

MURAL

WORKS

City of Los Angeles
Department of Cultural Affairs (DCA)
Public Art Division

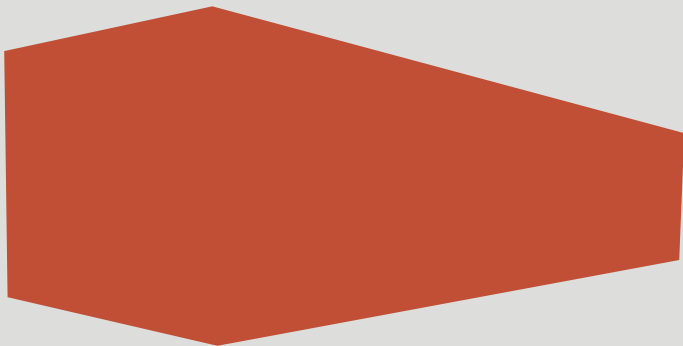
New Youth and Creative Workers
Mural Program
Request for Proposals (RFP)



Mural Restoration and Conservation Projects

The Department of Cultural Affairs (DCA) is seeking muralists to propose their own historically significant murals located in the City of Los Angeles that need conservation. The mural conservation proposal must include a paid youth apprenticeship opportunity for young people from the murals local neighborhood. Selected mural conservation projects should also depict the social justice themes of the mural, notable cultural figures, or important histories that are meaningful to residents.

Preservation of these historic murals will serve as cultural markers, connect them to the social justice themes of today, and inspire multiple conversations between the past and the present.



Background and Context

Mural Works is a pilot program developed by the Department of Cultural Affairs (DCA) in response to Mayor Garcetti's FY21/22 adopted Social Justice Budget to help offset the ongoing economic impacts of the COVID-19 pandemic incurred by muralists and young people in lower socio-economic communities.

Mural Works will allocate funding to muralists and young people living and/or working in neighborhoods that have heretofore gone underserved during the pandemic. It will provide opportunities for personal and professional growth to muralists



who are interested in hiring and training the next generation of muralists in our city. It will also provide paid jobs for young people in those neighborhoods while providing a public mode for healing in this tumultuous time.

To align with the goal of increasing equity, DCA will prioritize the mural restoration projects in neighborhoods that have been most affected by the COVID-19 pandemic. Specifically, neighborhoods with high poverty rates, higher population densities, and neighborhoods with higher populations of people of color who have borne the largest brunt of this pandemic. The funding allocation model will weight submissions based on the applicant's alignment with the program goals and proposed locations.

Goals

The Program will be to provide funding directly to muralists to work with, and train, young people in the process of mural conservation projects.

The main goals of Mural Works are to:

- Provide more opportunities to local muralists who have been financially impacted by the pandemic.
- Invest in paid youth apprenticeships and mentorships.
- Improve the visual landscape in lower socioeconomic neighborhoods.
- Increase viewership online that will reimagine public art in the city; and
- Connect social justice issues in historical murals to the social movements of today.

Youth Workers

DCA has identified the [Economic & Workforce Development Department](#) and the [Youth Development Department](#) as resources to help muralists locate young people looking for paid work opportunities.

Criteria

Muralists interested in conserving their own historic murals and working with youth apprentices are encouraged to apply. Strong mural conservation proposals will demonstrate:

- The mural is located within the City of Los Angeles and is more than 15 years old.
- Muralist(s) have experience or an interest in working with young people and/or apprentices and demonstrate a history of restoring murals.
- The mural has maintained a strong connection to the neighborhood where it's installed and contains themes that center around social justice issues.
- Proposals that align with the program goals in the geographic areas that reflect lower socio-economic data will be prioritized.

Eligibility

This Request for Proposals (RFP) is open to professional muralists and muralist teams living in the County of Los Angeles. Muralists or muralist teams on other DCA pre-qualified lists who have not received a commission in the past year are eligible to apply. Organizations and employees of the City of Los Angeles are ineligible to apply. Teams selected through this RFP must retain the same members as stated in their original application. Muralist teams may not change over the life of the commissioned project.

Budget

Project budgets will range from \$10,000 to \$25,000, and should be inclusive of all costs including labor, equipment, rentals, materials, permits, youth stipends, general liability insurance, and a 15% contingency. The application of a permanent protective mural coating will be coordinated and paid for separately by DCA through a separate city contractor. Project funding is through the DCA adopted FY21/22 budget.

Selection Process

A selection panel composed of, but not limited to, curators, historians, conservators, and muralists will convene to review the submissions and rank the murals most in need of repair. The panel will select up to twenty (20) proposals to receive a commission. Commissioned muralists will be required to comply with all City Codes regarding safety, accessibility, seismic, and/or other issues as required for the project. Muralists and mural teams must be available to attend multiple meetings with DCA and other City officials.

Virtual Q&A Workshop

DCA will host an optional virtual workshop to answer questions from muralists interested in responding to the RFP prior to submitting a proposal. To register, please fill out the [RSVP](#) by **Tuesday, January 16th**. A zoom link to the meeting will be emailed to you for the workshop scheduled for **Wednesday, January 17th, at 6pm**. For those unable to attend, a recording of the workshop will be available on muralsla.org.



How to Apply

The deadline to apply is **Monday, February 19th, 2024 at 11:59pm**. Applications must be submitted online via [AIRTABLE](#). We strongly recommend that you prepare your application materials before uploading to the online application. There is not an option to save changes and return to the application. Incomplete applications will be deemed ineligible and will not be considered.

A complete application must include:

Project Information Form

- Lead artist contact information
- Property owner contact information (if available)
- Conservation or restoration team contact information (if applicable)
- Mural title, year of creation, mural location address, square footage (W x H), and total project budget

Artist Questions (Maximum: 250 words)

- What is your experience working with young people in the arts?
- What social justice issues drive your work?

Attachments (Do not exceed 1 MB each)

JPG Format

- Image of mural in original condition (1 image)
- Image of mural in current condition (1 image)
- Images of a previous mural restoration project (3-5 images maximum)

To view or download this RFP online, please visit: culturela.org/calls

Rights and Responsibilities

DCA reserves the right to decline all applications to this RFP, and/or cancel this RFP, or any roster of pre-qualified artists, at any time. This RFP is subject to the City's Campaign Finance, Contractor Responsibility, Equal Benefits, Equal Opportunity, Living Wage, Minority/Women Business Enterprise, and Slavery Disclosure Ordinances, as well as any other ordinances in effect in the City of Los Angeles.

PDF Format

1. Mural description

Maximum 500 words. Describe how the mural addresses the theme of social justice.

2. Work plan for restoration

Maximum 500 words. Describe how you will restore the mural from beginning to end.

3. Work plan for youth apprenticeship(s)

Maximum 250 words. Describe how you will hire and work with youth apprentices to help restore the mural.

4. Letter of permission from property owner

Do you already have written permission from the property owner to restore the mural? If not, will you be able to get permission from the property owner before the project starts? (The property owner is named on the County Assessor's Record and is the legal authority to grant permission). DCA will require the property owner to agree to hosting the conserved mural for a minimum of 5 years.

5. Letter of verification that you are the original artist of the mural or a letter of permission from the original artist or legal owner(s) (if restoring another artist's work).

6. Curriculum vitae of lead artist

Applicants are encouraged to register on the Regional Alliance Marketplace for Procurement (RAMP) website: <https://www.rampla.org/s/>. Technical support for RAMP may be requested on their support page: <https://www.rampla.org/s/support>.

About DCA

As a leading, progressive arts and cultural agency, DCA empowers Los Angeles's vibrant communities by supporting and providing access to quality visual, design, literary, musical, performing, and educational arts programming; managing vital cultural centers; preserving historic sites; creating public art; and funding services provided by arts organizations and individual artists.

Questions

For technical guidance with the Airtable platform, visit [Airtable's support page](#). For questions about this RFP, please contact Yami Duarte, DCA Public Art Division, at: dca.publicart@lacity.org with subject line "DCA Mural Works."

Application Deadline

2.19.24