



## **COAHOMA DEVELOPMENT CORPORATION**

### **FIRST STREET MURAL PROJECT**

### **REQUEST FOR QUALIFICATIONS FOR MURALISTS**

The Coahoma Development Corporation (CDC) is seeking qualified artists to participate as muralists in the Coahoma Development Corporation First Street Mural Project. Artists who are interested can submit a Statement of Qualifications (SOQ) to provide the services requested. Selected artist(s) will be chosen to paint one or more of three murals to be completed through this Project. This project is intended to improve the downtown Coahoma area and to promote new or expanded business opportunities within the City. Artists will be selected based on qualifications that can best achieve the goals and objectives set for the Project within the budget allocated for each mural. Selected Artists will need to enter into a Performance Agreement with the CDC in the form attached hereto as Exhibit A. For additional information please contact Kelly Seales at the Coahoma Development Corporation 432-268-3528.

#### **1. Description of Project.**

The CDC will select one or more artists to paint three original murals on **exterior** walls on three identified buildings within the downtown area of the City of Coahoma. The CDC will award a separate commission for each of the three murals/buildings to be determined based on selected artist's proposal. Artists will be required to buff and/or prime, paint, and seal their designated wall. Two of the buildings have existing murals that must be removed and/or primed over prior to painting the new mural. The selected artist(s) will create works that reflect the character of the City of Coahoma and the west Texas area, will not be deemed as an advertisement and are not vulgar or obscene. The location of each building is available to prospective artists at City Hall and a tour of the three buildings can be arranged prior to the Submission date by contacting Kelly Seales at 432-268-3528.

Each Mural must be:

- Site specific
- Able to last for at least 15 years without any required maintenance (Artist will be responsible for any touch up or maintenance that becomes necessary during such period)
- Original, creative style and content by selected artist to be approved by CDC
- Meet the proposed narrative provided herein
- Completed within 90 days from award

### **Mural 1. Bulldog Mural.**

The Bulldog is the mascot of Coahoma High School. This mural will be painted on the exterior wall of the designated building and shall be the artists interpretation of a bulldog. Sample images will be provided for inspiration, however the final work should be the artist's original creation.

The South elevation of 111 N. 1st St., Coahoma TX 79511 is comprised of a 75' x 22' wall of painted concrete/plaster.

Approx. Size of Mural: 1,650 sq.ft.

### **Mural 2. "Greetings from Coahoma" Mural.**

This mural on the exterior wall of the designated building should include the words Greetings from Coahoma and include the artist's interpretation of symbolic scenes and images reflective of Coahoma and the surrounding area. Sample images of similar murals in other cities will be provided for inspiration, however the final work should be the artist's original creation. A list of desired elements requested to be a part of the design will also be provided for this mural.

The South elevation of 108 N. 1st St., Coahoma TX 79511 is comprised of a 60' x 13' wall of painted brick.

Approx. Size of Mural: 780 sq.ft.

### **Mural 3. Landscape Mural.**

This mural will be the artist's interpretation of a landscape image including a west Texas sunset and a cotton field. A sample image that has been approved by the Coahoma City Council who owns the building this mural will be painted on will be provided for inspiration, however the final work should be the artist's original creation.

The North elevation of 100 S. 1st St., Coahoma TX 79511 is comprised of a 80' x 16' wall of painted brick.

Approx. Size of Mural: 1,280 sq.ft.

## **2. Artist Eligibility**

- Open to all artists aged 18 and up. Artist teams are acceptable.
- Artists must have completed at least one large mural, preferably outdoor and of at least 150 sq. ft. within the past five (5) years. If interior, other sizes, or longer ago please explain.
- Artists who have experience creating works of art for west Texas area businesses are encouraged to apply.
- Artists must be willing to travel to Coahoma, Texas to perform the work.
- Artists must be able to begin their project by February 15, 2025 and complete the mural no later than May 15, 2025.



### 3. Commission

CDC will provide a commission for each mural to be determined based on proposals received and CDC's available funding. Artist shall be responsible for any and all costs involved in completing the mural including but not limited to, paint, primer, sealant, artist supplies and equipment, lodging, meals, and any costs for outside assistance required. Those items should be included in the Artist's commission proposal in the SOQ.

### 4. SOQ Requirements

To fulfill the SOQ requirements, submissions should reflect the artist's experience and qualifications for mural work. Required information and materials include:

- Letter of Interest, including applicant's name, email, and contact info
- Artist Bio, Resume, or CV
- Three to five images of previous mural work and/or other work in similar scope/scale showing proficiency for mural work
- 2 references for past projects
- Narrative of approach to the project including your typical timeline for a mural project, site preparation, conceptual vision and execution steps. Include the scale of project for reference. Please note the required completion time above and provide an explanation of how you can meet this requirement
- Rendering of your general design or concept for the specific Mural you are submitting (1 – 3). The design concept will be more fully developed in conjunction with the selection committee after selection.
- Proposed commission for each specific mural included in the submission
- Artists may submit for more than one mural if desired, however, please note the completion timeline and include in your detailed explanation of the timeline how much time each mural will take and how you will meet the timeline.

### 5. SOQ Format

Submissions **MUST** be submitted in the recommended format so the selection committee may evaluate them in an objective manner. **Entries that do not meet submission requirements will not be considered.** Submission requirements are as follows:

- All images and document files must be contained in one PDF.
- Submission should not exceed 10 pages.
- Submission shall not exceed 25 MB.

### 6. Submission

Please submit the application packet by email to the Coahoma Development Corporation at: [cityhallcoahoma@gmail.com](mailto:cityhallcoahoma@gmail.com). Submission must be compiled into one PDF document. **Incomplete applications will be immediately disqualified.** Proposers must confirm receipt of application. **The Coahoma Development Corporation is not responsible for missing or late submissions.**

**Timeline:** SOQ's are due no later than 11:59 p.m. (CT) on November 10, 2024. All complete submissions received on or before that date and time will be reviewed. **The Selection Committee will not consider incomplete applications or applications received after the stated due date and time.**

## **7. Selection Process**

- a. Applications will be reviewed by a selection committee appointed by the Coahoma Development Corporation from November 12, 2024 to December 6, 2024. During this review period the Selection Committee may contact any artist for additional information and/or to schedule an in person or telephone interview.
- b. Selected artists will be notified by December 6, 2024. Artists must respond with their intention to participate by December 9, 2024 at 5:00 PM. **Failure to respond by the stated time and date will make the artist ineligible for participation in the Project.** The Selection Committee reserves the right to deny any proposal.
- c. Submissions will be reviewed on the following criteria:
  - Artistic ability, skills and techniques and uniqueness of previous designs
  - Presentation of ideas and application materials
  - Compatibility of artistic style to the Coahoma and west Texas area
  - Experience and recommendations from prior projects
  - Potential to successfully complete the project within the required time.

**Note:** Once selected, artists will work with the Selection Committee to develop an approved design proposal for their specific site(s).

## **8. Contact Information**

For more information, please contact:

Kelly Seales, President Coahoma Development Corporation  
Email: [sealeskd@gmail.com](mailto:sealeskd@gmail.com) Telephone: (432) 268-3528