



**COMMUNITY BRIDGES**  
**PUENTES DE LA COMUNIDAD**

**CALL TO ARTISTS - REQUEST FOR QUALIFICATIONS**

**Family Resource Collective, a program of Community Bridges, Mural Project**

**PROJECT BUDGET:** \$25,000 inclusive of materials, permits, equipment, artist insurance and anti-graffiti coat. Artists will be responsible for the entirety of the mural project logistics and completion.

**DEADLINE SUBMISSION DEADLINE:** 04/07/25  
**Finalist selected:** 05/01/25  
**Completion of project:** No later than 07/31/25

**ELIGIBILITY:** Open to all professional mural artists and mural artist-led teams living in the Central Coast. Teams outside of Central Coast will require proof of prior work on the Central Coast and will be subject to be considered with a five (5) point deduction. Artist or artist-led teams will ideally be bilingual and able to speak a combination of the spoken languages in Pajaro; English, Spanish, Mixteco, Triqui and Zapoteco fluently or have a team member who is part of all phases of the project that is fluent in at minimum English and Spanish. Priority points shall be given to submittals that are made by bilingual, bicultural, people of color or women led proposals.

**LOCATION:** 417 Salinas Road, Royal Oaks, CA, 95076

**MANDATORY PRE-APPLICATION MEETING:**

Artists interested in applying must schedule a zoom meeting with the planning committee before the RFQ submittal deadline of 03/31/25 5pm. To schedule a meeting please contact [marym@cbridges.org](mailto:marym@cbridges.org) or call 831- 688-8840 ext. 207.

**OPPORTUNITY/ PROJECT GOALS**

To create a mural celebrating the resilience, history, and diversity of Pajaro and the Pajaro Valley and honoring residents who shaped its agricultural legacy despite the challenges they faced. Positioned at the town's southern entrance, it will serve as a proud landmark and symbol of community identity. Wall surface has not been prepared but will require preparing and priming.

**PROJECT VISION AND BACKGROUND:**

We are excited to engage the community in creating a mural that celebrates the resilience, strength, history, diversity, and progress of Pajaro and Pajaro Valley. This project will honor the experiences of Pajaro residents who have shaped the region's agricultural legacy, overcoming social challenges and several natural disasters that have repeatedly impacted the area. Located at the town's entrance when traveling north from the Salinas Valley, the mural is envisioned as a landmark that signifies arrival in Pajaro and the greater valley.

Our goal is to make it an iconic symbol of resilience, community pride and identity. The engagement process will prioritize inclusivity, reaching a diverse cross-section of residents, including Spanish-speaking and indigenous households. The selected artists will collaborate closely with local organizations, leaders, stakeholders, and residents. Together, we will ensure meaningful opportunities for residents to contribute to every phase of the project, from design to installation. The final mural will be a source of pride for the community and celebrated during an unveiling event, symbolizing the shared journey and bright future of Pajaro Valley.

Because the project will require more time from the artist(s) than a typical mural project, artist fees may be budgeted at up to 40% of the project cost.

**RESEARCH INFORMATION:**

Residents in Pajaro:	2,882
Languages of the Residents:	87% Spanish Speaking 12% English Only
Agriculture, Forestry, Fishing and Hunting:	28.6%
Retail Trade:	20.2%
Educational Services, Healthcare and Social Assistance:	19.2%
Construction:	10.3%
Transportation, Warehousing and Utilities:	7.2%
Arts, Entertainment and Recreation/Accommodation and Food Services:	7.1%
Manufacturing:	3.2%
Prof., Scientific and Mgmt./Admin. and Waste Mgmt. Services:	3.2%
Finance and Insurance and Real Estate and Rental and Leasing:	1.3%
Wholesale Trade:	0.0%

## ARTIST SELECTION SCHEDULE\*

- Publish Call - 03/07/25
- RFQ response deadline 04/07/25
- Selection panel (Finalists Selected) – 04/11/25
- Community stakeholder interviews (artists will meet with pre-arranged community and organization representatives as selected by staff and the selection panel for short oral histories and interviews about the community) – TBD
- Finalists' selection notification – 05/01/25
- Artist's agreement – Negotiable
- Project begins – Negotiable
- Installation – Negotiable
- Completion unveiling – No later than July 31, 2025

\* Schedule subject to change.

## ARTIST SELECTION PROCESS

A special stakeholder team will look for artist/artists teams who are experienced in community engagement—particularly with Latine/Latino/Chicano communities and those experienced in community-based mural making. The selection panel shall be comprised of the following:

Panel composition:

- (3) Community Bridges staff members and project leaders
- (1) Art Professional of recognized professional stature—preferably mural artists and preferably those familiar with Latine and Chicano history and culture, as available.
- (3) Community Representatives

The artists/artists teams will be selected through a Request for Qualification call to artists' process.

Based on the criteria listed below, the panel will select two artists/teams for interviews. Finalists will be invited to discuss past approaches and working methods, as well as their project approach. The panel will also ask questions related to this type of project. The interviews can be conducted in person or via zoom. The finalists will then produce a proposal for the project. Each finalist selected artist/artist team will be given an honorarium of \$500.00 to create a proposal for the project. The proposal shall include a draft budget, portfolio of prior work and experiences, (3) references and a mock proposal that will be shared with a committee.

The panel reserves the right to decline to select from the submitted applications or final interviews.

## SELECTION CRITERIA

Review Criteria:

- **Artistic Merit:** The inherent quality and excellence of the proposed artwork(s).
- **Scale:** Appropriateness of scale to the wall upon which the mural will be placed and to the surrounding physical features.
- **Feasibility:** Demonstrated ability to complete the proposed mural on time and within budget.
- **Media:** Appropriate media proposed to ensure the mural's longevity and durability.
- **Structural and surface stability:** Commitment to repair the surface as necessary before placing the mural.
- **Graffiti mitigation:** A plan for mitigating graffiti through design and/or graffiti coating.
- **Maintenance agreement:** Signed agreement with a commitment to keep and maintain the mural in place for a minimum of 15 years, with some limited exceptions.

- **Public accessibility and safety:** Plan to comply with city codes for safety and accessibility.
- **Waiver:** Appropriate waiver of artist's rights.
- **Community support:** Support/advocacy from the building owner/user, surrounding neighborhood, adjacent businesses, arts community and/or community group.
- **Context:** Architectural, geographical, sociocultural, and/or historical relevance to the site.
- **Posted notice:** Notice posted onsite at least 14 days in advance of the arts commission meeting at which the proposal will be reviewed. Specific posting procedure follows.
- Other criterion unique to the project may be developed by the selection panel and/or Arts Commission.

#### **Neighborhood involvement and public meetings:**

The selected applicant will be required to hold a neighborhood meeting prior to the final selection of the concept. At this meeting, feedback from the neighborhood should be solicited and documented as follows:

- The applicant will document attendance at the public meeting through a sign-in sheet and should provide and collect comment cards.
- The neighborhood meeting shall not be held in locations where any person attending the meetings would face discrimination on the basis of race, religion, color, sexual orientation, gender identity, age, disability, legal citizenship, national origin, income, or political affiliation. The meeting shall be held in a location accessible to people with disabilities, and the meeting shall be held during evening or weekend hours, but in no case between the hours of 9:00 pm and 7:00 am.

#### **RFQ APPLICATION MATERIALS**

1. Statement of interest
2. Brief artist/artist team biography
3. Visual materials and corresponding annotation
4. Sample past proposal document
5. Two written references including current contact for references
6. Sample concept
  1. Statement of interest in 300 words or less explain why the artist/artist team is interested in the project, how the artist/artist teamwork is appropriate for this opportunity and relevant experience.
  2. Submit a brief artist/artist team biography, contact information, including address, phone, email, website address and social media links.
  3. Minimum of three past projects that best illustrate their qualifications for this project opportunity.
    - a. Examples should include a brief description of the project: location, commissioning agency with contacts, fabrication materials, dimensions, installation, budget and project reference contact information. Include a brief description as to how public art is relevant to this call.
    - b. Information should be provided in the following digital formats:
      - On a CD provide minimum image dimensions minimum 4 inch, maximum 10 inch with common aspect ratio sizes preferred. JPEG or PNG 150 DPI min, 300 DPI maximum. Save JPEG as maximum size. PDF file format is also acceptable. Identify and label each image and file to coordinate with printed materials. Text files can be provided as word documents, rtf, or pages

document with file formats saved on the CD. Printed images can be made directly from a computer or color copies. Links to electronic versions of files will also be considered.

- c. All work samples should be clearly labeled with artist/artist team and telephone number.
  - d. Submit one complete set of printed information of all images (each separate on an 8" x 10" size paper), past public art projects their description and contact information, project description, artists' bio and contact information. Set can be printed directly from computer or color copies.
4. Sample of past project proposal document
- a. Include one conceptualized planning document for a past project that demonstrated how the project was proposed and presented for final acceptance of public art opportunity.

**SUBMIT PROPOSAL INFORMATION BY April 7, 2025 at 5:00 P.M. TO:**

Community Bridges c/o  
Chief Executive Officer Raymon Cancino  
519 Main Street  
Watsonville, CA 95076