



## REQUEST FOR PROPOSAL 2021 Oceano "Old Firehouse" Mural Art Project



The Oceano Community Services District invites local artists and community members residing in San Luis Obispo County to apply for the following 2021 public art project, the "Old Firehouse" Mural Art Project.

### **Project Overviews**

The purpose of the 2021 Oceano "Old Firehouse" Mural Art Project is to refurbish the exterior of a property owned by the Oceano Community Services District (OCSD) and promote further beautification within the community of Oceano. The old firehouse, located at 1687 Front Street (on the corner of Hwy 1 and 13<sup>th</sup> Street), is the perfect building to showcase local artists and share the history of Oceano.

### **Building History**

Built in 1951, it was the home to the Oceano Fire Department for roughly 30 years. The two-story building now serves as storage for the Oceano Community Services District with a rear section leased to a non-profit organization. The building sits on the corner of Hwy 1 and 13<sup>th</sup> Street with three sides visible to the community and visitors.

### **Building Dimensions (all dimensions are approximate):**

The mural(s) should cover three sides of the building (please see photos for reference)

1. **Side "A": Front side/HWY 1** (facing the corner of Hwy 1 & 13<sup>th</sup> St.)
  - a. 20' tall x 27' wide with one 10'x12' garage door.
2. **Side "B": North/West side** (facing up Hwy 1)
  - a. Two-story portion is 20' tall x 19' wide.
  - b. Rear one-story portion with door is 15' tall x 13' wide and the side is 15' tall x 56' wide.
3. **Side "C": South side/13<sup>th</sup> Street** (facing 13<sup>th</sup> Street)
  - a. Two-story portion is 20'tall x 19' wide and the remainder is 15' tall x 56' wide (for a total of 75' wide)

Artists may submit proposals for one, two, or three sides of the building. The OCSD reserves the right to award to more than one artist for one, two or three sides of the building.

### **Artist Eligibility**

The 2021 Oceano "Old Firehouse" Mural Art Project competition is open to individual artists, teams of artists or members of the community who have the vision and skills required to complete the project to the highest standards of innovation and technical expertise. Qualifying applicants must reside in San Luis Obispo County. The building was previously primed and repainted, and minor repairs done, in February of 2020. Artists must have the ability to paint this two-story building following proper safety protocols and providing appropriate safety equipment.

### **Project Budget**

Artists' stipend: \$3,500.00

- \$1,000.00 for Front Side / HWY 1 (Side "A")
- \$1,250.00 for North/West Side (Side "B")
- \$1,250.00 for South Side/13<sup>th</sup> Street (Side "C")

Artists may waive part or all of the stipend.

The OCSD reserves the right to award to more than one artist for one, two or three sides of the building.

The budgeted amount is all-inclusive and must cover all costs by the artist during the project. The final selected artist(s) will also receive a \$100.00 honorarium for their conceptual renderings, and final designs; those works will become the property of the Oceano Community Services District.

### **Media and Materials Guidelines**

Artwork must not contain advertising (other than packing labels listed in "Exhibit A"), religious art, sexual or illegal drug content, negative imagery, or convey political partisanship.

Artists must provide a materials list for the District to review. Vinyl wraps are not permitted for this project.

## Selection Process and criteria

Applications submitted by the deadline will be reviewed by the Oceano Community Services District's selection committee. Selected artwork is subject to a final review by the OCSD Board of Directors.

Criteria used to select artist will be:

- Evaluation of artistic excellence and originality
- Appropriateness of scale, form, content, and design
- Relationship to the social, cultural and/or historical identity
- Experience in working on comparable projects
- Artist (or lead artist of a team) must reside in San Luis Obispo County
- Amount of stipend required by artist(s)

Other items to include, consider, avoid:

- The historical relationship between downtown Oceano and the train depot, tourism, local farmers, truckers, and the packing sheds.
- Local cultural heritages
- The gateway to beach resorts, swimming, fishing, exploring the dunes. and clamming since the 1880's.
- The original Oceano Fire Department occupied the building from the 1950s to the 1980s.
  - Artists should paint Side "A" with a fire department theme – See "Exhibit A".
- Local farmers created graphics, fruit/vegetable label art. See "Exhibit A".
- Wall Map of Oceano proper and environs, on south side of building, depicting points of interest, etc.
- Branding logo, bumper stickers, posters, etc.
- Avoid ATVS and dune buggies.

Please see "Exhibit A" for samples of historical graphics, art, labels, fire patches or other art that may be considered for incorporation into the mural.

The OCSD reserves the right to refuse all entries.

## Schedule

Call-For-Artists Release/Advertise Public Art Projects	April 1, 2021
Application Deadline (mural art)	May 14, 2021
Art Jury Review and Selection	June 2021
Artist announced	July 2021

Artwork to be completed by October 31, 2021 unless otherwise approved by the District.  
Schedule is subject to change.

## TO APPLY:

Submissions must be submitted in one of the following ways:

1. Electronically via email to Nicole Miller at [nicole@oceanocsd.org](mailto:nicole@oceanocsd.org)  
The subject line for submissions should read: "Firstname-Lastname-project name."
2. Submitted on a labeled USB Flash Drive - mailed or hand delivered to  
Oceano Community Services District  
C/O Nicole Miller – Old Firehouse Mural Art Project  
1655 Front Street  
Oceano, CA 93445

Do not provide any materials not specifically requested (i.e., photographs, transparencies, DVDs/videos, articles). If received, they will not be reviewed by the election panel. See below for labeling of materials.

Artist or artist teams wish to be considered must submit the following materials:

1. Cover Sheet  
A cover sheet listing artist name and contact information for artist and/or each team member. Please submit in .pdf format, titled "Firstname\_Lastname\_cover\_sheet\_project name."
2. Resume  
Each applicant shall submit a professional resume including information regarding past public art commissions, design team experience, exhibitions and installations, awards, grants and education. Teams must submit a separate resume for each member of the team. Handwritten materials will not be reviewed. Submitted in .doc or .pdf format; titled "Firstname\_Lastname\_resume."
3. Submittal of References  
Each applicant shall submit the names of two (2) references on the attached form. Do not send letters of recommendation. Please ensure information for references is current as inaccurate information may delay the selection process. Teams must submit separate references for each team member.
4. Digital Images of Prior Work  
Up to five (5) images of past work that represent relevant artworks. (5 images maximum is per application, not per team member.)
5. Conceptual Renderings(s)  
Each applicant can submit up to three (3) conceptual renderings. Renderings must be in full color and depict the finished artwork as accurately as possible. Submitted in .pdf format; titled "Firstname\_Lastname\_design."

DO NOT SUBMIT PROPOSALS, DRAWINGS, MODELS, MEDIUM SAMPLES, ORIGINAL WORKS OF ART, BOOKS, CATALOGUES, OR ANY OTHER MATERIALS IN LIEU OF, OR IN ADDITION TO, THE REQUIREMENTS LISTED ABOVE. UNSOLICITED MATERIALS WILL NOT BE REVIEWED BY THE ART JURY AND WILL NOT BE RETURNED.

Please read the application directions carefully. INCOMPLETE OR LATE APPLICATIONS WILL NOT BE REVIEWED. All application materials must be received no later than 5:00 p.m. on Friday, May 14, 2021. Applications received after 5:00 p.m. will not be accepted.

The Oceano Community Services District is not obligated to notify applicants when applications (complete or incomplete) are received.

**Legal and Insurance Requirements**

Artists awarded the contract for the 2021 Oceano Community Services District Firehouse Mural Project will be required to comply with OCSD insurance and liability requirements. Insurance requirements will be provided to the selected artist(s) in advance of the work.

**QUESTIONS?**

Any questions stemming from the review of this application must be addressed to:

Nicole Miller, Account Administrator III  
[nicole@oceanocsd.org](mailto:nicole@oceanocsd.org)  
(805) 481-6730

**ATTACHMENT – REFERENCES**

**STATEMENT OF DISQUALIFICATIONS AND REFERENCES**

The Artist or Artists shall state whether it or any of its officers or employees who have a proprietary interest in it, has ever been disqualified, removed, or otherwise prevented from bidding on, or completing a federal, state, or local government project because of the violation of law, a safety regulation, or for any other reason, including but not limited to financial difficulties, project delays, or disputes regarding work or product quality, and if so to explain the circumstances.

Do you have any disqualification as described in the above paragraph to declare?  Yes  No  
If yes, please provide an explanation below:

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Signature

Date

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Printed Name

**REFERENCES**

Number of years experienced in providing the scope of work listed in this request for proposal: \_\_\_\_\_

Please fully describe the last three projects you completed that demonstrate your ability to perform the services as listed in this request for proposal. You may attach additional pages if needed. The District reserves the right to contact each of the references listed for additional information regarding your qualifications.

**Reference 1**

Client or Agency Name	
Contact	
Phone	
Email	
Project location	

**Reference 2**

Client or Agency Name	
Contact	
Phone	
Email	
Project location	

**Reference 3**

Client or Agency Name	
Contact	
Phone	
Email	
Project location	

EXHIBIT "A"



**STARLET**



PACKED BY  
**OCEANO PACKING CO.**  
OCEANO & SANTA MARIA  
CALIFORNIA

*California*  
**VEGETABLES**  
PRODUCE OF U. S. A.

**FINEST** **QUALITY**



GROWN, PACKED & SHIPPED BY  
**PHELAN & TAYLOR PRODUCE CO., INC.**  
OCEANO, CALIFORNIA 93445

**PRODUCE OF U. S. A.**

**BEAR** BRAND

**FARM KRISP**



**VEGETABLES**

GROWN AND PACKED BY  
**PHELAN & TAYLOR PRODUCE CO., Main Office OCEANO, CALIF. 93445**

PRODUCE OF U. S. A.

PRODUCE OF U. S. A.

**FULLMOON** BRAND

**CALIFORNIA VEGETABLES**

Packed and Shipped by **PISMO-OCEANO VEGETABLE EXCHANGE** Oceano, Calif.



2 DOZ. ROMAINE  
PRODUCE OF U.S.A.

# OCEANO

BRAND  
CALIFORNIA  
VEGETABLES

PACKED & SHIPPED BY  
PISMO-OCEANO VEGETABLE EXCHANGE  
OCEANO, CA 93445

PACKED BY  
★ OCEANO PACKING CO. ★  
★ OCEANO SANTA MARRIA ★

CALIFORNIA

# Pro-Pak

BRAND

## SELECTED VEGETABLES

PRODUCE OF U.S.A.

PRODUCE OF U.S.A.

# TAYLOR MADE

BRAND

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OCEANO, CALIF. 93445

PHELAN  
FINE  
BRAND

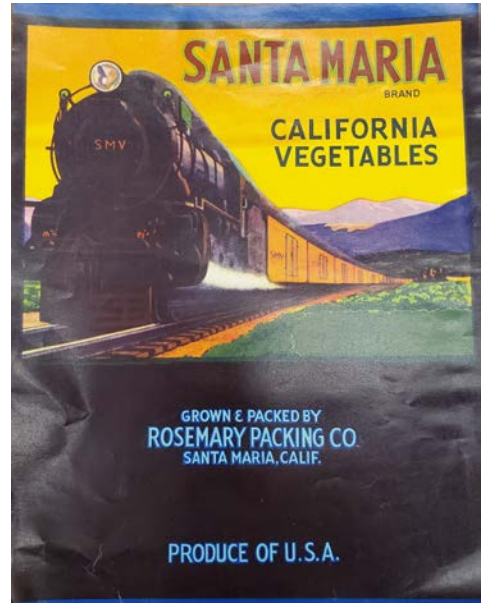
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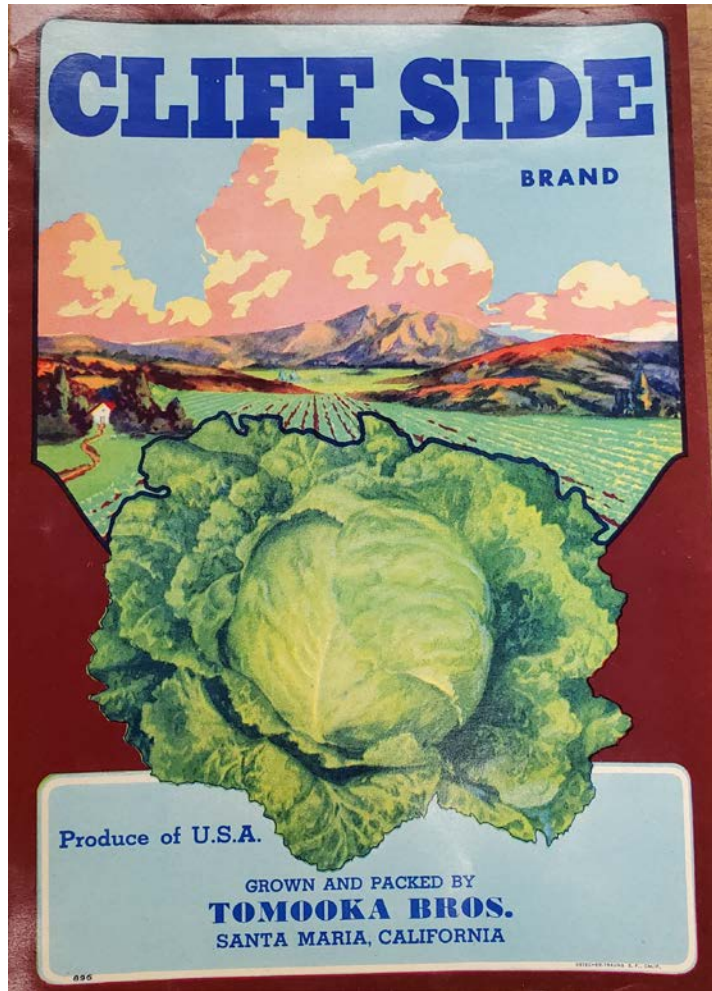
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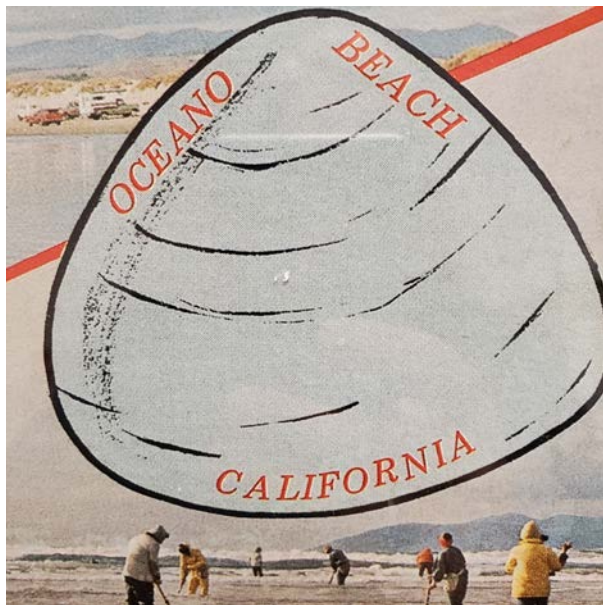
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Badge and Patches over the years