



**50 YEARS OF**  
*Celebrating the Beach Life!*

**VIRGINIA BEACH NEPTUNE FESTIVAL**

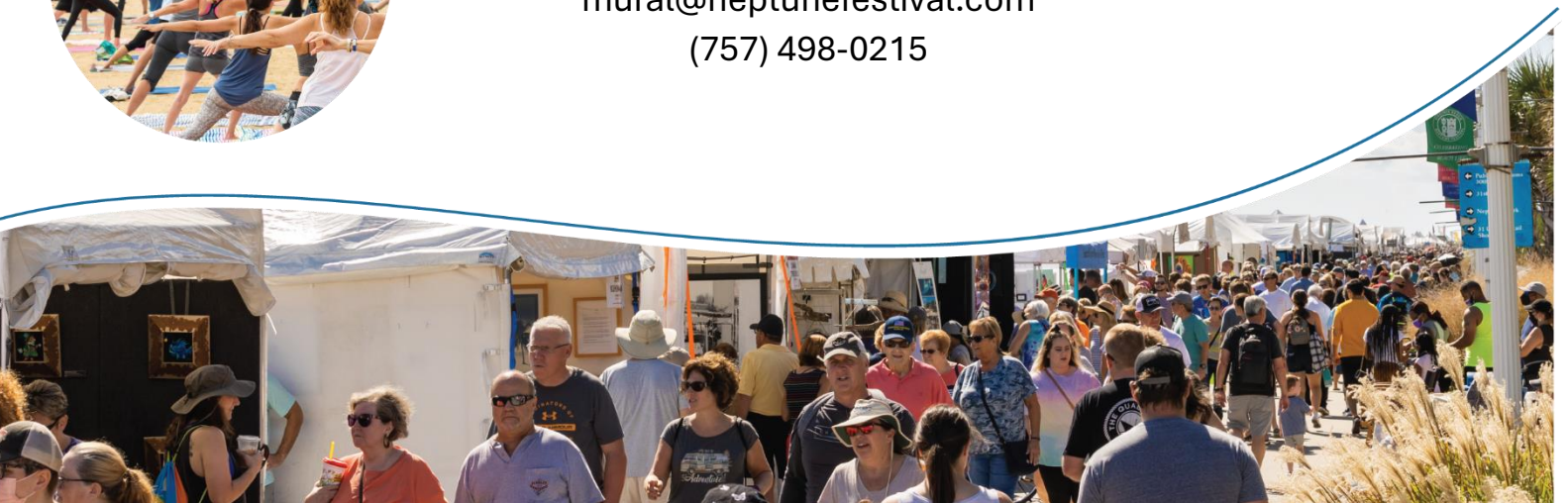
**Neptune Festival 50<sup>th</sup> Anniversary Mural**  
REQUEST FOR PROPOSAL

**MURAL LOCATION**

510 Laskin Road  
Virginia Beach, Virginia 23451

**VIRGINIA BEACH NEPTUNE FESTIVAL**

[mural@neptunefestival.com](mailto:mural@neptunefestival.com)  
(757) 498-0215



## I. PROJECT OVERVIEW

In honor of its 50<sup>th</sup> Anniversary, the Virginia Beach Neptune Festival will commission a mural artist to design and paint a mural that is reflective of the heritage of the Neptune Festival as a celebration of Virginia Beach and its citizens. This highly visible mural will bring a sense of arrival for guests to the Virginia Beach oceanfront and will create a sense of place for residents in the area. The Neptune Festival seeks a wide range of submissions that celebrate the beach life, while reflecting the Virginia Beach Neptune Festival's mission and spirit. All artistic styles are welcome. (See Section XII on pg. 7 for site images and dimensions)



### About the Virginia Beach Neptune Festival

<https://www.neptunefestival.com/about/>

In 1973, local business leaders wanted to help the city come up with an idea to create an event that would bring residents together, attract the interest of tourists, and celebrate the heritage of the city. The Virginia Beach Neptune Festival was born, and the first celebration took place in 1974.

Nearly twenty years ago, Festival organizers decided to commission a piece of public art that celebrated its contributions to the city. Constructed entirely through the generosity of private donations gathered by the Neptune Festival, the Neptune Statue was dedicated to the City of Virginia Beach and its citizens on September 30, 2005 during Neptune Festival Boardwalk Weekend; it now graces the boardwalk at 31st street, overlooking Neptune's Park.

Today, the Neptune Festival produces over 40 events in Virginia Beach each year and is the Official Celebration of the City of Virginia Beach. Our signature Boardwalk Weekend draws more than 400,000 people annually. From free concerts and seaside wine tastings to athletic events and a 30-block long celebration on the boardwalk, we are proud to Celebrate the Beach Life!

Our mission is to provide a quality, safe and diverse mix of events and activities that will:

- Promote family, community, and togetherness
- Create a positive economic impact
- Showcase the unique location of Virginia Beach as a city by the sea

Our purpose is to create a venue which will:

- Engender a spirit of community pride, fellowship, camaraderie, and cohesiveness for the diverse elements of the Virginia Beach citizenry
- Appeal to a wide ranging regional constituency
- Add to the quality of life
- Offer a diversity of enjoyment opportunities for the family unit
- Market Virginia Beach and Hampton Roads area, creating a significant economic impact

**The Virginia Beach Neptune Festival is a private, non-profit, 501(c)(3) organization.**

[www.NeptuneFestival.com](http://www.NeptuneFestival.com) | [@NeptuneFestival](https://www.instagram.com/NeptuneFestival)

## II. ELIGIBILITY

Professional artists or artist-led teams are eligible to apply. Applicants must be at least 18 years of age and reside in the United States. Applicants must have successfully managed and completed at least one project of similar scope and scale. Artists must carry personal liability insurance for the duration of the project; be willing to meet all contractual obligations contained herein; and adhere to a strict timeline. Preferred applicants have previously created large-scale exterior public art projects and live in Virginia. Preferred applicants have an understanding of the history of the Neptune Festival and its events.

## III. OUR VISION

The Virginia Beach Neptune Festival envisions the finished artwork will:

- Create a highly visible public work of art that enhances Laskin Road as a gateway to the Oceanfront and the Neptune Statue
- Demonstrate an appreciation for Virginia Beach and of the Neptune Festival tagline “Celebrating the Beach Life”
- Create excitement and interest for the community
- Appeal to a mass audience and generate a feeling of positivity
- Increase public awareness of art; expose and engage the community in the process
- Broaden viewers’ perspectives of public spaces within the City of Virginia Beach

## IV. SUBMISSION GUIDELINES

- Artists must provide previous samples of work to illustrate style, qualifications, and experiences.
- Artists should provide any other information relevant to the ensured success of their project.
- Artists should take into consideration the unique characteristics of the building.
- All application requirements must be submitted on or before the application deadline.

## V. PROJECT TIMELINE

RFP Released: March 7, 2024

Submission Deadline: 5:00pm on Tuesday, April 2, 2024

Submissions Review: Week of April 1, 2024

Selection and Notification of Semi-Finalists for further review: Week of April 8, 2024

Semi-Finalist Proposed Mural Design Submission Deadline: 12:00pm on Wednesday, May 15, 2024

Final Design Selection and Artist Notification: By Wednesday, May 29, 2024

Artist and Design Unveiling: Tuesday, June 4, 2024

Installation: Summer 2024, Exact Dates TBD

## VI. SELECTION PROCESS

### Selection Committee and Criteria

A Selection Committee will be created by the Virginia Beach Neptune Festival. The committee will consist of members of the Neptune Festival Board of Directors, members of the Neptune Festival 50<sup>th</sup> Anniversary Planning Committee, members of the Neptune Festival Staff, and at least one arts professional.

The Selection Committee members will serve through the completion of the project.

Their duties will include the review and feedback regarding artist selections and concepts based on set criteria and complete applications.

### Application Process

During the Request for Proposal round of the application process, artists will provide previous samples of work to illustrate style, qualifications, and experiences, as well as any other information relevant to the ensured success of their project. They are not required to submit their proposed mural designs.

During the Submission Review process, the Selection Committee will narrow the applications to 3 artists. Those 3 semi-finalists will each be given a stipend of \$250 and 30 days to create an original work of art as their submission for the mural.

The Selection Committee will reconvene to make their final selections, and the winning artist will be notified by email.

## VII. AWARDS AND BUDGET

**Semi-Finalist Stipend: \$250**

**Finalist Award: \$7,500**

The Finalist Award includes Artist's design fee, all costs of materials and fabrication of the work, lodging fees, retaining workers and equipment for installation, insurance costs, engineering expenses, permits, bonds, documentation, preparing specifications and providing all materials necessary for installation of the work. Artist agrees that under no circumstances shall any further payment obligation of the Neptune Festival accrue with respect to the services contemplated herein over and above the amount of the Award.

The Artist will coordinate all site preparation, installation plans, and timetables with the Neptune Festival.

## VIII. SITE PREPARATION AND WARRANTY

- The Neptune Festival is responsible for power washing the surface area and applying a coat of primer prior to the artist being on site.
- The Neptune Festival requires a warranty for up to 5 years regarding the paint quality of the artwork, which covers fading, peeling, bubbling, cracking, etc.
- The Neptune Festival is responsible for applying sealant as needed to maintain quality of artwork.
- The Artist must be available for repairs as needed.

## IX. NEPTUNE FESTIVAL COMMEMORATIVE POSTER & PUBLICITY

The winning design will also serve as the 2024 Neptune Festival Commemorative Poster artwork. As such, the winning artist will be required to submit a high-resolution digital rendering of the final design. The Neptune Festival bears all costs and labor associated with the preparation and printing of reproductions. The artist will be required to sign and number 100 limited edition prints. Any other uses of the artwork (i.e. merchandise, coloring books, etc.) will be done at the sole discretion of the Neptune Festival.

The winning artist will have several publicity/appearance opportunities alongside Neptune Festival events. Among those opportunities are the following:

### **Required Appearance by the Artist:**

Mural/Poster Unveiling Event

Tuesday, June 4, 2024 (11am-1pm)

*Artist Role – Present artwork to audience, speak about your design, answer questions about artwork*

### **Requested Appearance by the Artist:**

50<sup>th</sup> Annual Neptune Festival Boardwalk Weekend Poster Booth

Friday, September 27 – Sunday, September 29, 2024

*Artist Role – Sign Posters, Meet and Greet with public*

Other opportunities will arise throughout the year (i.e. ribbon cutting ceremony, social media features, newspaper articles, etc.), and those will be coordinated with the artist as soon as possible. Past Commemorative Poster art has been displayed throughout the city as well as in the Executive Mansion in Richmond, VA.

The winning artist will be asked to include a volunteer paint day to engage with the community. The Neptune Festival will work with local schools and organizations to gauge interest and availability. The winning artist will be asked to create a coloring sheet for youth activities and will be asked to actively video and tag their work on social media during the painting process. The Neptune Festival will promote the artist to their social media and email followers during this process.

## X. APPLICATION REQUIREMENTS

**Submissions must be received as one (1) complete application to [mural@neptunefestival.com](mailto:mural@neptunefestival.com) with the subject line “Neptune Festival Mural Submission: <Artist Name>.”** To ensure submissions are received, all responses must be submitted via email as attached files. Shared cloud docs and/or condensed files may be blocked as spam.

The application submission must include the information described below, all of which is required to constitute a complete application. There is no fee to apply.

- 1) **Artist Name and Basic Information:** Please include your name, mailing address, email address, phone number. Please include website link and social media handles, if applicable. Applicants must also include their signature on Page 6 of this document.
- 2) **Artist Statement of Interest:** (3,000 character maximum) Submission must include an Artist Statement of Interest that outlines a general interest in this opportunity.

- 3) **Resume:** (3,000 character maximum) Please include a current resume that outlines your professional accomplishments as an artist.
  
- 4) **Images of past work:** Visual representations of past artwork that demonstrate your qualifications for this project. Submit up to a minimum of three (3) and a maximum of eight (8) images of completed projects. Proposal images from previous projects may be submitted but should be clearly marked as proposals. If submitting as a team, all members must be represented in the visual submittal.
  
- 5) **Descriptions of past work:** Include a list of the submitted images with descriptions that clearly explain both the projects and the images. Please indicate Title, Date, Location, Dimensions, Significant Materials, and Budget. If you were a member of a team, please indicate your role.
  
- 6) **Budget:** Provide a detailed description of the total budget to perform the services. The budget shall identify in separate detail the following: artist stipend, all expenses including design, travel, lodging, required meetings, installation, preparation of site, clean-up, materials and supplies, any equipment needed to install the mural, any necessary permits, taxes and fees; retaining workers, insurance costs, engineering expenses, documentation, preparing specifications and providing list of all materials necessary for installation of the work. (See section VII)

Sample Budget:

\$3,500 - Artist Stipend

\$1,000 - Paint and Materials

\$1,000 - Travel/Lodging/Meals

\$1,750 - Image use for Neptune Festival exclusive merchandising for 1 year upon mural completion

\$250 - Digitization and preparation of artwork for coloring pages and educational collateral

## XI. RULES AND GUIDELINES

The Neptune Festival reserves the right, as its best interests may appear, to reject any or all submissions, to reject any finalist, to waive informalities in applications or proposals, to terminate the selection process for any project without prior notice. Prior to installation of any artwork, the selected artist must provide a depiction of the proposed artwork; any non-approved deviation from that depiction in the installed artwork will be grounds for termination of the selected artist's involvement with the project. The Neptune Festival makes no representation or guarantee that any mural, once installed, will remain on display for any period of time. The Neptune Festival reserves the right, in its sole discretion, to paint over, replace or remove the artwork at any time. Artist will not be permitted to sell the design or image for 1-year upon completion of the mural. Application to any project advertised by the Neptune Festival constitutes agreement to all applicable rules and guidelines.

I agree to all terms and conditions of this RFP.

\_\_\_\_\_  
Name (Please Print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**XII. SITE LOCATION, DIMENSIONS, AND NOTES**

The mural will be located on the west-facing wall of 510 Laskin Road, Virginia Beach, VA 23451.



**27' 1" Wide x 12' 6" High**

*The focus of the design should be in this section*

**23' Wide x 8' 5" High**

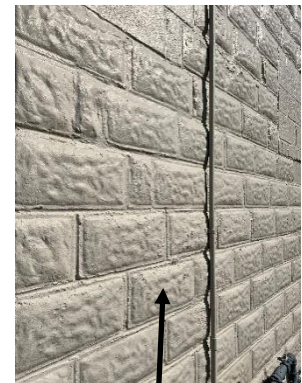
*This section should coordinate with the section to the left, but not contain the focus of the design*



We can move this sign to another location on the wall.

This awning must remain as-is. Final designs cannot alter the sign or awning in any way.

Gas lines can be painted | Bollards must remain hi-vis



Wall Texture