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ENVISION WESTMINSTER!

ARTIST REQUEST FOR PROPOSALS

Mural Design Competition and Guidelines

APPLICATION OPENS:	MARCH 24, 2025
SUBMISSION DEADLINE:	MAY 15, 2025
COMMUNITY VOTING:	MAY 19-30, 2025
WINNER ANNOUNCED	JUNE 6, 2025
INSTALLATION	SPRING 2026

CITY OF WESTMINSTER

VISION

Westminster is a safe, healthy, and engaged community where new ideas and sustainable innovation enhance the community’s quality of life and create economic opportunity for today’s residents and future generations.

CARROLL COUNTY ARTS COUNCIL

VISION

The Carroll County Arts Council (CCAC) aspires to be a vital community resource promoting equal opportunity for all to pursue, enjoy, and understand the Arts.

MISSION

The Carroll County Arts Council strengthens and enriches Carroll County, culturally and economically, by promoting the Arts, arts education, and diverse cultural expression. Through innovative programming, community collaboration, and active facilitation, we strive to integrate the arts into everyday lives of the community.

MARYLAND STATE ARTS COUNCIL

VISION

The Maryland State Arts Council (MSAC) plays an essential role ensuring every person has access to the transformative power of the arts.

MISSION

MSAC's mission is to advance the arts in our state by providing leadership that champions creative expression, diverse programming, equitable access, lifelong learning, and the arts as a celebrated contributor to the quality of life for all the people of Maryland.



This public art project is supported by the Maryland State Arts Council (msac.org)



Individuals who do not use conventional print may contact the Carroll County Arts Council to obtain this publication in an alternative format. 410-848-7272 or info@carrollcountyartscouncil.org



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TTY: Maryland Relay 1-800-735-2258 or 711

ENVISION WESTMINSTER! ARTIST REQUEST FOR PROPOSALS

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ENVISION WESTMINSTER! ARTIST REQUEST FOR PROPOSALS

OVERVIEW

Through Maryland State Arts Council resources, the City of Westminster and Carroll County Arts Council are partnering to celebrate the stories, culture, and legacy of Westminster, MD through public art.

PURPOSE & OBJECTIVES

The purpose of the project is to empower Maryland artist, individuals, and organizations to help tell Westminster's story through creative and impactful imagery.

The objectives of the project are to:

- Actively engage the community's diverse group of artists and non-profit organizations through design.
- Promote engagement through interactive, educational, and/or cultural tourism opportunities represented in/by the art.
- Enhance the streetscape of downtown Westminster and expand the presence of public art in the community, attracting new visitors to the downtown area.

The Maryland State Arts Council defines Public Art as

"Art that is created intentionally for a place and space in the public realm, regardless of whether it is situated on public or private property. Located indoors or outdoors, public art is free and accessible to everyone. Public art can include: expressions of community values or enhancements to an environment, and can raise awareness of an unseen narrative. Public art supported by MSAC grants must have a physical presence and a lasting impact on the place and community where it is installed."

EXACTLY WHAT IS A MURAL?

A mural is a large artwork that is painted or applied directly to a wall, ceiling, or other permanent surface.

Mural painting is inherently different from all other forms of pictorial art in that it is organically connected with architecture. The use of color, design, and thematic treatment can radically alter the sensation of spatial proportions. In this sense, murals are the only form of painting that is truly three-dimensional, since it modifies and partakes of a given space.

ELIGIBILITY

Once a mural is painted on an outdoor location it becomes public art. Thus, this is an incredible opportunity to have one's art on display for all residents and visitors to enjoy.

Who May Apply

Independent Artist must be:

- An artist or collaborative group of artists not directly affiliated with a larger arts organization or program
 - In the case of collaborative groups, 50% or more of the members must be Maryland residents.
- Maryland resident (i.e., owning or renting residential property in Maryland six months before the application's submission and throughout the funded project) who is 18 years of age or older.
- Not enrolled in any matriculated high school, undergraduate or graduate degree program at the time of application and throughout the grant activities outlines in the application.
- Available to fully execute the proposed design.

Organizations of Art Programs must be one of the following:

- Nonprofit organization (i.e., an organization with an IRS-designated 501(c)(3) status) based in Maryland
- Nonprofit, Maryland-based fiscal sponsor organization applying on behalf of a Maryland-based group, project, or artist(s) with whom it has a Model A fiscal sponsorship agreement in place (i.e., comprehensive sponsorship, in which the assets, liabilities, and exempt activities collectively referred to as “the project” are housed within the fiscal sponsor)
- Unit of government (e.g., town, city, county, state, etc., with the capacity to undertake an arts program)
- College or university (i.e., an established higher education institution in Maryland) School (i.e., a public or private school serving students in grades pre-kindergarten through 12)
- Available to fully execute the proposed design.

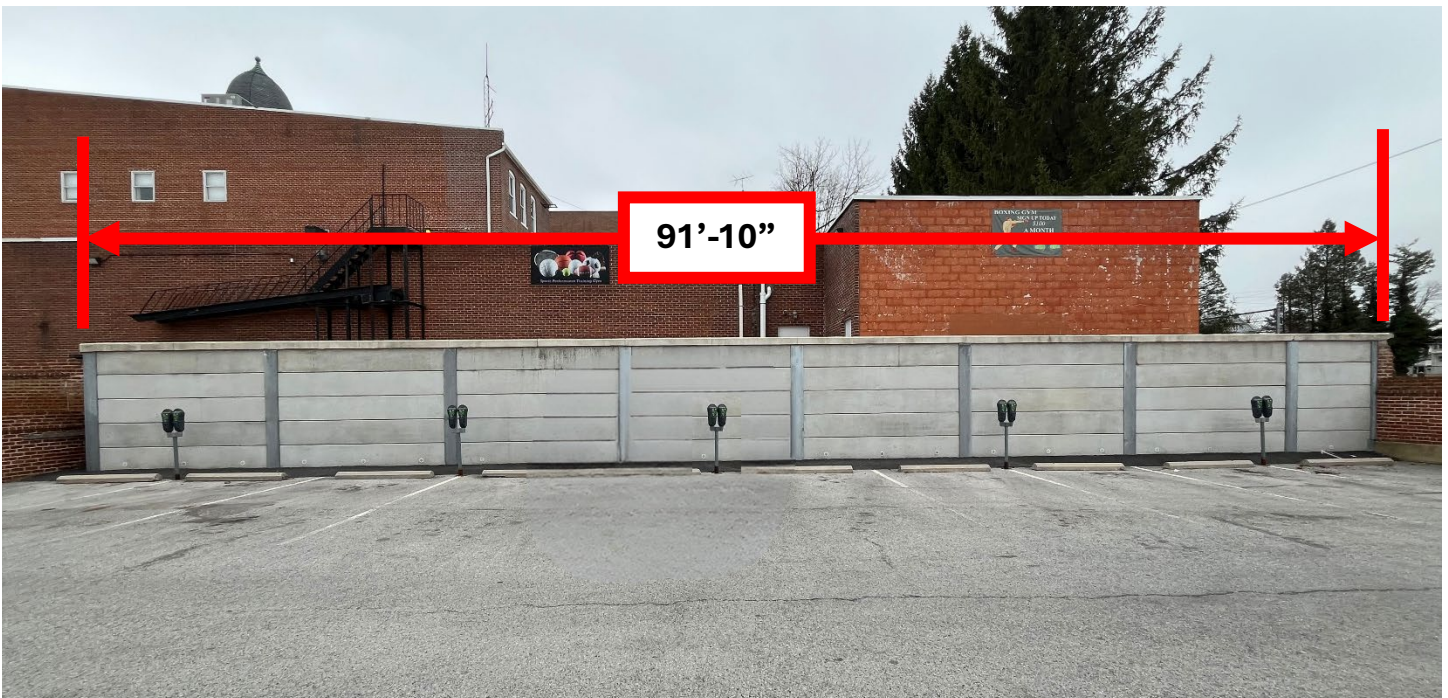
GUIDELINES & RESOURCES

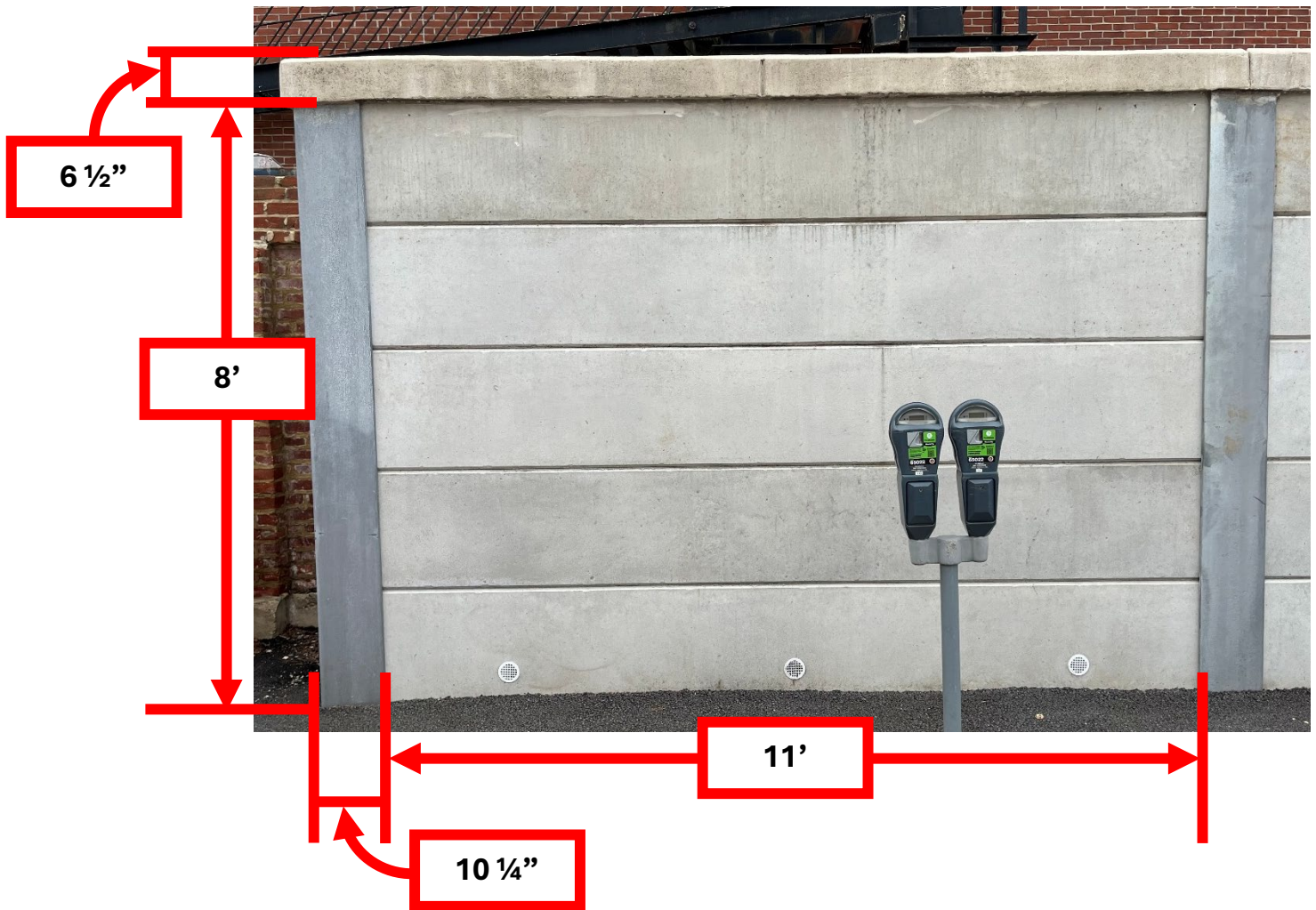
This section provides specific information about how to participate in the Envision Westminster! Mural Design Competition. The process is designed to safeguard the interests of the applicant, the community and the building/property owner. The information is presented to assure that the murals created within the City of Westminster under this streetscape program enhance the community’s appearance without causing any negative impact on public safety or welfare.

Site Location

The mural is to be executed on the concrete and steel wall on the Southeast side of the Diffendal Parking Lot in downtown Westminster (the lot is located behind 54 E Main Street).

The wall consists of seven (7) concrete sections each measuring approximately 11 ft wide by 8 ft high within 10 ¼” steel beam frames and capped with a 6 ½” concrete header. One smaller section on the right side measuring 5ft wide and 8 ft high. No part of the wall may be removed or altered as part of the installation.





Budget

The completion of this project is fully dependent on grant funding through the Maryland State Arts Council's Public Art Across Maryland New Artworks Grant. While planning funds have been awarded, the winning applicant's proposal will be used as a direct resource for applying for installation funds. The applicant is responsible for submitting a thorough budget estimation for the full scope of the installation including site preparation and priming, material and labor. See **Application** for more information.

Things to consider when preparing your proposal...

- The mural may integrate the existing frames to create the effect of individual panels or propose a singular tableau spanning the entire wall length, or some combination of both.
- This mural is intended to become a destination in the city while enhancing the overall public environment.
- The mural will be publicly accessible 24 hours a day.
- As a parking lot, vehicles will randomly and regularly obstruct part of the view.
- The mural should not detract from its surroundings nor have an adverse impact on adjacent properties, but enhance the area.
- Colors, though vibrant, should be complementary and harmonious with the exterior colors of the surrounding buildings.
- The proposed mural must not require altering the wall's architecture or structure to accommodate the mural design.

Materials

The project's materials should be limited to long-lasting paint appropriate for exterior use. No three-dimensional elements may be applied by adhesive or other bonding material.

The City will work with the artist to prepare the surface to ensure the mural will last a long time. This may include pressure washing and/or wall surface base painting. Once the painting is completed, the artist may sign his/her design.

After installation is complete, a special anti-graffiti coating must be applied by the artist to protect the design. This step will serve to safeguard the mural from vandalism, protecting the City and community at large.

Special Prohibitions

Because the site location is an active public parking lot, the following special prohibitions apply:

- No logos, slogans, or advertisements, either direct or indirect, may be incorporated into the mural design.
- No design element(s) that could potentially result in a pedestrian or driver of a vehicle interpreting the element(s) as directive may be incorporated into the mural design, e.g., traffic iconography or language.
- No design elements that are illusionary and that could cause a visual distraction or confusion to a pedestrian or driver of a vehicle.
- No highly reflective paints or other materials, such as fluorescent, mirror, metallic, may be incorporated into the mural design.

SUBMISSION PROCEDURES

SlideRoom

All applications are submitted via the secure, online application management system SlideRoom. Applicants must Log-In or create a free account at carrollcountyartscouncil.slideroom.com. When creating an organizational account, it is recommended that an organizational email be used rather than a personal email when applicable.

- Applicants are required to complete and submit their application by electronic means, including the use of an electronic signature.
- **DEADLINE:** Completed applications must be submitted via SlideRoom with all required attachments by the appropriate deadline: **May 15, 2025**
 - Applicants must click the "Submit" button and SlideRoom must accept the application by 11:59pm to meet the deadline. Upon successful submission, applicants will receive an onscreen confirmation message and an email from SlideRoom.
- Lost, misdirected or late applications are the sole responsibility of the applicant.
- Technical support for SlideRoom is available by contacting support@slideroom.com. Responses are typically provided within 48 business hours.
- CCAC Staff are available for application assistance during regular business hours.

Application

The following is mandatory Documentation required for a complete application:

Individuals: Artistic resume, one (1) image of prior artwork completed by the artist, mission or statement of purpose, driver's license or other state or federal identification (such as a passport) that shows date of birth, and proof of residency (utility bill, lease, mortgage, or other form of documentation).

Organizations: EIN, artistic resume, one (1) image of prior artwork completed by the group, board of directors with titles and outside affiliations or leadership team, bylaws or other governing documentation.

All applicants must provide:

- Current Form W-9
- Detailed Cost Estimate for Mural Execution
- High Resolution image of proposed design that FULLY communicates the proposed artwork and how it will appear installed. (Designs can be created digitally or physically, but must be saved, scanned, or otherwise available for upload by electronic means.)

All applicants are required to submit a Form W-9 upon application submission. The address on the Form W-9 must match the address in the applicant information entered into SlideRoom. If awarded, funds will be made payable to the entity and address indicated on the Form W-9.

In addition to the mural design, submission review and selection is based on clear, specific, and thorough responses to the application questions. They are structured to provide a framework in which to present a cohesive picture of the artist vision and expertise.

Application Prompts and Review Criteria

Application Prompt	Review Criteria
1. Project Description Please provide a detailed description of the proposed public art mural including: - Artwork concept/meaning - Creation and Installation process including materials, color, and finish.	Excellent to Outstanding – 30 Points A clear, specific, and detailed written description that aligns with the submitted design and communicates strong feasibility.
2a. Describe the community Please describe the community that will be impacted by the mural, including primary stakeholders who you believe would be affected by this new work.	Excellent to Outstanding – 20 Points A clear, specific, and detailed description of the community and community engagement that strongly centers around the chosen theme or value.
2b. Community Engagement Describe how the community will engage with the artwork overtime and how this engagement meets the needs of the community.	
3. Prior Experience Please describe your experience as an artist, demonstrating your ability to successfully manage and implement the project. The artist’s experience should align with the submitted design and resume.	Excellent to Outstanding – 15 Points Clear, specific, and detailed evidence of experience that communicates strong feasibility to implement project.
4. Project Schedule In SlideRoom, complete the schedule chart with dates for the process described in Question 1. Activities cannot start until April 1, 2026.	Excellent to Outstanding – 15 Points A clear, specific, and realistic schedule of dates and activities that align with Question 1 and communicate strong project feasibility.

<p>5. Project Budget In SlideRoom, fill out the budget chart detailing project expenses. Expenses may include Artist Fee(s), Artwork Materials, Site Preparation, and Installation. Additional categories specific to the project may be added.</p>	<p>Excellent to Outstanding – 15 Points A clear, specific, and realistic project expense budget that aligns with the project description, artwork, and indicates strong project feasibility.</p>
<p>6. Maintenance Please describe the maintenance and oversight required to maintain the mural. The description should include vandalism, durability, and seasonal exposure.</p>	<p>Excellent to Outstanding – 5 Points A clear and specific description of maintenance.</p>

EVALUATION & SELECTION

Evaluation

In addition to the Application Prompt Review Criteria above, mural designs will be evaluated based on the following criteria:

- Relevance of the proposed design to the City of Westminster, its values, culture, and people.
- Murals should reflect one or more of the following themes:
 - Natural beauty of the area
 - Westminster history
 - Health and wellness
 - Local culture, arts, or education
 - Inclusive community or hospitality
- The relationship of the work to the site and the community, especially how it activates or enhances the space or public surroundings.
- Appropriateness of the scale of the artwork to the site.
- Suitability of the work for outdoor display, including its overall durability or longevity.

Selection

The Envision Westminster! Mural Design Competition Selection Committee will select five (5) finalists from the roster of eligible entries using the selection criteria described above. Projects not meeting all the design criteria or guidelines may be eliminated from the competition. Finalists may be individuals or organizations. Each finalist will be awarded a \$450 prize. The final design selection will be by virtual vote from City of Westminster residents! The winning design will receive an additional \$750 prize.

SCHEDULE

Activity	Date
APPLICATION OPENS:	MARCH 24, 2025
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ARTIST CONTRACT & LEGAL

General

The selected artist, team, or organization must contract directly with the Carroll County Arts Council, who will manage all financial aspects of the project.

The selected artist, team, or organization must maintain registration as a Maryland resident or vendor and adhere to all applicable State and County permitting, licensing, and taxation requirements for the duration of the contract.

The City must agree to allow the mural to be undisturbed for five (5) years (unless unforeseen/extenuating circumstances prevent it). At this time, the appropriateness and durability shall be reviewed, and future plans may be determined.

If an organization's mural design is selected, its execution must be overseen by a qualified artist, with sufficient knowledge and experience with the application of mural materials.

Maintenance

The finalist must provide a maintenance manual at project completion of with the following:

- A complete list of all materials used detailed by manufacturer, common product name, and part number (for paints, each color counts as a single list item).
- Instructions for regular cleaning, including schedule and recommended products and techniques.
- Instructions for making minor repairs, including process details, tools, or other needed equipment.
- Instructions for making major repairs, including process details, tools, or other needed equipment.

Ownership Rights

The artists should sign and date their work. The design, as a part of the competition, becomes a part of the cityscape and property of the City of Westminster, with recognition given to the artist. The City of Westminster (and all affiliates) and the artist may freely use the photos on websites and in any promotional materials.

Copyright

The copyright logo © and date are legally sufficient for copywriting the mural. The artist should also sign the mural. An official copyright may be obtained by applying to the Copyright Office at the Register of Copyrights, Library of Congress, Washington D.C. 20559.