



TOWN OF  
**UPPER MARLBORO**

Town of Upper Marlboro  
14211 School Lan  
Upper Marlboro, MD. 20772

**CALL FOR MARYLAND ARTISTS:  
REQUEST FOR QUALIFICATIONS (RFQ)**

**TOWN OF UPPER MARLBORO  
MURALS ON MAIN STREET PROJECT  
-- Two (2) SITE LOCATIONS FOR AWARD --**

UP TO 6 SEMIFINALISTS: \$400 per award for proposal

MURAL PROJECT BUDGET: \$10 – \$20,000 (all inclusive, per mural)

**RFQ RELEASED: Friday, March 26, 2021**

**APPLICATION DEADLINE (\*\*EXTENDED\*\*): Friday, May 14, 2021**

APPLY ONLINE: [EntryThingy \(https://www.entrythingy.com/d=uppermarlboromd.gov\)](https://www.entrythingy.com/d=uppermarlboromd.gov)

- The RFQ is open to professional muralists, artists and artist teams over the age of 18 who are current residents of Maryland.
- Applicants must read through these guidelines in their entirety prior to submitting an application online.
- Applicants must submit all qualifications for consideration per guidelines.
- Artwork proposals are not required at this time.

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**Contact:** **Town of Upper Marlboro Arts Council**  
[UMartscouncil@uppermarlboromd.gov](mailto:UMartscouncil@uppermarlboromd.gov)

## **TOWN OF UPPER MARLBORO**

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Located outside the Capital Beltway and just twenty minutes from the Nation's Capital, the Town of Upper Marlboro is a bustling small town and the county seat of Prince George's County, MD. We are home to the state's largest courthouse (which attracts over 1.5 million visitors per year), the Show Place Arena & Equestrian Center, other government agencies, historical and cultural attractions, and shopping destinations that include unique local and independent businesses and restaurants.

The Town of Upper Marlboro has a downtown area along Main Street which is home to a variety of local businesses, the Prince George's County Courthouse, and the County Administration Building. The main Board of Education offices for the Prince George's County Public School system are a short walk from Main Street. Additional businesses and government offices are located in the Old Mill complex a short distance from downtown.

The Town of Upper Marlboro hosts many events and fun activities throughout the year; including the annual Marlboro Day Festival & Parade. Other events range from Outdoor Movie Nights, Halloween Trunk or Treat, Lunchtime Lawn Concerts, Classic Car Shows, County Fairs, Fishing, Rodeos, Ice Cream Socials, and more.

## **PROJECT BACKGROUND AND GOALS**

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The Town of Upper Marlboro, with the newly formed Town of Upper Marlboro Arts Council, is excited to announce a local call to professional Maryland mural artists or artist teams to design, fabricate, and install two murals on Main Street, Upper Marlboro. The Town of Upper Marlboro received a planning grant from the Maryland State Art Council to identify two (2) artists or artist's teams for this initiative. Once the finalists are selected for each site, the Town will apply for additional grant funding for the installation of each mural in Fall 2021.

The Murals on Main Street Project seeks to accomplish the following goals:

- Provide the Town of Upper Marlboro residents and visitors with an enriched environment on Main Street through two murals;
- Contribute to an inviting community space with engaging public art to promote communal activities and walkability in the neighborhood; and
- Reflect and celebrate the diversity of the Upper Marlboro community.

## SITE LOCATIONS

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The murals will be installed at two (2) site locations on Main Street in the Town of Upper Marlboro.



### ***Site location 1: 14707 Main Street (China Taste)***

- Painted Masonry (cinder block) no windows
- 82ft wide by 22ft high



### ***Site location 2: 5311 Water Street***

- Painted masonry (cinder block) with windows
- 36ft wide by 24ft high

## MURAL THEMES

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Awarded semifinalists for each site will attend a virtual community meeting to hear the thoughts and ideas from the community to help develop their final proposals. Each site location will focus on a specific theme:

### 1) Site location 1: 14707 Main Street- History of Upper Marlboro

This mural will celebrate the local history and showcase the accomplishments and achievements of local heroes, residents, and businesses in Upper Marlboro. The mural will acknowledge those before us who were a critical part of creating our community. Artist(s) selected for this site will have access to Town historical materials and can work with the Town of Upper Marlboro Historical Committee as advisors.

To learn more about the town history please click on and visit these links:

- [Walking/Driving Tour of The Historic Town of Upper Marlboro](#)
- [Town of Upper Marlboro Historical Archives](#)

### 2) Site location 2: 5311 Water Street- Artists Expression

Celebrating the artistry and design of Prince George's County and in the Upper Marlboro community, this mural is open to the artists' expression and dedicated to the artists' personal style. This mural can be abstract to figurative and should be a vibrant representation of the community and for all to enjoy.

## ELIGIBILITY

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The RFQ is open to professional muralists, artists and artist teams over the age of 18 who are current residents of Maryland.

## PROJECT SCHEDULE

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RFQ Released: Friday, March 26, 2021

**RFQ Deadline: Friday, May 14, 2021, 5:00 PM (\*\*EXTENDED\*\*)**

Semifinalists Notification: by Friday, May 28, 2021

Semifinalists Community Mtg. (virtual): TBD, by June 11, 2021

Semifinalists Proposal Due: Friday, June 25, 2021, 5:00 PM

Public Voting (virtual): June 28 – July 9, 2021

Finalist Notification: by Friday, July 16, 2021

## **REQUIRED APPLICATION DOCUMENTS**

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Incomplete or late applications or applications that do not follow the instructions and guidelines will be automatically deemed ineligible for review. The application requires the following documents entered into the application portal:

- 1) **Artist CV or Resume (maximum 2-page length):**
  - Please include name, address, phone number, and email address.
- 2) **Artist Statement (maximum 500 words):**
  - Please indicate in statement which site location you are applying for consideration:
    - Site 1; Site 2; or Both
  - Provide at least three (3) Professional References at the end of statement: include name, address, phone number and email address for each reference.
- 3) **Three (3) to five (5) projects/images uploads in jpg format of previous murals. Application allows you to add up to 3 additional views per project.**
  - Please add title, year, dimensions, materials used, a short description of the project, and price or cost of the project per upload.

**Submission Deadline- completed applications must be received by Friday, May 14, 2021, 5:00pm ET.**

## **SEMIFINALIST SELECTION**

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This competition is a two-step process:

- 1) The Town of Upper Marlboro Arts Council, will convene an Advisory Selection Panel, representing diverse interests including community residents, site owners, and artists, to review the qualifications of each applicant who responds to the RFQ. The panel will select up to three semifinalists for each site location based on qualifications, prior work, creativity, and overall capacity of the application to complete a mural project based on the artists/artist team uploaded application. Each semifinalist will enter into a design agreement with the Town of Upper Marlboro to develop a final site-specific concept proposal.
- 2) Mural Concept Proposal: Each semifinalist will be awarded a \$400 honorarium to create a site-specific proposal. The semifinalists will be invited to a community meeting to hear ideas from attendees to help develop their proposals. The final proposals will be made available online via the Town of Upper Marlboro website to allow community feedback and select their top choice. Once funding is secured for each project site, the Artist/Lead Artist whose design is selected as finalist will enter

into a fabrication agreement with the Town of Upper Marlboro for the fabrication and installation of the mural.

## **EVALUATION CRITERIA- SEMIFINALIST SELECTION**

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The Advisory Selection Panel includes individuals who make up the Town of Upper Marlboro Arts Council, community residents, site owners, and artists. The role of a panelist is to review and score eligible applications based on established review criteria to select the semifinalists only. Panelists participate in a group review of applications to discuss and comment on the merits and deficiencies of applications.

Successful applications shall:

- Submit all required documents within the application portal.
- Demonstrated artistic and design excellence through innovation and originality as evidenced in previous work.
- Demonstrate the artist or artist team leader is a practicing artist with a body of work, particularly to murals or large-scale outdoor installations.
- Previous work aligns to the goals and objectives of the project.

## **SEMIFINALIST PANEL REVIEW CRITERIA**

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### **Artistic and Design Strength: 40%**

- The artist or artist team has demonstrated artistic and design excellence through innovation and originality as evidenced in previous work.
- The artist or artist team artwork fits within the scope and goals of the project.
- The artist or artist team artwork should be appropriate for placement on an urban pedestrian site, including sensitivities to all ages, social, environmental, historical, and/or other relevant contexts.

### **Experience: 30%**

- The artist or artist team has professional experience including any commissions, collaborations, or projects involving the community and/or site-specific work.

### **Capacity/Management: 30%**

- The artist or artist team is equipped with managing a mural project and/or demonstrates a capacity to successfully manage the workflow of a project from implementation to completion which is evident in similar large-scale projects.

## **SEMIFINALIST MURAL CONCEPT PROPOSAL**

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The awarded semifinalist artist/artist teams will provide the following by Friday, June 25, 2021:

- 1) A written description of the proposed mural (maximum 500 words);
- 2) Concept renderings/drawings in jpg format of the proposed mural;
- 3) List of materials to be used for the proposed mural, including surface preparation and anti-graffiti coating;
- 4) Mural budget for the proposed mural inclusive of all costs; and
- 5) A tentative mural production schedule for installation.

## **TO APPLY**

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To apply to the Murals on Main Street Project RFQ, please use the below link to submit your application through the online platform with [EntryThingy](#).

Please go to <https://www.entrythingy.com/d=uppermarlboromd.gov>. Follow steps to create an account and submit all requested materials.

Terms of Entry: By submitting an application, the applicant affirms they have read and agreed to the guidelines and qualifications stated in the RFQ. In addition, the applicant further affirms they are the sole creator, or co-creator of the artwork, and who has exclusive ownership of all copyrights of the artwork submitted for review. Incomplete applications will be ineligible.

## **QUESTIONS**

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For questions or assistance with the application process please email the Town of Upper Marlboro Art Council at: [UMartscouncil@uppermarlboromd.gov](mailto:UMartscouncil@uppermarlboromd.gov).

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