

## Section I. General Information

Bid Number: SMS #2025-100

Requesting Organization: Stuart Main Street Association, Inc.

Contact Person: Candace Callahan, Executive Director

RFP Committee: Candace Callahan, Christopher Vitale, Jodi Riley

Title of Project: Flagler Park Art Mural Project



## Section II. Overview and Instructions

**Purpose:** Stuart Main Street Association, Inc. seeks an organization or individual to plan, design, and execute a large-scale art mural project on City of Stuart-owned property in a public location. This art mural concept is designed to engage the public in the art process while simultaneously providing a narrative and design illustrating the City of Stuart's, specifically Historic Downtown Stuart's, story. Telling its history and sharing its unique landscape and surrounding eco-system.

**Theme:** Artists creating work for a request for proposals (RFP) for Stuart Main Street should focus on themes that reflect the area's **unique character, history, and natural beauty**. This includes both Flagler Park and the historic downtown area.

Flagler Park is a central waterfront green space located at the base of the Roosevelt Bridge along the St. Lucie River. The park's key features and themes include:

- **Natural Elements:** The river, palm trees, and lush greenery.
- **Recreational Activities:** Playgrounds, basketball courts, paved walkways, and a fishing pier. It's a community hub for events like farmers markets and concerts.
- **Waterfront Views:** The park offers stunning views of the St. Lucie River, making its coastal setting a significant subject matter.

The Downtown Stuart area is characterized by its rich history and vibrant community. Appropriate artistic subjects for this area include:

- **Pioneer History:** Stuart's origins as a pineapple farming and fishing community, its initial name "Potsdam," and early settler families. The Stuart Heritage Museum, located in a 1901 building, is a key historical landmark.
- **Architectural Heritage:** The area's unique historic architecture, Frame Vernacular and Victorian styles.
- **Local Culture:** The downtown area is known for its art scene, with numerous galleries, murals, and mosaics. It is also famous as the **"Sailfish Capital of the World,"** a theme that can be depicted in various art forms.
- **Community Life:** The area is a hub for festivals, events, and local businesses, reflecting a lively, small-town atmosphere.

Artistic submissions for the RFP could explore the intersection of these themes, such as the relationship between the historic buildings and the river, or the evolution of the town from its pioneer roots to a modern, cultural destination.

**Organization Background:** Stuart Main Street envisions a vibrant, sustainable Historic Downtown Stuart for residents, businesses, and visitors. Embracing the future while preserving the past, the Historic Downtown is a center for community life in Stuart and the larger surrounding community and home to an active spirit of civic pride and entrepreneurship, public and private sector cooperation, and the community's historical and cultural heritage. Stuart Main Street uses the Main Street Four Point Approach® to create and promote a positive downtown experience for residents, businesses, and visitors. Specifically, Stuart Main Street works to:

- Build community consensus and use resources collaboratively;
- Maintain a distinctive appearance in keeping with downtown's Old Florida charm;
- Stabilize the economic environment, strengthening and retaining existing businesses and filling vacancies;
- and, Market a positive image of the downtown through advertising, public relations and digital media, and retail and special events.

**Length of Contract:** November 1, 2025 - April 30, 2026, or earlier if all deliverables are met. The length of the contract may also be extended as needed, and if agreed upon by both parties.

**How to Submit:** Please send your proposal/art mock-up and cost quote via email to [director@stuartmainstreet.org](mailto:director@stuartmainstreet.org) no later than September 19, 2025. A final decision will be made by October 1, 2025.

### Section III. Scope of Work

1. Complete the attached Artist Application Form
2. Identify the following in your proposal:
  - Artistic medium
  - Timeline for completion
  - Proposed itemized budget (i.e. fees, supply costs, preparation of wall prior to installation, other associated costs)
  - Artist(s) resume to include a brief summary of work, including experience with murals (exterior and/or interior)
  - Proof of insurance
  - A mural maintenance program:
    - The mural shall be maintained for a minimum of 5 years and shall be the responsibility of the artist.
3. The following items are desired, but not required:
  - References for previous projects
  - Images and/or reviews of previously completed works
    - Describe the size, materials, cost, and location of other public works

#### Section IV. Deliverables and Deadlines

| Deliverable Description   | Documentation  | Due Date          |
|---|--|-------------------|
| 1. Provide a final mock-up of artwork for approval by SMS and City officials                                      | One PDF and digital files for slide presentation of the proposed artwork with media types and process outline                | December 31, 2025 |
| 2. Execute public art creation and installation in partnership with SMS staff                                     | Public event flyers, social media posts, and photos from event   | March 15th, 2026  |
| 3. Complete and provide a final report to include photos of the completed artwork and maintenance recommendations | 3-5 photos of the final product and a written recommendation for any artwork maintenance, including schedule and procedures. | April 1, 2026     |

#### Section V. Additional Information

Site address: 221 SW Flagler Ave, Stuart, FL 34994

Additional site details: <https://www.cityofstuart.us/Facilities/Facility/Details/Flagler-Park-2>

All proposers must agree to comply with guidelines and regulations through Stuart Main Street Association, Inc. and the City of Stuart. If selected, a full application, project budget, and contract will be required. Deadlines are non-negotiable.

Reviewers will consider the following criteria in selecting a service provider for this RFP:

- Ability to produce the described deliverables
- Experience in providing art mural creation services in public spaces
- Cost
- Intention to adhere to deadlines

***\*Site photos with dimensions on next pages:***



*"Embracing the Future, While Preserving the Past"*





*"Embracing the Future, While Preserving the Past"*



***\*Application on next page***

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## Stuart Main Street Flagler Park Mural Project

### Artist Application

Stuart Main Street is seeking an artist or artist team to create a new mural in Flagler Park. This project is a key part of our ongoing mission to beautify and revitalize historic downtown Stuart, creating a vibrant and welcoming public space. We are looking for a design that reflects the unique character, history, and natural beauty of our city and the Treasure Coast.

#### 1. Artist Information

- **Artist Name(s):** \_\_\_\_\_
- **Company/Studio (if applicable):** \_\_\_\_\_
- **Contact Name:** \_\_\_\_\_
- **Email:** \_\_\_\_\_
- **Phone Number:** \_\_\_\_\_
- **Website/Portfolio Link:** \_\_\_\_\_
- **Social Media Handles (e.g., Instagram, Facebook):** \_\_\_\_\_

#### 2. Project Proposal- see RFP at [www.stuartmainstreet.org/bids](http://www.stuartmainstreet.org/bids)

##### Mural Concept

- **Proposed Title of Mural:** \_\_\_\_\_
- **Brief Description of the Concept:** (Describe your vision for the mural. What is the theme? What message will it convey? How does it align with the character of Stuart?)

##### Mural Specifications

- **Materials:** (Specify the type of paint, primer, and sealant you plan to use.)

##### Project Timeline

- **Anticipated Start Date:** \_\_\_\_\_
- **Estimated Completion Date:** \_\_\_\_\_



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