Carson City Culture & Tourism Authority (CTA)
Request for Proposal (RFP)

THIS IS NOT AN ORDER

ADVERTISED RFP CTA 2021-002
Interior mural at the Carson City Culture & Tourism Authority’s Visitor Information Center

ISSUE DATE: March 3, 2021

RFP SUBMISSION DUE: April 2, 2021

REPLY TO:
Carson City Culture & Tourism Authority
c/o Gina Lopez, CTA Arts and Culture Program Services
716 N. Carson Street
Carson City, NV 89701
775-443-6943
CTAArtsandCulture@visitcarsoncity.com
Overview

Statement of Purpose

The Carson City Culture & Tourism Authority (CTA) is seeking a muralist with the goal to create a “Holy Smokes” moment for visitors to Carson City as they come into the Visitor Information Center. A successful design will have a visual depiction of the arts/culture/heritage/history of Carson City, the Capital of Nevada. The intent would be to highlight those icons/attractions/locations that mean something to Carsonites with the hopes that they catch the attention of our visitors as well.

As the location for visitor information, the hope is that somebody who may be coming in to get a map of the Kit Carson Trail might then see an image of a rail bike, or a train or the prison, or musical notes, representing bands and concerts. Maybe they see depicted in the mural, an American Indian dancing, representing the Stewart Indian School or perhaps it could be someone riding a mountain bike above Lake Tahoe or cooling themselves under the Kings Canyon Waterfall. These are suggestions and the CTA welcomes all creative input. The ability to incorporate a QR code or codes into the mural is a bonus.

Scope of Work

The scope of work for the artist will include full color design and if selected, the actual painting on the “L” shaped interior wall of the entrance at Carson City Visitor Information Center. As noted in the Statement of Purpose above, a successful design will include these elements:
1. Thoughtful references to the arts/culture/heritage/history of Carson City, Nevada’s Capital.
2. Ceilings are 8 feet high, approximately 5.6 ft on the small wall and 11.2 ft on the full wall. We encourage artists to use their imagination on how to fill the space.
3. Highlights of attractions or locations that make Carson City so special.
4. Clever ways to incorporate interaction and use of technology.

Roles and Responsibilities

The Carson City Culture & Tourism Authority will pay an artist fee, not to exceed $3,500.00, which includes paint costs, material costs and travel costs and will be paid upon completion of project.

Selected artist will perform work within the agreed upon timeline.

Project Timeline

Submission deadline is 5:00 pm on April 2, 2021. Once an artist has been selected, the mural must be completed and unveiled by the end of May 2021 or a timeline to be determined by the Carson City Culture & Tourism Authority.

RFP Submission Requirements

Proposal Format

A full colored sketch of the proposed design is required as well as any explanations as deemed necessary by the artist.

Transmittal Letter

Accompanying the sketch, please submit a transmittal letter to include name, address, email, and phone number. Transmittal letter should describe what is being sent, the inspiration behind it and the purpose for sending it. Please include at least two references. Artist must include a photo of a recent mural that the artist has completed at another location. Artist may also include one or two sentences regarding background information about themselves and their work that might be useful to the selection committee. Artists are not required to but may include a resume. Additionally, the artist selected must provide proof of liability insurance as well as proof of state business license (active Nevada business license number sufficient).

Ownership

Artist or artist team will retain ownership of the design until a contract between the Carson City Culture & Tourism Authority and artist has been signed. At the time a contract is awarded, the ownership of the design and artwork produced will become the property of the CTA, which may reproduce the mural on a sticker.

If you would like to view the location and space for inspiration, you may contact Gina Lopez at CTAartsandCulture@visitcarsoncity.com or call 775-443-6943 to set up a time to view the location and discuss the project.

Please send proposal packet and address any questions you may have to CTAartsandCulture@visitcarsoncity.com.

Artist will be notified via email if they are selected or if the adjudication committee has further questions regarding their proposal.