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Request for Proposal: LOVEworks Mural

The Town of Damascus is seeking an artist for the commission of a mural to be located at 399 Trestle Street at the Town Pool. Please submit your complete proposal to Julie Kroll at recreation.director@damascus.org by 5pm EST on May 3, 2024.

Budget:

Up to \$1,500, grant funded by Virginia Tourism Corporation

Location:

399 Trestle Street at the Town Pool on a highly visible wall along the Virginia Creeper Trail.
Up to 49' W x 12.25' H painted brick wall. The mural could be edge-to-edge OR a portion of the wall.

Project Scope:

The main focal point of the mural must be the word, "LOVE." The mural should also include "Damascus" in a prominent spot to be visible in photo ops. A full wall, edge-to-edge design is preferred, but designs covering a portion of the wall will also be considered.

The artist is responsible for applying an appropriate primer and UV sealant. The Town of Damascus will remove existing signs from the wall in advance.

More about Virginia LOVEworks:

The LOVEworks program was established by the Virginia Tourism Corporation in 2013 as a statewide branding initiative to:

1. Promote travel to Virginia
2. Strengthen the awareness of the "Virginia is for Lovers" brand
3. Generate organic promotion

Now, there are more than 370 LOVEworks across Virginia. These serve as a popular photo-op and even drive visitation as travelers seek out new LOVEworks. Damascus would like to participate in the Virginia LOVEworks program, and in doing so, will add another unique piece of art to the Damascus Art Trail and create another landmark and photo-op for visitors. More at www.virginia.org/love.

More about Damascus:

Damascus, Virginia is best known for being located along the Virginia Creeper Trail and Appalachian Trail. We are a gateway town to Mount Rogers National Recreation Area and the highest peaks in Virginia. Residents and visitors love our stunning natural landscapes and access to a wide variety of outdoor recreation. Seven trails pass through town limits: the Virginia Creeper Trail, Appalachian Trail, Iron Mountain Trail, Mid-Atlantic Backcountry Discovery Route, TransAmerica Bicycle Trail/Route 76, TransVirginia Bike Route, and The Crooked Road. More about Damascus at www.visitdamascus.org.

Anticipated Project Timeline:

Deadline for submissions - May 3

Artist selection - early May

Completion of mural - Spring/Summer 2024

Proposals shall contain the following:

1. Letter of intent
2. Proposed mural design
3. Images of previous work
4. Proposed timeline for mural completion

Payment Terms:

All services provided shall be performed to the satisfaction of the Town of Damascus and in accordance with all applicable federal, state, and local laws, ordinances, rules, policies, and regulations. Payment for services will be made within thirty (30) days after receipt of a proper invoice for the amount of payment due, or thirty days after receipt of the goods or services, whichever is later. The Town of Damascus is exempt from taxation.

Per the Town's purchase procedure, the Town will seek to collect a minimum of three proposals for this project. The Town of Damascus has the right to reject all proposals if criteria are not met. Final selection is not based on the lowest bid.

Questions & Submissions:

Please contact Julie Kroll at recreation.director@damascus.org. Proposals are due by 5pm EST on May 3.

Mural Wall:



“The Strength of a Town Lies in the Confidence and Cooperation of Its People.”