

## **Large-scale Mural**

### **Roanoke: Yesterday & Today**

- **Organization:** City of Roanoke, Texas
- **Submission Deadline:** August 15, 2022
- **Budget:** \$15,000
- **Location:** Old Fire Station, 200 Main Street, corner of Main and Oak streets in downtown Roanoke

#### **Call Summary**

The City of Roanoke invites you to submit your ideas for a mural commemorating the 25<sup>th</sup> anniversary of Celebrate Roanoke. This large-scale mural is for the south and east sides of the Old Fire Station in downtown Roanoke. This mural will feature one or more interactive elements that highlight Roanoke's heritage and its current position as a business/entertainment destination.

The goal of this project is to give life to our downtown area while celebrating the rich history and small-town charm of our growing community. We hope to inspire all people who pass this site to learn more about the city and appreciate what Roanoke has to offer visitors and residents alike.

The City of Roanoke values public art and the important role public art plays in creating a vibrant community. The creation of public art will enhance the aesthetics of the area and contribute to the overall vibrancy of the community.

#### **Desired Scope**

It is highly recommended that you visit downtown Roanoke to not only inspect the building but also go by the Roanoke Visitor Center and Museum at 114 N. Oak Street. There you will learn the history of Roanoke, see photos of the old downtown and hear stories about local characters. If you cannot visit in person, email [kelli.thomerson@roanoketexas.com](mailto:kelli.thomerson@roanoketexas.com) or call 817-491-6090—museum employees will be happy to assist you in any way possible.

The scope of this project will highlight the past of Roanoke and incorporate the present growth of the city. This includes the first settlers in the 1840s, cattle drives, the Texas & Pacific Railroad arrival in 1881, the water towers and historic downtown. It's about a small, close-knit town where not one business closed during the Great Depression. Today it's about being the Unique Dining Capital of Texas, eclectic living and a thriving dining and entertainment destination.

The goals of this mural project:

- Commemorate the 25<sup>th</sup> anniversary of Celebrate Roanoke, the city's signature street festival
- Add character to the downtown area
- Celebrate Roanoke's rich history
- Engage the viewer beyond the project's installation with interactive element(s)

This mural should meet the following objectives:

- Graphically show the theme (no words)
- Be visibly understandable both by drive-by and foot traffic
- Be reflective of the community values
- Be appropriate for the chosen location and for the mission of the City
- Be original and unique to Roanoke
- Have durability and permanence, including resistance to weathering and ease of maintenance

### **Artwork Location Description**

The empty walls of the Old Fire Station are along the south side, turning into an “L” shape that includes the east side of the building. There are a total of five walls along the south side and five walls along the east side. The south wall faces Oak Street and the historic water tower. The east side also has a large utility box and electrical box which should be included in the design, and a tree which also may be included in the design. The east wall faces a public parking lot. The walls are 11 feet tall and together total 119 feet long—making the mural 1,309 square feet. The walls are primed and ready for work. [See photos below.](#)

- South wall 1: 11’ x 15’ 6”
- South wall 2: 11’ x 2’
- South wall 3: 11’ x 24’
- South wall 4: 11’ x 12’
- South wall 5: 11’ x 16’
- East wall 1: 11’ x 12’
- East wall 2: 11’ x 4’ 6”
- East wall 3: 11’ x 10’ 6”
- East wall 4: 11’ x 4’ 9”
- East wall 5: 11’ x 17’ 9”

**Deadline for Submission: August 15, 6 p.m.**

**Honorarium: \$15,000**

### **Submission Requirements**

1. Digital submissions are required. Please send to [kelli.thomerson@roanoketexas.com](mailto:kelli.thomerson@roanoketexas.com), or if the files are too large, you may mail or drop off a USB at Roanoke Visitor Center and Museum, 114 N. Oak St., Roanoke, TX 76262.
2. Provide portfolio and artist’s CV. Portfolio should be digital images of past work either grouped in a PDF or as .jpgs and labeled with the artist’s last name, image number and image title. Maximum of 5 images.
3. Provide specific scope and rendering of proposed art work. It must include designs for EACH wall and facing side of the building. Must be proportional to the actual dimensions. Submissions that are not to size proportionally will not be considered.

4. Provide a maintenance sheet that states how to maintain the artwork and what materials should be used
5. Artists must have liability insurance covering the City for the duration of the time they are working on a project after selection. Selected artist will also be required to sign a hold harmless agreement.

### **Approval and Awards Process**

After the submission deadline is complete, the Marketing/Tourism/Live Events team will present the submissions to the City Council on **August 23, 2022**, for the final selection. (Please note: City Council packets are open to the public, thus all selections will be made available online before the meeting. If you do not wish for your submission to be made public, please inform us upon submission.) The mural is expected to be completely finished by **September 30, 2022**.

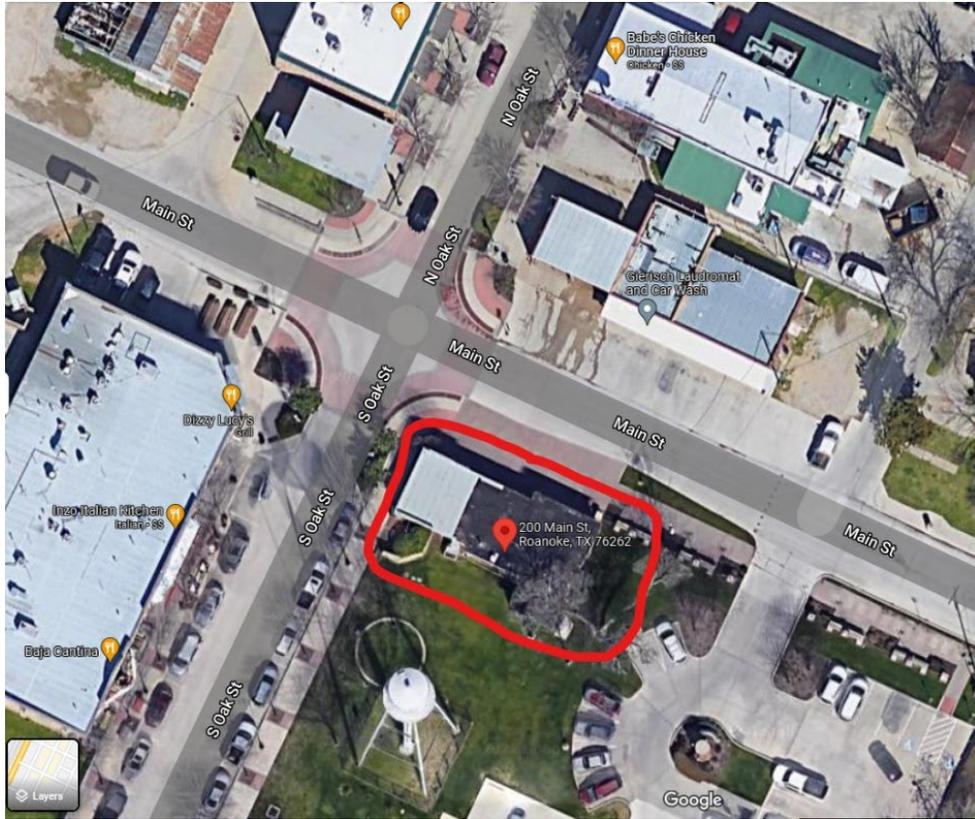
Half of the honorarium (\$7,500) will be given to the chosen artist(s) after the contract is awarded. The other half (\$7,500) will be paid upon completion. The total amount is inclusive of the design, supplies and painting process. The contract will include a yearly touch-up/maintenance stipend of \$500-\$1,000, length of which to be determined.

### **Unveiling Event**

The City will plan a kickoff event for the official unveiling of the mural at the **25<sup>th</sup> anniversary of the Celebrate Roanoke festival on Saturday, October 8, 2022**. This event will attract up to 25,000 festival-goers. The artist will be a guest of honor, and their work will be promoted on the City's website and social media.

Questions? Email [kelli.thomerson@roanoketexas.com](mailto:kelli.thomerson@roanoketexas.com)

### **Location Overview**



**South wall**





**East wall**

