



# Community Mural Project Guidelines – Cycle 8

City of Calexico Recreation Department  
707 Dool Avenue  
Calexico, CA 92231

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**The Mission:** To create a community mural project that will promote the creative expression of local artists and provide an enriching visual experience to residents and visitors of Calexico.

**Sites:** You may submit proposals for the following locations (please refer to attached documentation for pictures of the areas):

- Site A. Camarena Memorial Library Storage Container, 850 Encinas Avenue. Mural area: North, West and South faces. Total Coverage = 792 ft<sup>2</sup>.
- Site B. Crummett Park Public Restrooms, Corner of Dool Ave & Belcher Street. Mural area: South-West, South-East, and North-East faces. Total Coverage = 1,040 ft<sup>2</sup>. Primer needed.
- Site C. You may propose your own location: Location must be within city limits and limited to Commercial Highway (CH), Commercial Specialty (CS), Industrial (IND), Industrial Rail Served (IR), and Open Space (OS) zones in the City of Calexico Zoning Map (zoning map can be found in application packet or under the Planning Division of the Development Services Department at <https://www.calexico.ca.gov>). Wall must be clearly visible to the public and Property Owner Agreement must be submitted with proposal, along with wall dimensions, total square footage, and pictures of proposed location. The City reserves the right to not approve recommended locations. Proposed location must be at least 400 ft<sup>2</sup>.

**Artistic Theme:** Please see below themes for specific locations:

- Site A. Stories, fairy tales, books, fantasy, education.
- Site B. Open.
- Site C. Open.

Open themes are deliberately offered to encourage artistic interpretation and produce the widest diversity of ideas and visual impact possible. Proposed art can't be used for commercial publicity purposes.

**General Information:** Up to three (3) artists may be selected – one (1) per site location.

- This program is open to artists over the age of eighteen who possess a valid social security number.
- Only one submittal per person allowed.
- Artists are responsible for any and all site preparations, including but not limited to scraping, sanding, patching, and/or priming. Artists are encouraged to visit proposed sites.
- Artists are responsible for all costs associated with the submission of the application and installation of the mural; including, but not limited to paint supplies, liability coverage, business license, fees, equipment rental, etc.
- No work can commence without the proper city permits and documentation.
- Selected artists will need to acquire/provide the following:
  - Signed Artist Agreement.
  - City of Calexico Business License and City of Calexico Vendor Number.
  - Submittal and acquisition of a Temporary Use Permit (TUP) for the installation of the mural.
  - The City may require additional permits.
  - Certificate of Liability Insurance covering the installation of the mural. Minimum coverage of \$2M per occurrence. The City must be named on the Certificate of Insurance as an additional insured.
  - Artist/Assistant Waiver of Liability and Hold Harmless Agreement

**Stipend:** Up to three (3) artists/projects may be selected.

Site A. Camarena Memorial Library up to \$5,950.00:

Artists Fee: \$2,500.00

Installation Costs: up to \$3,450.00

Site B. Crummett Park up to \$7,350.00:

Artists Fee: \$3,300.00

Installation Costs: up to \$4,050.00

Site C. Own Location: based on location size, up to \$8,230.00\*:

Artist Fee: up to \$3,780.00\*

Installation Costs: up to \$4,450.00\*

\* Amounts will be determined by the City and will be strictly determined by location size - proportionate to the other sites.

Installation Costs are provided to the Artist on a reimbursement basis and up to the amount established in the Project Guidelines. Any amount higher than those established in the Guidelines is the sole responsibility of the Artist.

Upon execution of the Artist Agreement, artist will be advanced an initial stipend of \$1,450.00 from the established Installation Cost. These initial funds are intended for the acquirement of liability insurance, City of Calexico Business License, City of Calexico Temporary Use Permit (TUP), and any other City-related permits. Receipts for these items must be turned into the Recreation Department (Department). Should the Artist not be able to obtain liability insurance, business license, or TUP, he/she must return in full the initial advanced stipend back to the City no later than 6 (six) months after the execution of the Artist Agreement.

After obtaining liability insurance, business license, TUP, and other City-related permits, Artist may utilize remaining funds to start purchasing project materials and supplies. All project receipts must be kept and provided to the Department. Only receipts provided to the Department will count towards Installation Costs and may be subjectable to reimbursement. Artist will be reimbursed for installation costs within 4 (four) weeks after receipt submittal. Project receipts may be turned into the Department at any moment up to the completion of the project. Receipts submitted thereafter will not be reimbursed.

Only direct mural preparation and installation costs count towards Installation Costs and may be reimbursed. Purchase of machinery or equipment can't be covered with these funds and won't be reimbursed. Equipment rental is reimbursable.

Final stipend installment (Artist Fee) will be provided upon project's full completion and inspection.

**Materials:** Each applicant will be required to submit, with their application, a Budget Estimate with a list of the materials they intend to utilize in the execution of the mural. Paint is the only medium accepted for the mural and must be of a quality to withstand weather conditions for a reasonable amount of time. Obtaining all materials and supplies necessary for the design and execution of the mural shall be the responsibility of the selected artist. All projects must have an all-weather and graffiti-resistant protective coat of the City's choosing. Some locations may require a primer.

**Building Owner Authorization:** Prior to approval of the Mural Project Application, and before the applicant begins the mural project, an executed agreement between the City and the property/building owner must be on file or provided to the Mural Program Coordinator (if applicable).

**Application:** Incomplete applications will be disqualified.

1. Application packet due by 5:00 p.m. on October 28, 2024.
2. Submission must include a rendering of the proposed mural on paper size no smaller than tabloid size 11"x 17" and presented on a poster board/cardboard.
3. Submission of pictures of previous mural installations are highly encouraged and will help in selection process.
4. Complete application packet, along with the artwork rendering, must be submitted at the Calexico Recreation Department:

Norma Gerardo  
Recreation Manager  
707 Dool Avenue  
Calexico, CA 92231

**Criteria for Artist Selection:** The selection process will consist of a review and preliminary selection by the Community Services Commission and a final project approval by the City Council of the City of Calexico. Artists will be notified by the City if and when their designs are selected. Judging will be based on Creativity, Originality, Location, Quality of Art, Artist Mural Experience, Artistic Theme, Effectiveness in Achieving Program Mission, Appropriateness to Public Presentation, Clearness of Project Timeline, and Conciseness of Budget Estimate.

**Copyright Restrictions:** Murals produced under the City's Community Mural Project will be considered a "Work Made for Hire," and the intellectual property rights of such a work will be shared between the artist/muralist and the City of Calexico. As such, the artist/muralist will waive his or her exclusive rights of reproduction of the mural image, and the city will preserve any and all rights to archive, reproduce, sell, or give away copies and/or likenesses of the original mural image both during production and after the mural has been created. The building/property owner will not retain any intellectual property rights to the mural image. Art submitted shall not be plagiarized, stolen, or copied from any other source. AI (artificial intelligence) generated graphics, stock photos, stock graphics, any copyrighted materials are prohibited.

**Panel Meeting and Notification:** The selected artists will make themselves available to discuss project concept, scope, budget estimates, and project timeline prior to award notification as needed by the selection panel. Artists will be notified of their award by e-mail and/or phone call on or about December 19, 2024.

**Tentative Program Schedule:** Artists have 3 months to complete the project after signing Artists Agreement.

Call for Artists	Thursday, September 5, 2024
Deadline to Submit Proposals	Monday, October 28, 2024
Selection/Artist Notification	Thursday, December 19, 2024
Cycle Completion	By Tuesday, April 30, 2025

**For questions or more information call 760.768.2176 or e-mail [ngerardo@calexico.ca.gov](mailto:ngerardo@calexico.ca.gov)**

**Disclaimer:** The City of Calexico reserves the right to change Program Schedule with or without notice. The City reserves the right to re-run the program should there be insufficient qualifying submissions and/or if there is a lack of good quality art proposals. The City reserves the right, at its sole discretion, to reject submissions with inappropriate content, including, but not limited to: profane language; sexual, religious, and/or or political content; potentially libelous or defamatory comments regarding any person or organization; conduct that is or encourages illegal activity; content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, gender identification, marital status; status with regard to public assistance, national origin, physical or mental disability, sexual orientation; or information that may compromise the safety or security of the public or public systems or infrastructure. All submittals will be property of the City of Calexico.



# Library Container

Location 1

Area: 1,008 sq. ft.

850 Encinas Avenue



# Crummett Restroom

Location 2

1040 sq. ft.

Corner of Dool Avenue & Belcher Street