



BRACEBRIDGE

The Heart of Muskoka

THE CORPORATION OF THE TOWN OF BRACEBRIDGE

REQUEST FOR EXPRESSIONS OF INTEREST (EOI)

FOR

**PUBLIC ART:
DOWNTOWN MURALS**

Reference #: 2022-TOB-EOI-002

EOI Issue Date:

Friday, December 16th, 2022

EOI Closing Date and Time:

**Friday, February 17, 2023 at 4:30 p.m., local
time**

Contact:

**Ciara Ryan
Tourism and Cultural Development Officer
cryan@bracebridge.ca
705-645-5264 ext. 3512**

Notice:

Late submissions will not be accepted

1. ARTISTS' OPPORTUNITY

- 1.1. The Town of Bracebridge and the Bracebridge Business Improvement Area (BIA) are inviting professional artists or an artist team (hereinafter referred to as “artist(s)”) to submit an Expression of Interest (EOI) for the creation of outdoor murals to be installed at the Norwood Theatre.
- 1.2. The term “murals” that will be used throughout this Expression of Interest (EOI) is defined as a large scale outdoor public art installation created directly on panels that can be affixed to a wall of a building. The mural **cannot** be painted directly on the wall of the building.
- 1.3. The murals should be colourful to bring vibrancy to Downtown Bracebridge. Below is a summary of desired subject matter and content to avoid:

Desired subject matter	Content to avoid
<ul style="list-style-type: none"> • Reflect the spirit of Muskoka • Muskoka’s natural landscape and outdoor features • Local wildlife • Indigenous art 	<ul style="list-style-type: none"> • Downtown buildings and urban scenes • Historic architecture

- 1.4. Artist(s) are requested to submit a proposal that includes a total of three (3) murals. These murals are proposed to be affixed to the exterior wall of the Norwood Theatre (location B, C, and D as shown in Figure 1 of EOI). All three (3) murals should have a consistent artistic style and theme.
- 1.5. The three (3) murals should each measure 14 feet wide by 16 feet high.
- 1.6. The three (3) murals will be an addition to the Town’s Public Art inventory and owned by the Town of Bracebridge.

2. COMMUNITY CONTEXT

- 2.1. The Town of Bracebridge is a vibrant community nestled in the ‘Heart of Muskoka’, connected by mesmerizing waterfalls and historic streets in the Downtown BIA. Located about two hours north of Toronto, Bracebridge is home to approximately 17,300 permanent residents and an additional 7,700 residents during the summer cottage season.
- 2.2. There is a spirit that thrives in the small town, from arts and culture to endless outdoor adventures, incredible shopping and unique culinary experiences, and the friendliest of people.
- 2.3. The Town of Bracebridge has a Public Art Advisory Committee (including a representative from the Bracebridge BIA) and a Public Art Policy (attached as Appendix “C”) that supports the development of Public Art throughout the Town for community enjoyment.

3. MURAL LOCATION

- 3.1. The Norwood Theatre, located at 106 Manitoba Street, is a compelling entrance to Bracebridge’s vibrant downtown that is home to festivals and events enjoyed by locals and

visitors, the Bracebridge Farmers' Market, Memorial Park Winter Village, and many unique businesses.

- 3.2. The murals are proposed to be affixed to the wall on the North-facing side of the Norwood Theatre in Downtown Bracebridge.
- 3.3. The width between each brick pillar on the wall varies slightly, but measures approximately 15 feet 5 inches wide. The height of the building is approximately 19 feet 10 inches.
- 3.4. Prior to submitting an EOI, it is recommended that respondents visit the site in order to familiarize themselves with the location and the surrounding area.



Figure 1: Photo of North-facing wall of Norwood Theatre showing available wall space

- 3.5. The three (3) murals cannot be painted directly on the wall of the building. The mural should be painted on materials supplied by the artist and then will be installed on the wall by the Town of Bracebridge.
- 3.6. The Town of Bracebridge reserves the right to work with the selected artist(s) to determine an alternate location for the murals, if necessary.

4. ELIGIBILITY

- 4.1. This EOI is open to all professional artists and artistic styles. We encourage local artists with experience creating outdoor murals to submit a proposal.

5. BUDGET

- 5.1. The budget for this public art project is \$15,000.
- 5.2. The artist(s)' proposal must be inclusive of all costs, including but not limited to: artist(s)' fee; travel and transportation; research; conceptual and detailed design; materials; fabrication/construction; plus applicable taxes.

5.3. In accordance with the Town of Bracebridge’s Public Art Policy, the Town will be responsible for fees related to legal agreements, permit(s), professional services (i.e. engineering), installation, and insurance.

6. TIMELINE

6.1. The following timeline is approximate and is subject to change.

Timeline	Milestone
December 16, 2022	Request for EOIs released.
February 17, 2023	EOI submissions due by 4:30pm.
February-March 2023	Review and evaluation of EOI submission(s) by Town Staff and the Public Art Advisory Committee.
March-April 2023	Staff report to Council to recommend selection of artist(s)
TBD	Notify selected artist(s) and enter into a legal agreement.
TBD	Creation of murals.
TBD	Installation of murals followed by a reveal ceremony.

7. SUBMISSION REQUIREMENTS

7.1. All EOI submissions must be written in English and must include the following information as outlined below:

- **EOI Submission Form:** Please complete the “EOI Submission Form” attached as Appendix “A” and submit with your proposal. An “EOI Submission Checklist” is attached as Appendix “B” for your reference to ensure a complete submission.
- **Theme/Subject Matter:** Describe in detail the proposed theme, subject matter, and conceptual direction of the murals and how it reflects the spirit of the community.
- **Visual Concept:** Provide a conceptual sketch and visual examples or inspiration of the visual concept for the proposed three (3) murals.
- **Materials/Maintenance/Lifespan:** Specify the materials to be used for construction/fabrication and creation of the murals, how these materials are appropriate to withstand a four season outdoor location, and the approximate lifespan of the murals. Include details about any maintenance or conservation requirements.
- **Timeline:** Provide the proposed timeline for creation and delivery of murals. Describe the process for creation of the murals (i.e. to be created off-site and installed after artistic creation is complete, or to be created in-place on-site).

- **Breakdown of Costs:** Include a detailed breakdown of all costs, including the fee for each of the three individual murals. All prices must be quoted in Canadian dollars.
- **Artists' Experience:** Highlight relevant qualifications or professional experience on projects similar to or directly related to this project, including experience with the creation of outdoor murals (if applicable). Explain why the context of the project is interesting or important to the artist(s).
- **Samples of Past Work:** Provide a minimum of five (5) and a maximum of ten (10) examples of relevant past work. All visual support materials must be accompanied by a written list with artist(s)' name, title of work, medium, dimensions (if applicable), location and date.
- **References:** Include contact name, title, organization, telephone number, and email address for two references who can speak to the artist(s)' practice and interest and/or experience in public art projects.

8. SUBMISSION INSTRUCTIONS

- 8.1. Artist(s) are invited to submit their EOI proposal by email to cryan@bracebridge.ca on or before **Friday, February 17, 2023, at 4:30pm**, with the subject: **Public Art EOI – Downtown Murals**.
- 8.2. Submissions received after the closing time and date will not be accepted.
- 8.3. All EOI proposals must be submitted electronically in a single combined PDF format, not to exceed 10MB in size.
- 8.4. Please review all components of the Request for EOI document and ensure that your proposal includes all of the submission requirements as per the "EOI Submission Checklist" in Appendix "B". Failure to make a full submission will result in the EOI proposal being considered incomplete and rejected as informal.
- 8.5. Respondents are advised that there will not be a public opening for EOI proposals.

9. SUBMISSION QUESTIONS

- 9.1. Questions or clarification about this EOI should be directed to Ciara Ryan, Tourism and Culture Development Officer, at cryan@bracebridge.ca or 705-645-5264 ext. 3512.
- 9.2. The deadline to submit requests for clarification is Friday, February 10, 2023 at 4:30pm.

10. SELECTION PROCESS

- 10.1. Submissions will be reviewed by a jury of qualified persons, including Town Staff and the Town's Public Art Advisory Committee, which includes a representative from the Bracebridge BIA.
- 10.2. The Town of Bracebridge reserves the right to select and retain the artist deemed most appropriate for the project at its sole discretion.

- 10.3. Artists may be asked to participate in an interview, if deemed necessary during the selection process.
- 10.4. The Town of Bracebridge reserves the right to work with the selected artist(s) to refine the content of a mural proposal, the number of murals, or size of a mural within a proposal based on budgetary considerations.
- 10.5. The Town of Bracebridge will enter into an Agreement with the selected artist(s) to outline the Terms and Conditions of the commissioning, including: the description and materials of the murals; timeline; location and installation details; maintenance and/or conservation plan; insurance, WSIB, and health and safety requirements as applicable; and ethical and legal considerations.
- 10.6. The Town of Bracebridge reserves the right to reject any and all submissions for any and no reason and may at any time cancel or postpone this project. This project is subject to Council approval.

11. EVALUATION CRITERIA

11.1. The jury will evaluate submissions on the basis of the following evaluation criteria:

Evaluation Criteria	Detail
Artists' Experience/Samples of Past Work – 30 points	Qualifications and professional experience of the artist(s) on projects similar to or directly related to this project. Demonstrated expertise with the creation of outdoor murals. Artistic excellence, merit, and relevance of the artist(s)' past work.
Theme/Subject Matter – 20 points	Relevance of the proposed theme, subject matter, and conceptual direction of the murals and how it reflects the spirit of the community as it relates to section 1.3 of the EOI.
Visual Concept – 20 points	Quality and appropriateness of conceptual sketch and visual examples or inspiration.
Materials/Maintenance – 15 points	Appropriateness of proposed materials for longevity in outdoor use and complexity of ongoing maintenance requirements.
Breakdown of Costs – 10 points	Cost as it relates to budgetary considerations.
Timeline – 5 points	Appropriateness of proposed timeline for creation and delivery of murals as it relates to desired project timeline in Section 6 of EOI.
TOTAL – 100 points	

12. ERRORS AND OMISSIONS

- 12.1. The Town shall not be held liable for any errors or omissions in any part of this document. While the Town has used considerable efforts to ensure an accurate representation of information, the information is supplied solely as a guideline for Respondents. The information is not guaranteed or warranted to be accurate by the Town, nor is it necessarily comprehensive or exhaustive. Nothing in the document is intended to relieve the Respondents from forming their own opinions and conclusions with respect to the matters addressed in the EOI.
- 12.2. Should a Respondent find omissions from or discrepancies in the Request for EOI document, or be in doubt as to the meaning of any part of such document, they should contact Ciara Ryan, Tourism & Cultural Development Officer, at cryan@bracebridge.ca or 705-645-5264 ext. 3512. If the Town considers a formal correction, explanation or interpretation is necessary or desirable, an addendum will be issued for this EOI.
- 12.3. No oral explanation or interpretation will modify any of the requirements or provisions of the EOI document.

13. FREEDOM OF INFORMATION

- 13.1. All written submissions received by the Town become a public record. Once the Town of Bracebridge accepts a submission, all information contained in them is available to the public, including personal information, with the exception of the items identified in 13.2.
- 13.2. In accordance with Municipal Freedom of Information and Protection of Privacy Act, Respondents are reminded to clearly identify in their EOI material, any specific scientific, technical, commercial, proprietary, intellectual or similar confidential information, the disclosure of which could cause them injury or damage.
- 13.3. Questions about collection of personal information and the Municipal Freedom of Information and Protection of Privacy Act, 1989, R.S.O. 1990, Chapter M.56, as amended, shall be directed to the Director of Corporate Services / Clerk for the Town of Bracebridge.
- 13.4. The Director of Corporate Services/Clerk has been designated by the Town of Bracebridge to carry out the responsibilities of the Act.

APPENDIX “A”

EOI Submission Form

PUBLIC ART – DOWNTOWN MURALS	
Business Name(s) (if applicable)	
Artist’s Name(s)	
Address	
Telephone Numbers	
Email Address	
Website	
SUMMARY OF KEY EOI SUBMISSION DETAILS	
Materials Used	
Estimated Lifespan of Murals	
Timeline	
Cost per Mural	
Total Cost (3 Murals)	

APPENDIX “B”

EOI Submission Requirement Checklist

Please use the following checklist to ensure that your EOI submission is complete. Refer to Section 7 of the Request for EOI document for detailed information on each item in the checklist.

- EOI Submission Form (Appendix “A”)
- Proposal is for three (3) murals each measuring 14 feet wide by 16 feet high
- Murals will be created on panels and then affixed to an exterior wall, not painted directly on the wall
- Description of theme and subject matter
- Visual concept
- Description of materials to be used, maintenance required, and approximate lifespan
- Timeline and creation process (on-site/off-site)
- Breakdown of costs
- Artists’ experience
- Samples of past work
- References

APPENDIX “C”

Public Art Policy (attached)

Subject:	Public Art Policy	Policy Number:	TOB-2020-004
Date Developed:	October 21, 2020	Date Approved:	October 28, 2020 (20-PD-065)
Lead Department:	Planning and Development	Date Reviewed:	N/A

POLICY STATEMENT:

1. The Corporation of the Town of Bracebridge, supports the placement of art throughout the Town for public viewing and engagement. Public Art will develop a sense of place, community pride and identity through the creation of new works while enhancing the attractiveness of the Town and promoting cultural tourism.
2. The Town of Bracebridge will create a Public Art Strategy based on this policy that will foster an atmosphere that encourages and supports the development of Public Art throughout the Town.

PURPOSE:

3. This policy is established to direct the integration of artwork into both privately and publicly owned public spaces in the Town of Bracebridge.
4. This policy is intended to provide Council, Town Staff, and the community with a clear and consistent framework for decision-making and to ensure that a lasting legacy for future generations will be created through a sustainable Public Art Strategy.
5. The purpose of this policy is to:
 - 5.1. Increase the livability and artistic richness of the municipality by making art a permanent part of the Town's environment and a legacy for future generations;
 - 5.2. Provide opportunities for the public to engage with and increase their awareness, appreciation, and knowledge of public art;
 - 5.3. Integrate art and artists into a variety of public settings; and
 - 5.4. Mitigate vandalism in public spaces.

DEFINITIONS:

6. **Accession:** The process of accepting an artistic work whether by commissioning, purchase, gift, or other means, into the Town's collection of public art.
7. **Artist:** The designer/creator of an artwork who has:
 - 7.1. completed specialized training in his or her artistic field;
 - 7.2. is recognized as an artist by his/her peers as such;
 - 7.3. is committed to his/her artistic activity; and/or
 - 7.4. has a history of public presentation.

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8. **Deaccession:** The process of formally removing an artistic work from the Town's collection of public art.
 9. **Gift:** An existing or proposed work of art offered as a donation to the Town for placement at a public site under the Town's jurisdiction or under a formal agreement on a privately owned public space.
 10. **Integrated-Art:** Art in the form of a physical part of a building, structure or landscape. If the site were to be redeveloped, the art would be as well.
 11. **Public Art:** Artwork, in any media, created by an artist(s) that has been planned and executed with the specific intention of being sited or staged in a public space (privately or publicly-owned).
 12. **Short-Term Durational Art:** An original work by an artist(s) that is created for a specific occasion, time frame or event and which is situated at a particular site on a short-term basis. The art may cover a range of forms including, but not limited to, visual art, digital art, sound art, and performance based work.
 13. **Site-Specific Art:** An original work that is created to be integrated into a building, structure or site.
 14. **Stand-Alone Art** (non-integrated): An original work which is not a physical part of a building, structure or landscape
 15. **Privately-Owned Public Spaces:** A space on private property which is available to and used by the public.
 16. **Public Art Inventory:** Original art created for, or located in, a public space including: permanent, temporary or mobile works acquired by, or loaned to the Town of Bracebridge. It may include: sculptures, murals, memorials or monuments, fountains or water features that contribute aesthetically to their surroundings (i.e. not splash pads), hard and soft landscaping components which are not a mere extension of the landscape architecture, and special engineering or architectural features of existing capital projects that contribute aesthetically to their surroundings.
 17. **Public Art Advisory Committee:** A group of individuals who will be responsible for providing advice on the selection and location of appropriate art work that will be accessioned into the Town's Public Art Inventory.
 18. **Public Spaces:** Municipally-owned areas available and frequently used by the public and can include, but are not limited to parks, open spaces, trail systems, waterways, road allowances, tunnels, boulevards, streets, courtyards, laneways, squares, bridges, building exteriors, foyers and publicly accessible interior areas.
 19. **Public Art Strategy:** A plan for integrating public art into the community.

SCOPE:

Exclusions

20. This policy does not include the following:
 - 20.1. Directional elements such as signage, except where these elements are integral parts of the original work of art or public art project;
 - 20.2. Landscape architecture and landscape gardening, except where these elements are an integral part of the original works of art, or are the result of collaboration among design professionals including at least one artist; and
 - 20.3. Literary artworks and books.

IMPLEMENTATION:

21. The Town may acquire works of art for the Town of Bracebridge's Public Art Inventory through:
 - 21.1. purchasing an existing piece of art or commissioning a piece of art through a competition or proposal call; and
 - 21.2. accepting a donation of an existing piece of art, where the ownership is transferred to the Town from an individual, organization, group, corporation, or other municipality;
22. Each piece of art will be evaluated according to the following criteria:
 - 22.1. Relevance to the Public Art Policy;
 - 22.2. Relevance to the Town of Bracebridge's natural or built environment, cultural heritage, and/or history;
 - 22.3. Quality of the piece of art;
 - 22.4. Suitability of the artwork for display in a specific public space;
 - 22.5. Authenticity of the artwork;
 - 22.6. Condition of the artwork;
 - 22.7. Town's ability to meet the maintenance requirements to conserve the artwork; and
 - 22.8. Ethical and legal considerations regarding ownership.
23. Public Art may be purchased, or artists may be commissioned to produce artworks for purchase by the Town based on recommendations from the Public Art Advisory Committee. In all cases, purchase or commissioning will involve a fair and transparent process, at which time it will be determined whether an Expression of Interest or a Request for Proposal will be issued, depending on the nature of the artwork. The criteria for selection will be available to all participants prior to the commencement of the acquisition.

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24. All donations of art considered for the Public Art Inventory will be subject to a selection process. All donations will have an accompanied maintenance plan provided by the donor that must meet the satisfaction of the Town. All donations must be unencumbered. No work of art will be accepted if the donor requires the Town to locate the work of art in a specific location in perpetuity.
 25. The Town may secure, on a non-permanent basis, Public Art for display in Public Spaces which are not owned by the Town.

Public Art Advisory Committee

26. The Town will establish a Public Art Advisory Committee that will be appointed by Council at the beginning of each term.
27. The Public Art Advisory Committee will be responsible for providing guidance and recommendations on selecting the appropriate Public Art that will be accessioned into the Town's Public Art Inventory, as well as the location for accessioned Public Artwork.
28. The Public Art Advisory Committee will provide recommendations for the development of a comprehensive Public Art Strategy for consideration of Council. This Strategy will become a living document that will evolve over time as the Town grows its collection of Public Art.
29. This Advisory Committee will consist of a member of Town Council and community stakeholders that have expertise and interest in enhancing and increasing Public Art in Bracebridge.
30. Staff from the Planning and Development Department will provide support to the Public Art Advisory Committee in terms of meeting logistics, advice, direction on municipal processes and the collection and dissemination of relevant information. Additional Town staff will serve as resources to the Advisory Committee such as:
 - 30.1. Director of Planning and Development or designate(s);
 - 30.2. Director of Public Works or designate(s);
 - 30.3. Director of Finance or designate(s);
 - 30.4. Manager of Economic Development or designate(s);
 - 30.5. For the purpose of situating art in a specific site, the relevant Department Head; and
 - 30.6. In the case of a specific building that may be under construction or renovation, a member of the design team.

Site Selection

31. The Town of Bracebridge will coordinate the site selection of appropriate locations for the installation of Public Art in Public Spaces based on a recommendation from the Public Art Advisory Committee.

Installation

32. The Town is generally responsible for the installation of works. All contractual requirements with the Artist(s) will be overseen by the Town; they will be identified in advance through the agreement of purchase, loan, commission, or donation. The condition of all acquired works will be reported upon receipt, and any problems found will be referred to the artist/lender for resolution.

Maintenance

33. It is the responsibility of the Town of Bracebridge to maintain all permanent works of art within the Public Art Inventory in accordance with the approved maintenance and/or conservation plan. Development of the maintenance plan and/or conservation plan is the responsibility of the artist and must be submitted prior to the Town accessioning each piece, at the time it is being reviewed and considered.
34. Maintenance and/or conservation plans will include, but not be limited to:
- 34.1. maintenance and/or conservation specifications;
 - 34.2. shop drawings; and
 - 34.3. key elements, including artist contact information and budgets.
35. Town Staff will monitor the existing inventory for maintenance requirements.
36. The appropriate Town Department will undertake an inspection of the artwork according to a pre-determined schedule.
37. The Town may choose to retain a qualified professional to undertake the inspection, where deemed necessary.

Storage and Insurance

38. The Town will ensure appropriate short-term and long-term storage, as needed, for all work within its Public Art Inventory.
39. All permanent, temporary or mobile Public Art owned by the Town through purchase, commission and/or donation are the property of the Town of Bracebridge, and will be insured under the Town's Insurance Policy.

Accessioning Agreements and Loan Agreements

40. Artists will enter into a written agreement with the Town of Bracebridge following the approval of the acquisition of the Public Artwork. This acquisition agreement will address the artist's obligations, which will include, but not be limited to, materials, timelines, installation, maintenance and/or conservation plans, warranty, copyright and payments to sub-contractors.
41. Artists will enter into a written agreement with the Town of Bracebridge following the approval of the loan of the Public Artwork. This loan agreement will address the artist's obligations, which will include, but not be limited to, materials, loan duration, installation, maintenance and/or conservation plans, warranty, copyright and payments to sub-contractors. Public Art on loan will not be installed on a private property.

Deaccessioning

42. The deaccessioning of Public Art will only occur after a comprehensive assessment is undertaken by the Town of Bracebridge. Public Artwork may be deaccessioned under any of the following situations:
- 42.1. The Public Art is deteriorating and restoration is not a feasible solution;
 - 42.2. The Public Art is no longer relevant to the Town's Public Art Criteria; and/or
 - 42.3. The Public Art is discovered to have been stolen, or was offered to the Town for acquisition using fraudulent means.
43. In the event of accidental loss, theft or vandalism, the Town will investigate loss, damage or theft of artwork through the appropriate authorities. The Town will make every reasonable effort to locate lost artworks through physical inventory, verbal and written communications. The Town retains the right to determine whether replacement or deaccessioning of the artwork is appropriate.
44. The deaccessioned art may be moved, sold, returned to the artist or destroyed, with any monies received through the sale of the work(s) being placed in a Public Art Reserve Fund for new acquisitions. The artist will be given the first right of refusal for their artwork when it is deaccessioned.

Conflict of Interest

45. Staff of the Town of Bracebridge, members of Council, Board and Members of related committees of any external designate, and members of the Public Art Advisory Committee, shall declare a conflict of interest and remove themselves in all cases from a selection process where a project comes before the committee in which the individual is involved either directly or indirectly.

FINANCIAL IMPLICATIONS:

46. Based on recommendations by the Public Art Advisory Committee, staff will include allocations in annual draft Municipal Budget and Business Plans for maintaining and enhancing the Public Art Inventory.

DELEGATED AUTHORITY:

47. The Director of Planning and Development is granted the authority to make minor updates to the Public Art Policy as required, to remain compliant with other Town policies and legislative changes.

EFFECTIVE:

48. This Policy shall become effective immediately upon approval by Council.
49. This Policy shall be reviewed by Council every five years and at such other times as may be required to update and amend the Policy in accordance with new information to improve the policy.