

**REQUEST FOR PROPOSALS (RFP)  
City Hall Mural  
Port St. Lucie, FL**

Issue Date: April 23, 2024  
Due Date: June 5, 2024

**Project Description**

The City of Port St. Lucie is seeking an artist to install an original mural at Port St. Lucie City Hall. The “Wall @ City Hall” is a public art project. This newly-commissioned mural will replace the inaugural Wall @ City Hall mural, which was originally installed in 2014.

**Project Site**

The City of Port St. Lucie City Hall Complex comprises three buildings: City Hall (A), the Building Department (B) and Police Department (C). A cement wall encompasses trash bin receptacles adjacent to the rear (west side) of City Hall. This highly visible structure measures 12’ 6” by 64’ 3” and is painted with a flat, beige paint.



**Project Theme**

Branded as the “Heart of the Treasure Coast,” The City of Port St. Lucie has much to offer in terms of natural beauty, outdoor recreation and quality of life. The artwork will showcase the community’s rebranding, welcome people of all backgrounds, and highlight the area’s lifestyle. The new mural at City Hall will act as an artistic expression of Port St. Lucie’s new rebranding to welcome families and the young-at-heart from all backgrounds who seek a down-to-earth Florida lifestyle.

## Project Description

- Projected budget is not to exceed \$50,000 for an artist or team of collaborative artists. See budget section below for more details.
- Maintenance budget will be allocated for the upkeep of this mural outside of the scope.
- Surface is smooth finished concrete.
- Design will be suitable and acceptable for public viewing of all ages.
- Mural must be completed by Fall 2024.
- Artists or artist teams must be comfortable with an opportunity for the public to watch the installation of the mural

## Design Parameters for Proposals

Building on the Project Theme, as described above, the Selection Committee is seeking inclusion of one or more of the following specific conceptual themes in the mural proposals, as identified in the attached 2024 Citizen Engagement Report:

- Family
- Diversity
- Nature
- Outdoor recreation
- Heart iconography, to capture the phrase “Heart of the Treasure Coast”
- Contain text elements that pertain to any of the themes above
- Include plans for a living wall element within the mural

Additionally, proposals should align with the City’s recent rebranding guidelines, attached in this PDF for reference. Proposals should ideally:

- Use colors that are similar to those in the brand guidelines
- Use font and typography styles that are similar to those in guidelines

This surface is visible from Port St. Lucie Boulevard, one of the largest and most-traveled roads in the city; however, the wall is not in close proximity to the immediate public right-of-way. When developing proposals, artists should consider this distance, as highly-detailed or compositionally complex designs may be illegible or difficult to interpret from the road vantage point.

## Responding to this RFP

Please send a concept proposal addressing the following:

- Narrative description of the concept and its relationship to its site/community.
- Concept drawings that show the following:
  - Location and dimensions of the artwork and site plan with footprint of artwork.
  - Visual depiction of the artwork including several elevation drawings to understand the artwork from several sightlines.
- List of proposed materials
- List of maintenance issues and concerns
- Preliminary installation plan and required equipment
- Timeline from concept to final installation with key milestones with target installation date of Fall 2024.

- Budget with major line items identified. The budget for this project is \$50,000 and is inclusive of all costs associated with the project, including but not limited to: artist expenses/honorarium, administration, sub-consultants, travel/lodging, artwork fabrication (including materials, details and specifications), site prep, storage, transportation and installation, related permits, licenses, taxes and insurance. Any expenses that exceed the contracted amount will be the artist's responsibility.
- **Submission Format:** Responses shall be submitted as a single PDF file via email to Anna Talarico at [anna@designinglocal.com](mailto:anna@designinglocal.com). An acknowledgement of receipt will be sent upon submission.
- **Due Date:** 3:00 pm EST on Wednesday, June 5, 2024.

### **Presenting the Proposal to the Selection Committee**

The proposal is to be presented on Zoom on Friday, June 7, 2024 from 9:00 AM - 1:00 PM EST. We have allocated a total of 40 minutes for your proposal; anticipating up to 20 minutes for you to present and 20 minutes for conversation with the Panelists. Your concept will be reviewed by the project team prior to your presentation so that questions can be compiled in advance of your presentation, but no concepts will be shared with panelists in advance of the presentation. You will maintain control of the presentation during the Panel review.

### **Selection Criteria**

The artist or artist team will be selected by demonstrating:

- **Artistic Excellence:** The aesthetic significance and quality of the artwork, including the artworks transformative and distinctive qualities.
- **Context:** Artwork's appropriateness to surrounding architecture, topography, local history, and community attitudes and concerns of both the residents of the City of Port St. Lucie and the surrounding community.
- **Community Engagement:** the ability to lead community engagement sessions during the design process to introduce the artwork.
- **Durability, Safety and Permanence:** The artwork is resistant to weathering as well as structurally sustainable. The artwork must be examined for unsafe conditions, materials, or factors, as well as the potential for excessive maintenance.
- **Technical Feasibility:** The artist must provide convincing evidence of his or her ability to complete the artwork as proposed.
- **Past Performance:** The Selection Committee will consider the artist's performance under previous contracts including success in meeting established timelines and budgets.
- **Cost Feasibility:** The Selection Committee will consider the cost feasibility and determine if the project is realistic within the specified project budget.

Once selected, the artist must design and create artwork that:

- is of high artistic quality
- is appropriate to the project site
- is of durable design and uses durable materials that require minimal maintenance
- provides maximum resistance to vandalism
- reflects one or more of the project goals identified by the Committee

**Budget and Invoicing**

The selected 3 Finalists will receive an honorarium of \$2,000 each for their proposals.

You will invoice The City of Port St. Lucie following the submission of the digital version of the proposal and Zoom presentation. The invoices can be addressed to The City of Port St. Lucie and be sent to [anna@designinglocal.com](mailto:anna@designinglocal.com) who will send them to the client. Please include a W9 with your invoice submission.

**Ownership of Art**

Artists will retain copyright of the artwork and the Client may use the images and other information submitted by the Artist for educational and public affairs purposes only.

**Selection Process and Timeline**

The timeline for the full process is below, and is subject to change:

April 23, 2024	3 Finalists Selected and Notified, RFP circulated to 3 finalists
June 5, 2024	Finalist Proposals due
June 7, 2024	Finalists present concepts to Selection Committee at open public meeting
June/July 2024	Selection Committee forwards final artist/design recommendation to the PAAB and City Council for approval
August 2024	Artist Selected and Notified
August 2024	Contracting
November 2024	City of Port St. Lucie preps mural site
November 2024	Mural installation

**Questions?**

Inquiries about the program or the project should be made by sending an email to:

Anna Talarico, Public Art Coordinator  
Designing Local  
[anna@designinglocal.com](mailto:anna@designinglocal.com)  
704-999-9795

## Community Information

See the [Port St. Lucie Public Art Master Plan](#) for more information including “Port St. Lucie in Our Words” a framework that helps illustrate the story of the community.

### **Vision for Public Art in Port St. Lucie**

In Port St. Lucie, public art serves the community by creating remarkable, beautiful, engaging public spaces.

### **Guiding Principles**

The people of Port St. Lucie desire a future where public art:

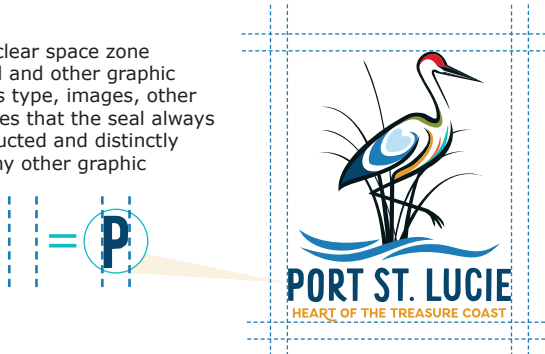
- Creates a strong sense of place that allows for community interaction;
- Ensures diversity and accessibility in A City for All Ages;
- Compliments and draws attention to the natural environment;
- Engages people with a sense of playfulness and whimsy and
- Beautifies the physical landscape of the community

## ● Primary Logo



## Clear Space

Maintaining the clear space zone between the seal and other graphic elements such as type, images, other logos, etc. ensures that the seal always appears unobstructed and distinctly separate from any other graphic elements.



## ● Color Palette

	CYMK 14/10/10/0 RGB 216/217/218 HEX D8D9DA		CYMK 1/40/100/6 RGB 231/155/27 HEX E79B1B		CYMK 30/8/100/63 RGB 88/97/10 HEX 58610A
	CYMK 99/72/31/14 RGB 8/76/118 HEX 084C76		CYMK 5/75/100/0 RGB 229/100/37 HEX E56425		CYMK 30/8/100/28 RGB 143/154/35 HEX 8F9A23
	CYMK 91/62/63/66 RGB 1/41/44 HEX 01292C		CYMK 9/100/95/1 RGB 216/31/43 HEX D81F2B		CYMK 79/41/8/0 RGB 51/130/185 HEX 3382B9
	CYMK 60/45/43/39 RGB 80/89/93 HEX 50595D		CYMK 0/100/100/34 RGB 169/15/20 HEX A90F14		CYMK 24/2/0/0 RGB 188/225/247 HEX BCE1F7
	CYMK 60/45/43/5 RGB 14/125/130 HEX 727D82		CYMK 51/73/44/22 RGB 117/77/96 HEX 754D60		CYMK 3/8/24/ RGB 245/228/197 HEX F5E4C5
	CYMK 45/31/31/0 RGB 146/159/163 HEX 929 FA3		CYMK 70/0/24/0 RGB 27/190/201 HEX 18BEC9		CYMK 33/58/82/18 RGB 152/103/62 HEX 98673E
					CYMK 33/58/82/57 RGB 94/62/32 HEX 5E3E20

## CMYK: Cyan/Magenta/Yellow/Black

Use: Printing

Ideal for full-color brochures, flyers, posters and post cards, etc.

## RGB: Red/Green/Blue

Use: Onscreen

The most commonly used color profile in the world of computers, TV screens and mobile devices is RGB.

## HEX: Hexadecimal

Use: Onscreen for websites

Designers and developers use HEX colors in web design. Expressed as a six-digit combination of numbers and letters.

## ● Secondary Options



Secondary logos are not to be used in place of the primary logo. These additional options are for promotional items and public art. Requests to use secondary logos are made through the Communications Department.

## ● Tagline

**HEART OF THE TREASURE COAST**

## ● Typography

Typeface: Little Dinosaur - Main Logo font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Regular Script Bold

Typeface: Myona Sans Display - Main Tagline Font

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW

XX YY ZZ K Q R Y O 1 2 3 4 5 6 7 8 9

Typeface: Century Gothic - Header, Sub-header and short body text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Regular Bold Italic Bold Italic

Typeface: Oswald - Condensed option for headers and sub-headers.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Extra Light Italic Light Medium DemiBold Bold  
Extra Light Regular Demi-Bold Semi Bold Heavy

Typeface: Verdana - long body text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Regular Bold Italic Bold Italic

## ● Email Signature

Circle graphic 2 inch wide →

Logo links to City website

Verdana Bold Size 14pt

**Alyssa Spangenberg**

Brand Strategist/Project Manager

Verdana Bold Italic Size 9pt

Communications Department ← Verdana Bold Size 9pt

o. 772-873-6333 c. 772-301-9340

a. 121 SW Port St. Lucie Blvd., Port St. Lucie, FL 34984 ← Verdana Regular Size 9pt

City Social Media Icons

[www.CityofPSL.com](http://www.CityofPSL.com)



