



Request for Qualifications (RFQ) for Public Art Mural

Introduction

The City of South San Francisco invites qualified artists or artist teams to submit their qualifications for the design and creation of a public art mural to be located at the Orange Memorial Park Aquatic Center. This project is intended to enhance the visual and cultural identity of the area and foster community engagement.

Project Overview

Project Title	Orange Memorial Park Aquatic Center Mural Project
Location	Orange Memorial Park Aquatic Center Orange Memorial Park 1 West Orange Avenue South San Francisco, CA 94080
Project Vision	This mural project aims to celebrate the unique identity of South San Francisco by transforming the Orange Memorial Park Aquatic Center into a vibrant, engaging public space. Artists are encouraged to explore themes of community pride, environmental awareness, and playful elements inspired by aquatic or recreational activities in their designs.
Medium	Mural proposals may include traditional painted works, mosaic installations, or other durable, wall-integrated materials.
Budget	Maximum budget \$50,000; cost-effective proposals encouraged
RFQ Release Date	May 19, 2025
Deadline for Submission	June 10, 2025 (by 5:00 PM PST) or first 250 applicants
Eligibility	This opportunity is open to all professional artists and artist teams. Artists working in all mediums appropriate for mural installation are encouraged to apply. While the call is open to local and regional, applicants, preference will be given to artists with a demonstrated connection to South San Francisco or the greater Bay Area. This includes current or past residency, a history of completed projects in the region, or a deep understanding of the community's cultural, historical, and environmental context.



	Emerging and established artists are welcome to apply. Applicants must demonstrate the ability to successfully complete a mural project of similar scale within budget and timeline constraints.
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Project Background

The Orange Memorial Park Aquatic Center has long stood as a cornerstone of community life, serving generations as a place for recreation, learning, and connection. Originally built in 1970, the Center reflects South San Francisco’s commitment to public wellness and civic engagement. Over the decades, it has welcomed swimmers of all ages—from youth swim lessons and high school teams to senior fitness programs—becoming more than just a facility; it’s a shared space where community bonds are strengthened.

Located in a city known as the "Industrial City," South San Francisco has evolved into a vibrant, diverse community, balancing its rich industrial heritage with thriving neighborhoods, biotech innovation, and expansive public amenities. The area surrounding the Aquatics Center reflects this dynamic spirit—home to families, workers, and innovators, all contributing to a culturally rich and resilient community.

Today, plans to construct a larger, two-pool facility to replace the existing aging aquatic center signal a renewed investment in this vital public space. The project aims not only to provide a modern facility but also to celebrate the community’s identity through public art. As part of this vision, the City invites artists to contribute murals that will honor the Center’s history, reflect the energy of South San Francisco, and inspire future generations who will walk through its doors.

Project Goals

The public art mural should:

- Reflect the cultural, historical, or environmental significance of Orange Memorial Park Aquatic Center and Community.
- Enhance the visual experience and identity of the designated space.
- Use high-quality materials suitable for indoor installation.
- Engage the community through design or creative process.
- Align with the [public art master plan](#) curatorial guidelines to ensure consistency with broader artistic and cultural goals.
- Encourage diversity in artistic expression; all styles are welcome, including abstract, representational, decorative, or functional approaches.



Artistic Theme & Community Engagement

The mural should embody themes that celebrate the cultural diversity, history, and environmental character of South San Francisco. Artists are encouraged to create work that is not only visually impactful but also fosters a sense of place and community pride. Proposals may also draw inspiration from the recreational experiences associated with the aquatic facility, reflecting the dynamic ways the space will serve the community.

Additionally, artists are strongly encouraged to incorporate community engagement into their creative process. This could include interactive design workshops, public input sessions, or collaborative elements that involve local residents, schools, or community groups. The goal is to ensure the mural reflects the community's voice and strengthens connections between the artwork, its audience, and the surrounding neighborhood.

Proposals that demonstrate thoughtful strategies for community involvement during the design or implementation phase will be viewed favorably.

Scope of Work

The selected artist or team will be responsible for:

- Conceptualizing and presenting a final mural design.
- Preparing the mural surface (e.g., priming).
- Painting and installing the mural.
- Applying a protective coating for long-term durability. The coating must meet City of South San Francisco standards (e.g., Coval anti-graffiti coating or approved equivalent). Final product selection will be reviewed and approved during the contracting phase.
- Ensure the design incorporates durable materials, mitigates potential hazards (e.g., safe surfaces for public interaction), and includes the application of a protective coating that meets City of South San Francisco standards (e.g., Coval anti-graffiti coating or approved equivalent). Final product selection will be reviewed and approved during the contracting phase.
- Submitting a maintenance plan for the mural.



Budget

The maximum project budget is \$50,000, which must cover all project-related costs, including design, materials, labor, transportation, insurance, and any other associated expenses. Cost-effective and innovative proposals are strongly encouraged, provided they maintain artistic quality, durability, and alignment with project goals.

Eligibility Requirements

Artists or teams must:

- Have demonstrated experience creating similar-scale murals.
- Be able to meet project deadlines and adhere to budget constraints.
- Possess knowledge of durable materials suitable for interior, high-traffic, and/or outdoor conditions (as applicable).
- Provide a minimum of **three (3) professional references** from relevant projects that attest to the artist's ability to successfully complete similar work.

Submission Requirements

Applicants must submit the following:

- Letter of Interest: A one-page letter describing your interest in the project and how your work aligns with its goals.
- Resume or CV: Include a summary of relevant experience and accomplishments for all team members.
- Portfolio: Submit a digital portfolio with a minimum of three and a maximum of ten high-resolution images of previous murals. Include details such as dimensions, materials, location, budget, and context. Hard copies will not be accepted.
- References: Contact information for three professional references who can attest to your abilities.
- Optional: Additional materials, such as community engagement plans or preliminary sketches.



Selection Criteria

The City of South San Francisco invites qualified artists or artist teams to submit their qualifications for the design and installation of a site-specific public art mural at Orange Memorial Park Aquatic Center. This project aims to enhance the visual landscape and cultural identity of the area, celebrating the community's history, diversity, and shared vision.

Artists should demonstrate a strong alignment with the project goals, including the ability to deliver a creative, durable, and impactful mural within the established project timeline and budget. Community engagement, artistic excellence, and adherence to technical requirements—such as material durability and safety standards—are key priorities for this Commission.

Evaluation Criteria	Points
Artistic Excellence and Originality Quality, creativity, and impact of past works as demonstrated in the portfolio.	35
Relevant Experience Completing public art projects, particularly interior murals of similar scale, complexity, and context.	20
Technical Capability Proven ability to work with durable materials, fabrication methods, and manage installation in public spaces.	15
Community Engagement Approach Demonstrated history of incorporating community input or participation in past projects, and a clear interest in fostering community connection through art.	20
Professionalism & Collaboration Ability to work effectively with city staff, stakeholders, and meet project timelines and requirements.	10
Total Possible Points	100

The City of South San Francisco reserves the right to reject any or all submissions, and final approval will be subject to compliance with City standards and contracting requirements.



Timeline

RFQ Issued: May 14, 2025

Deadline for Questions: June 3, 2025

Submission Deadline: June 10, 2025 (by 5:00 PM PST)

Shortlist Announced: June 26, 2025

Finalist Concept Proposal Deadline: July 24, 2025

Presentation to the Cultural Arts Commission: August 26, 2025

Final Selection: September 5, 2025

Contracting: Sept 8 -19, 2025

Design Development: Sept 22 – Oct 24, 2025

Installation Window: Oct 20 – Nov 20, 2025

Final Completion: Late November 2025

Orange Memorial Park Aquatic Center Grand Opening (Tentative) Late 2025 / Early 2026

*Timeline subject to change

Submission Process

The three highest-ranking artists or teams based on total score will be shortlisted. Each shortlisted artist or team will receive a \$500 stipend to develop a site-specific mural concept for final consideration. The committee may request interviews or additional information prior to making a final recommendation. Final approval will be subject to the City contracting processes and compliance with all requirements.

Submissions must be sent via email to:

- Ann Berchtold
- SSF Public Art Consultant
- aberchtold@migcom.com

All materials must be received by June 10, 2025. Late submissions will not be considered.

Legal and Insurance Requirements

The selected artist(s) will be required to enter into a contract with the City and provide proof of insurance. Artists may also be required to assign copyright or provide reproduction rights.

All design concepts and renderings must be original works. If AI-assisted tools are used, the artist must ensure that the final design does not infringe on third-party copyrights and reflects substantial human creativity and authorship.



Additional Information

The commissioning entity reserves the right to reject any or all submissions and to modify or cancel the project.

Questions regarding this RFQ must be submitted to Ann Berchtold at aberchtold@migcom.com by May 24th, 2025 (by 5:00 PM PST)

www.ssf.net/CulturalArts

www.ssf.net/NewPool

Exhibits

- Wall Schematics
- Sample Agreement