorkSafeBC coverage or Personal Option Protection. The cost of carrying such coverage can be included in the estimated budget portion of the application.
- **Business License:** the artist must obtain a business license from the District (or show proof of a valid inter-municipal license) prior to commencing any work. The cost of obtaining the business license can be included in the estimated budget portion of the application.
- **Single/Prime Contractor:** The artist must be prepared to act as single/prime contractor during the installation of the mural.
- **Maintenance Plan:** The artist must be prepared to provide a maintenance plan as part of their Artist Agreement with the District.
- **Copyright:** The artist must be prepared to grant a license to the District to copy, publish, and use images and videos of the mural for District-related purposes.

2022.06.15