REQUEST FOR PROPOSALS (RFP)
Noyo Harbor Ice House Mural Project

Issue Date: April 15, 2025

Proposal Due Date: May 15, 2025, 3:00 PM PST

The Noyo Harbor District, in partnership with West Business Development Center, is seeking proposals from qualified mural artists or artist teams to design and paint a large-scale mural on the newly constructed Ice House located on the south side of Noyo Harbor in Fort Bragg, California. This iconic mural will serve as a public-facing artistic statement that honors the harbor's maritime history, working waterfront, tribal origins, and economic contributions to sustainable fisheries.

The Noyo Harbor District looks forward to seeing bold, creative proposals that highlight the rich maritime history and future of this vital coastal community.

Project Overview

Noyo Harbor has been a cultural and economic engine for over 72 years and remains one of the top commercial fishing ports in California. This working waterfront supports a variety of marine-based industries, tourism, and commercial and recreational fishing. As a strategic hub in the northern California blue economy, Noyo Harbor stands as a symbol of resilience, sustainability, and innovation. This mural will communicate those values to all who visit or work in the harbor.

The new Ice House structure is composed of three stacked shipping containers and provides a prominent and highly visible canvas within the harbor. The estimated mural space is south facing with dimensions of approximately 30’ height x 40’ width (360”x480”). This project is a key visual component of the Noyo Harbor Revitalization Project and should reflect the harbor’s cultural and maritime significance to the region.

Thematic Approaches

The following should be considered and addressed in the final artwork:

- **Working Waterfront:** Celebrate the legacy and labor of commercial fishing and maritime trades.
- **Tribal and Cultural Heritage:** Honor Indigenous presence and traditional ecological knowledge connected to the harbor and coastline.
- **Community:** Reflect Noyo Harbor’s identity as a gathering place for diverse communities and coastal traditions.

Scope of Work

The selected artist or artistic team will be responsible for:

- **Conceptual Design:** Conceptualize and submit three (3) distinct design proposals with narrative descriptions.

- **Surface Preparation:** Prepare the mural surface, as containers will be coated with Marine grade paint (Rodda-Speed enamel), to ensure wall preparation is the foundation for a long-lasting image.
- **Mural Execution:** The Painting of the mural on-site must be withthe use of high-quality quality durable all all-weather-resistant paints that will retain their color for a minimum of 10 years. Coordination and accommodation with the Harbor District regarding lift access, work schedule, and safety will be addressed before starting.
- **Cleanup and materials disposal:** Ensure there is a plan, upon completion, to dispose of materials that reflects environmental responsibility
- **Community Engagement (Optional):** We will support the artists and encourage engagement of local community members or harbor stakeholders as part of their design process.

SOW Deliverables

1. Artists must submit at least three preliminary design concepts for review, including a written narrative explaining each.
2. Final mural concept sketch and artist's narrative for public display
3. Final detailed mural materials list and specifications.
4. Execution plan, including access, scaffolding/lift needs, and surface preparation.
5. Complete the mural on Ice House by an agreed-upon date.

Proposal Requirements

Proposals must include the following:

1. **Artist Qualifications** – A brief biography and summary of relevant experience. Your process to deliver on the scope of work.
2. **Understanding of Project Objectives** – Describe how you will bring the harbor's history and identity visually to life.
3. **Samples:** Include photos or links to previous mural work. Proposals will not be considered without links to executed work samples
4. **Timeline** – Proposed schedule from preparation to final installation. Work may begin no sooner than **August 2025**. Ideally, we would like the mural completed within a three-month time frame
5. **Budget** – Itemized cost estimate should include
    1. artist fees
    2. materials and sealants
    3. travel (if applicable)
    4. subcontractor costs
    5. equipment rental (lifts, scaffolding, etc.)
6. **Team Information (if applicable)** – Roles and experience of each member.
7. **References** – At least three (3) references with contact information.

Artist Eligibility

• Artists must be able to provide an Internal Review Service W-9 form. International artists who meet these criteria are eligible to apply.

• Artists must have prior experience designing and managing the installation of a public outdoor
mural (not limited to asphalt art).
• Artists must be available for all on-site visits to Noyo Harbor during the installation period, with the potential to extend that schedule to accommodate any installation delays, such as rain.
• Artists must provide a Certificate of Insurance (COI) for the installation period.

Budget & Contracting

The budget for this project should not exceed $50,000. It will be based on the scope and complexity of the proposal.

Fees should include:

- ☐ Artist fees
- ☐ Travel and accommodations (if applicable)
- ☐ Equipment rental (lifts, scaffolding, etc.)
- ☐ Materials and sealants
- ☐ Assistants or subcontractors
- ☐ Insurance

Evaluation Criteria

Proposals will be reviewed by the Noyo Harbor Advisory Committee, and selection will be based on:

- Artistic Quality and Relevance (30%)
- Experience with Large-Scale Public Art creation (25%)
- Understanding of Project Themes and Goals (20%)
- Feasibility and Timeline (15%)
- Budget and Cost Structure (10%)

Submission Guidelines

Interested artists are **strongly encouraged to reach out *prior* to proposal development** to discuss project details, surface materials, and site logistics. Early consultation will help ensure alignment and project readiness. Contact via Email or Phone to schedule a meeting.

Proposals must be submitted via email by May 15, 2025 to:

West Business Development Center
ATTN: Mary Anne Petrillo
Email: maryanne@westcenter.org
Text or call: 510 504 3284

Subject Line: Noyo Harbor Mural Proposal – [Artist or Team Name]

The Noyo Harbor District reserves the right to negotiate the final terms and may amend the contract for additional services as needed.

PROPOSAL RETENTION AND AWARD

Noyo Harbor District reserves the right to waive non-substantial irregularities in any proposal, to reject any or all proposals, to reject or delete one part of a proposal and accept the other, except to the extent that proposals are qualified by specific limitations. All costs associated with responding to this RFP, including interviews, are entirely the responsibility of Artist(s).

COMPETENCY AND RESPONSIBILITY OF PROPOSER

Noyo Harbor District reserves full discretion to determine the competence and responsibility, professionally and/or financially, of proposers. Proposers will provide, promptly, all information that Noyo Harbor District deems necessary to make such a decision.

PAYMENT OF TAXES

The contract prices shall include full compensation for all taxes that the Artist(s) is required to pay. See more information at https://www.ftb.ca.gov/forms/misc/1017.html.

PAYMENT TERMS

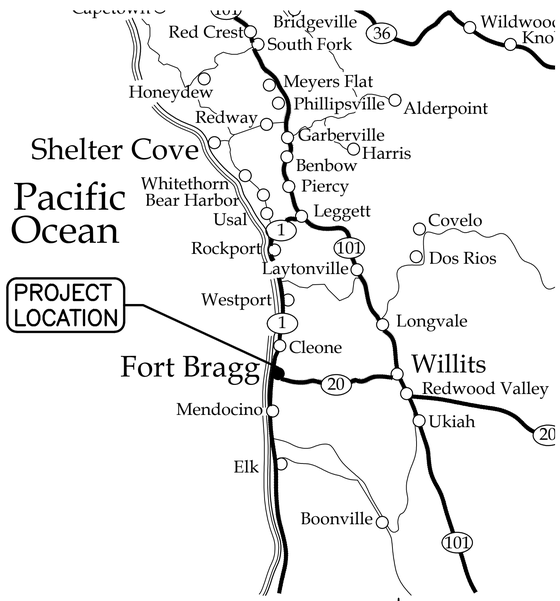
Preferred Payment terms are

- 25% of the fee (Net30) upon receipt of Noyo Harbor Purchase Order,
- 25% of the fee (Net30) upon completion of the design and readiness to commence installation of the work.
- 50% balance of the fee and travel expense reimbursement (Net30) are upon complete installation and acceptance of the project.

Itemized invoices are *required* for payment requests.

NOYO HARBOR DISTRICT
ICE HOUSE

19101 SOUTH HARBOR DR.
FORT BRAGG, CALIFORNIA



LOCATION MAP
NTS

PREPARED BY:

MARCH 2025

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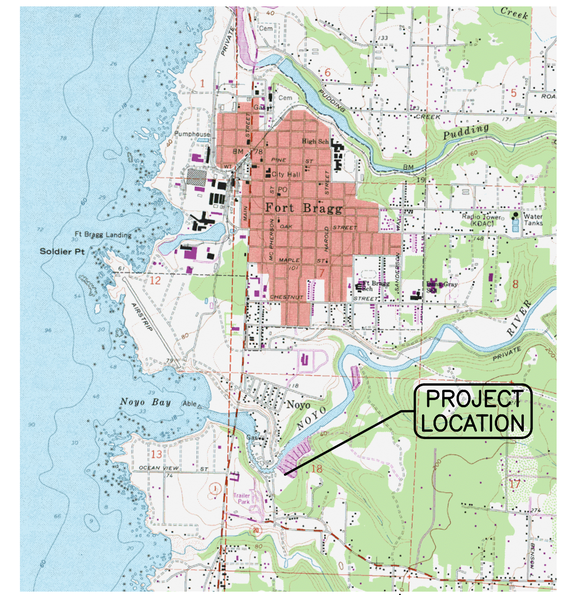

VICINITY MAP
NTS

REGISTERED PROFESSIONAL ENGINEER
JASON G. ISLAND
NO. 64809
CIVIL
STATE OF CALIFORNIA
3/11/25

VERIFY SCALES
BAR IS ONE INCH ON ORIGINAL DRAWING
0 1"
IF NOT ONE INCH ON THIS SHEET, ADJUST SCALES ACCORDINGLY

SHN
335 S. MAIN ST.
WILLITS, CA. 95490
WWW.SHN-ENGR.COM
707-459-4518

NO.	DATE	REVISION	BY

DSGN JGI
DR CDN/JTN
CHK JGI
APVD

NOYO HARBOR DISTRICT
ICE HOUSE
FORT BRAGG, CALIFORNIA

COVER

SHEET G1.0
SEQ
DATE 03/2025
PROJ. NO. 424053

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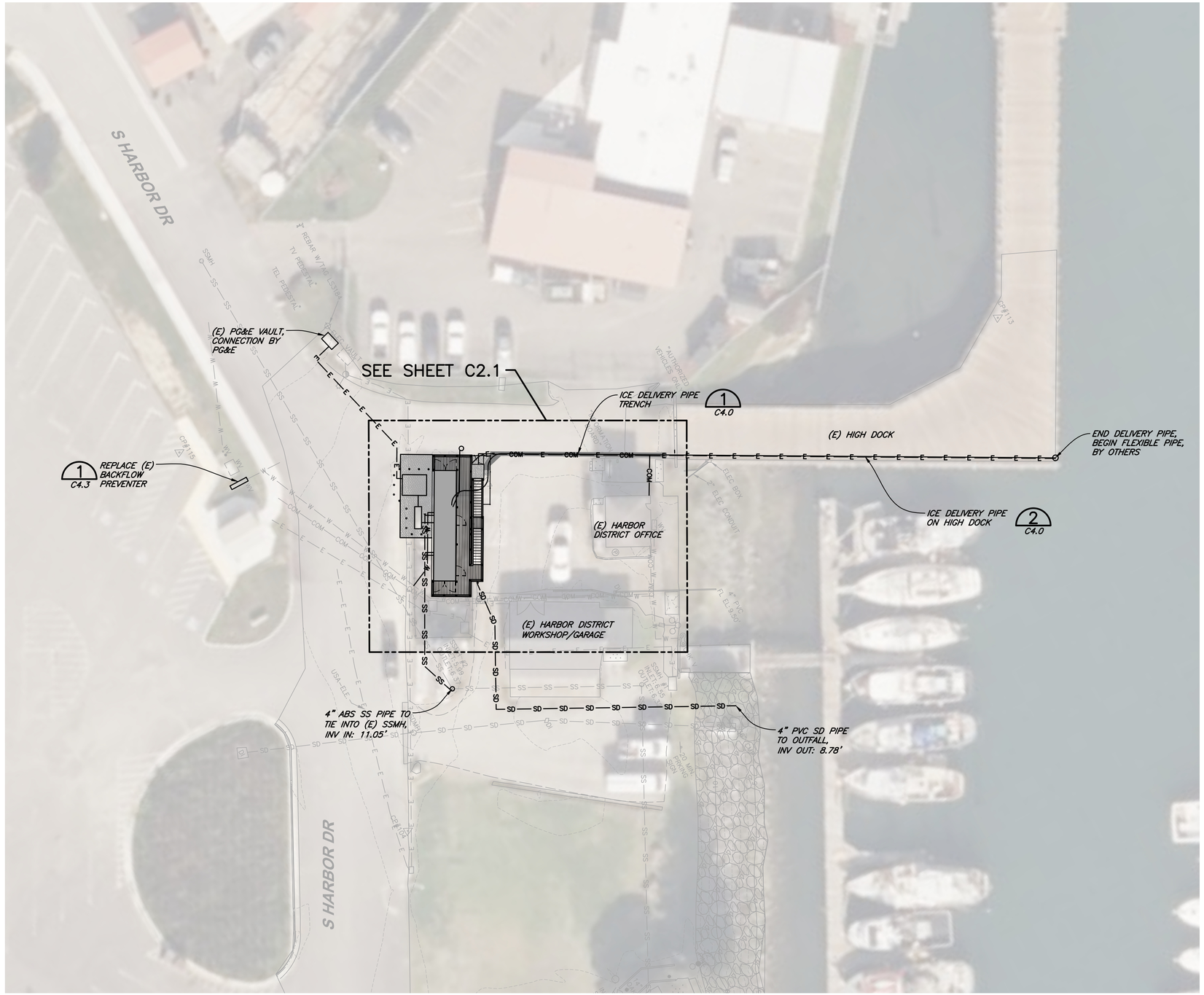

PLAN
1"= 20'

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PROJECT OVERVIEW

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STATE OF CALIFORNIA
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SHEET C2.0
SEQ
DATE 03/2025
PROJ. NO. 424053

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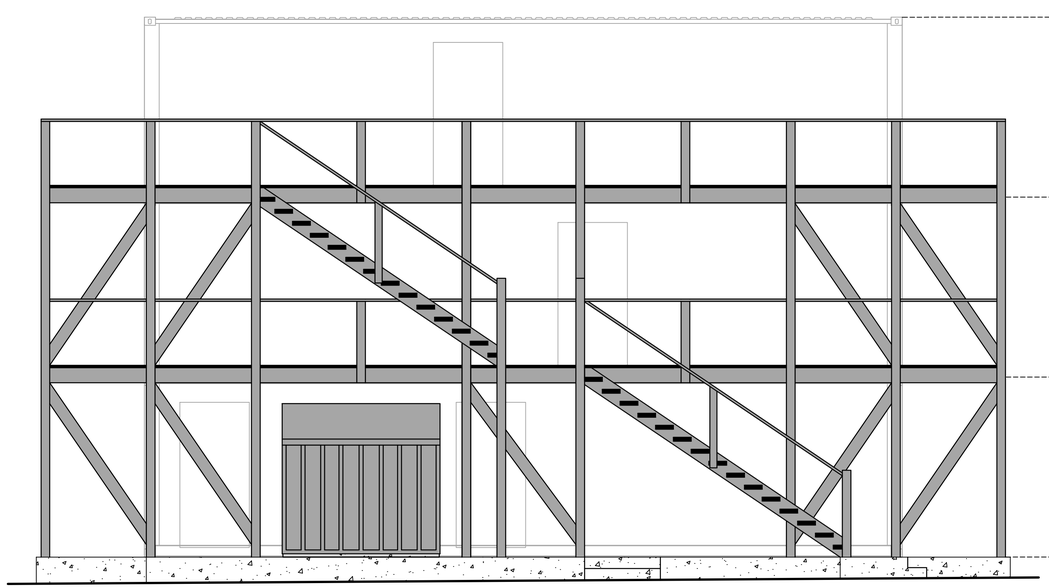
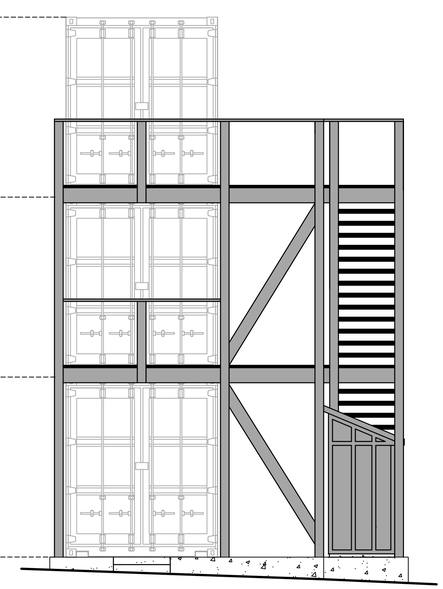


NORTH
1/4"=1'-0"



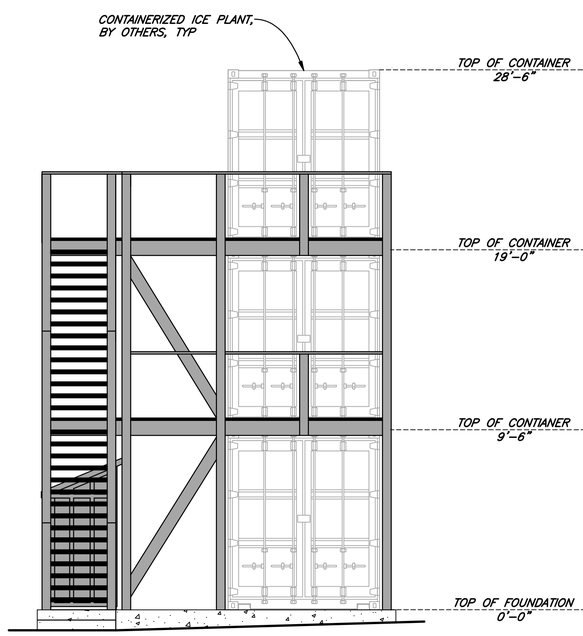
EAST
1/4"=1'-0"

EXTERIOR FINISH SCHEDULE

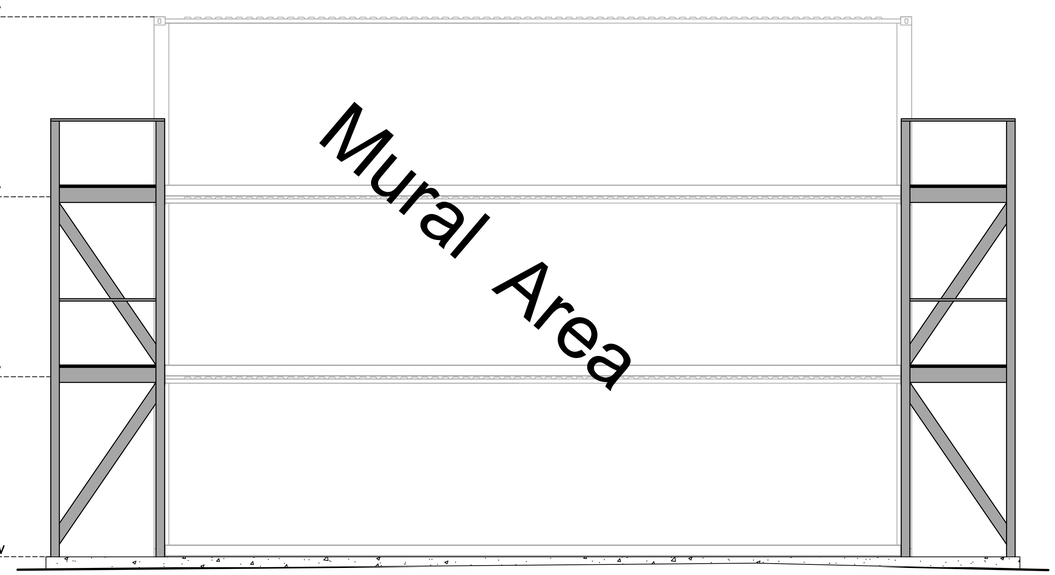
FEATURE	DESCRIPTION
PT WOOD	1 COAT PRIMER, 2 COAT EXT GRADE LATEX PAINT
RDWD	1 COAT PRIMER, 2 COAT EXT GRADE LATEX PAINT

NOTES:

1. ALL FASTENERS TO BE HDG UNLESS NOTED OTHERWISE
2. APPLY PRIMER COAT AND 3 COATS OF EXTERIOR GRADE PAINT TO ALL EXPOSED WOOD, EXCEPT REDWOOD DECKING AND STAIR TREADS
3. SHIPPING CONTAINERS TO BE SECURED AND LOCKED TOGETHER USING "SHIPPING CONTAINER MANUAL TWIST LOCK TWISTLOCK"



WEST
1/4"=1'-0"



SOUTH
1/4"=1'-0"

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ELEVATIONS

SHEET A1.0
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SAVED: 3/11/2025 9:52 AM JNAULTY, PLOTTED: 3/11/2025 10:10 AM JUSTIS NAULTY
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