



## CALL FOR ARTISTS

### REQUEST FOR PROPOSALS FOR AMERICA250 WESTERVILLE VINYL MURAL PROJECT

Westerville Historical Society  
PO Box 1063  
Westerville, OH 43086

**PROPOSALS DUE BY:** December 1, 2025 at 5:00 PM (EDT)



Westerville  
Public Library



*This project is funded in part by the America250 Ohio Commission and the Ohio Arts Council.*

## PROJECT SUMMARY

**Context.** To commemorate the U.S. 250th anniversary, this project aims to visually represent Westerville's history across various locations. We seek to recognize the multitude of untold stories deserving of attention and showcase a range of artists and artistic styles. The creation of 12 distinct murals will allow art to be dispersed throughout the community. By featuring diverse artists and styles, each piece will reflect the unique character of our community. This mural project shares the fabric of local life through time using art to connect people to the past. The under-told history and its mural representations are the key to weaving a narrative which helps us educate residents and visitors about pieces of history that are buried or ignored but can help us shape our future. Murals will be installed for a minimum of three (3) years and a maximum of five (5) years.

**Theme.** The proposed artworks should express a sense of community while being distinctive and expressionistic in nature. Each mural will have a code "hidden" within the design to align with a planned public engagement campaign. These QR codes will be provided to the selected artist(s). Special attention should be paid to accurate depictions of history. The commissioned artworks should engage and challenge the public and inspire curiosity and conversation. 9 of the 12 murals that depict the following themes will be considered as part of this RFP:

1. Amalthea and The Central College Area
2. The Muscogee Nation
3. Festivals and Fairgrounds
4. Games and Entertainment
5. State Route 3/Transportation
6. Wetlands/Ecology
7. Agriculture
8. Black War Veterans
9. Good Citizens and The Future of Westerville

A [Google Drive link](#) will provide a one page summary and reference photos for each theme.

## THE AWARD

A maximum of \$1,000 commission per mural design for the artist(s) selected to realize their work. Artists may apply for multiple mural concepts and may be awarded more than one commission. The selected artist will receive a Contract for the Commission, an amount which must be sufficient for all elements of the project including the artist's design(s) and management fees, production of all design documents and all other applicable costs related to the project shall be included in the project cost proposal.

## ARTWORK SPECIFICATIONS AND LOCATION

**Specifications.** Each artwork will be printed upon long-term vinyl murals not to exceed a total square footage of 40 ft<sup>2</sup>. Total height and length of each mural is determined by its location. Final dimensions of finished artworks will be determined after contract award. Murals are to be submitted as photo-based artwork to be digitally reproduced printed on high quality, durable and outdoor rated vinyl and applied to various materials (brick, stone, stucco, and finished drywall) in indoor and outdoor locations throughout the City of Westerville. Artists may create work specifically for this call or may reformat existing work. The work can be a painting, illustration or photography artwork and the artist will need to provide a high-resolution digital file suitable for large format printing and proportionate based on the proposed art location. The America250 Westerville Committee will be responsible for the fabrication and installation of the vinyl media.

For the selected artist, artwork will need to be sent as the following:

- .5 in of bleed space
- Fonts and images supplied by the artist
- Files coded to CMYK
- Files in either AI or PDF format
- Files are to be made exact size of mural (exact dimensions for each mural to be determined).

**Location.** The [shared Google Drive project link](#) contains specific locations, with reference photos, for each mural.

## ARTIST ELIGIBILITY

The competition is open to established professional artists with experience in digital art/murals living in Westerville and/or Ohio. Only professional artists with reviewable portfolios are eligible to apply. The artist selection panel will consider artistic diversity as one factor in the selection process.

The commissioned artist(s) will work with America250 Westerville committee members to create a site-specific artwork. Applicants should have experience working within the public process, in public settings, as well as a proven ability to produce high quality and high resolution images. The artwork must reflect the project description as outlined above.

## **CRITERIA FOR SELECTION**

The America250 Westerville Committee will use a proposal evaluation committee comprised of project stakeholders to review submissions as part of a documented evaluation process and recommend artist(s) to create an original site-specific artwork fitting within the criteria outlined in this document. The below evaluation criteria should be viewed as standards that measure how well a submission meets the desired requirements and needs of the City. The criteria that will be used to evaluate submission may include, but are not limited to, the following:

### **Evaluation and Selection Criteria:**

- A proposal that reflects the Project Description and Artwork Criteria as outlined in this document.
- A body of work reflecting artist excellence.
- Experience working in public settings and public process as well as interacting with the community.
- Depth of Artist(s) understanding of America250 Westerville requirements; overall quality and logic of design
- Completeness of response in accordance with the Request for Proposals instructions
- References provided as part of this application will be contacted prior to final selection.

*The selection panel will evaluate the merits of the proposals received in accordance with the evaluation factors stated in this RFP and formulate a recommendation. For each evaluation criteria, proposals will be evaluated on their strengths, deficiencies, and weaknesses. The America250 Committee reserves the right, without the obligation, to conduct interviews with one of more artists prior to the award of contract.*

*The America250 Westerville Committee is under no obligation to award a Commission for Artwork based on the conceptual design proposals submitted. Beyond formal notification of selection, the America250 Committee will not enter into any correspondence regarding their decision.*

## **APPLICATION PROCESS AND MATERIALS**

At minimum, proposals should include the following documentation:

**1. Letter of Interest.** Please include a letter of interest (Artist supplied PDF; should not exceed one (1) double-sided page), which explains your interest in the competition. Please be sure to include your name and contact information.

**2. Proposed Art Proposal.** Please include a proposal (Artist supplied PDF; should not exceed ten (10) double-side pages) addressing the following:

**Current Resume.** If submitting as a team, please submit individuals resumes for each team member. Resumes will not be counted against the page limit.

**Biography.** Please include a biography of no more than 400 words. If submitting as a team, please submit biographies for each individual.

**Proposed Artwork Concept.** Proposal shall include conceptual design drawings or sketches sufficiently communicating the artist's concept.

**Artist's Statement.** Please submit an Artist's Statement, no more than 200 words in length, describing your work.

**Portfolio.** Please submit a minimum of eight (8) images of your work. At least two (2) of the images should represent artwork in an outdoor installation. Images should be titled and accompanied by a description sheet with corresponding numbers. This sheet should include the titles of artwork, date of creation and installation, materials used, dimensions, and an artist concept for each artwork. Please include the owner of the artwork and how long the artwork has been displayed in its location in this description as well. Also, be sure to include photos of your artwork installed on location.

**References.** Please submit three professional references familiar with your work and working methods. The list must include current contact email addresses and phone number.

**2. Submitting Proposals.** Please submit all proposals by email to [america250@visitwesterville.org](mailto:america250@visitwesterville.org).

## **SCHEDULE FOR COMPLETION OF ARTWORK**

The following is the suggested Schedule for Completion of Artwork:

|                                 |                                                |
|---------------------------------|------------------------------------------------|
| Request for Proposals Due       | December 1, 2025 at 5:00 PM (EST)              |
| Contract Approval/Award         | December 10, 2025                              |
| Contract Start Date             | within 10 days of award                        |
| Artwork Final Delivery Date     | February 3, 2026                               |
| Artwork Final Installation Date | June 2026 (no installation required by artist) |

## **MILESTONE PAYMENT SCHEDULE**

Artist shall be paid in accordance with the milestone payment schedule as set forth below:

- 30% of the contract price paid upon the committee's written approval of a final design.
- 70% of the contract price paid upon delivery and final acceptance of digital files (*on or before February 3, 2026 unless the period for completion is extended otherwise by mutual agreement*)

## **ADDITIONAL INFORMATION**

**Withdrawal or Modification of Proposals.** Any proposal may be withdrawn or modified prior to the Closing Time of October 17, 2025 at 5:00 PM EDT. Once the deadline is past, Artists are obligated to fulfill the terms of their proposal.

**Performance of Artist.** It is the intention of the America250 Westerville Committee to acquire artwork(s) as specified herein from an Artist that will give prompt and convenient service.

**Originality of Work.** Artists warrant that the artworks submitted as part of this RFP is solely the product of the Artist's own creative efforts and does not infringe of the rights, including copyrights, of any person or entity and is an edition of one (1).

## **IMPORTANT NOTES**

- *Adherence to the rules set forth in this document is mandatory to ensure a fair and objective analysis of all proposals. Failure to comply with or complete any portion of this request may result in rejection of a submitted proposal.*
- *Receipt of a proposal by the America 250 Westerville Committee or submission of a proposal to the America 250 Westerville Committee confers no rights upon the offeror nor obligates the America 250 Westerville Committee in any manner.*
- *The America250 Westerville Committee accepts no responsibility for any expenses incurred by the responders to this Call for Artists; including cost associated with RFP responses and presentations. Such expenses are to be borne exclusively by the responders.*
- *The America250 Westerville Committee reserves the right to terminate any contract resulting from this solicitation in whole or in part for default (termination due to the artist's failure to perform satisfactorily) or convenience (termination due to the best interests of the America250 Westerville Committee ). After 10 days from delivery of a written notice to the artist, the America250 Westerville Committee may, without cause and without prejudice to any other right or remedy, elect to terminate the contract. In such case, the artist shall be paid for work executed, goods delivered and accepted, and any expense sustained plus reasonable profit, unless such termination was due to the act or conduct of the artist. In the event of termination due to the act or conduct of the artist, artist agrees to return to the America250 Westerville Committee all payments made to the artist.*

## **NEED HELP?**

Please direct general questions to [america250@visitwesterville.org](mailto:america250@visitwesterville.org).