



**RIVER TRAIL VILLAGE AT NAPA VALLEY COLLEGE – REQUEST FOR PROPOSAL  
DESIGN AND INSTALLATION OF MURAL(S) IN NEW STUDENT HOUSING BUILDINGS  
February 20, 2024**

We are inviting artists to submit their proposal (including budget/fee, concept description and other requirements described below) to create one or multiple (up to five) murals within the interior lobby and common kitchen spaces of three residential buildings of the soon to be open River Trail Village at Napa Valley College. This quality, affordable student housing on our campus is located at the north entrance to Campus adjacent to the existing roundabout and will be opening Fall 2024.

For more information, see <https://www.rivertrailvillageatnvc.com/>

**I. MURAL'S GOAL**

With this mural, there is an opportunity to have a significant impact on students attending Napa Valley College. It is important that the artist/s consider the following:

The core values of River Trail Village as created by our student ambassadors:

- Student success
- Respect for others
- Health and wellness

Other core truths that align with Napa Valley College's efforts related to Diversity, Equity and Inclusion include:

- Support a diverse campus population and culture
- Advance efforts to achieve equity in student educational outcomes and employee professional success
- Foster a sense of inclusion and belonging for all members of the Napa Valley College community, while also actively dismantling structures that promote and maintain inequality and oppression

We firmly believe that diverse, equitable, and inclusive learning, working and living environments where all cultures, identities, experiences, and worldviews are valued and welcomed lead to innovative, creative, and successful institutions that are healthy, nurturing, and highly productive. This, in turn, supports the development of more equitable, just, inclusive, and innovative societies poised to solve the challenges of this historical moment.

The mural should align with the overall project brand and interior design direction (included for reference are the brand guidelines, FF&E package and renderings).

**II. SCOPE AND BUDGET OF WORK**

Scope

The project will award artist(s)/ artist teams a contract to design and complete between one and five murals within important public spaces of our new student housing buildings. The objective is for the



mural(s) to be permanently housed in these spaces and to be applied on site directly to a level 4 drywall finish. Artists should consider the longevity and wear and tear when selecting technique/materials, and will be required to provide the details about maintenance, repair, and names of paint colors for future potential touch-ups as needed (with respect to the warranty period).

It will be required for artists to engage with Napa Valley students in a minimum of two one hour meetings as part of the design process.

See Exhibit 1 for additional information about the size and location of the murals. It will be the responsibility of the artist to verify the actual dimension in the field prior to installation.

### Budget

The expected budget for design and installation of all murals is \$30,000. To meet our budget, it may be necessary for Napa Valley College to prioritize locations and reduce the number of total murals.

## III. SCHEDULE

- **February 20:** RFQ/P issued
- **March 8, 12pm:** Non mandatory site visit to see project locations. Email Katie Brewer at [kbrewer@volzcompany.com](mailto:kbrewer@volzcompany.com) to confirm attendance. (This is an active construction site and protective gear is required)
- **\*\*March 15, 3pm: Proposal submission is due\*\***
- **March 18 – March 22:** Review of applications & selection of artists for interviews
- **March 28-29:** (tentative) Interview of final artists
- **April 10, 3pm:** (tentative) Finalists submit visual concept if required by selection committee
- **April 17:** (tentative) Artists are notified of final selection
- **Late April – early May:** (tentative) Artists engagement with students and future residents
- **Mid June – early August:** (tentative) Artists on site for installation (the final schedule will be coordinated with the construction schedule)
- Mural grand opening and other mural focused promotions: To be determined, based on resident move-in and formal ribbon cutting ceremony.

## IV. SUBMISSIONS

All submission documents need to be submitted by the date shown in the schedule above.

1. Email the following documentation to Katie Brewer at [kbrewer@volzcompany.com](mailto:kbrewer@volzcompany.com). You will receive an email confirming receipt within one business day.

Email subject line needs to be titled: "Submission: River Trail Village Mural – [\*Your Name\*]"

The submission must be submitted as a single pdf of not more than 20 pages and a file size of no more than 15MB. The pdf shall be organized into the following required sections:

- a. Biography: Brief artist(s) bio.
- b. Portfolio: Artist's portfolio with images and descriptions of relevant artistic work. Please submit any relevant mural experience, including mural location.



- c. Design Concept Narrative: Provide a design concept narrative and/or a description of your concept and how it may evolve as you engage with students and future residents. Also include the technique/materials proposed for use.
- d. Budget/Fee: Use the fee form (attachment B) to provide a not to exceed budget/fee for the design and painting of each of the murals which should include the cost of all materials and equipment rentals.
- e. Schedule: A brief schedule describing the amount of time required, any concerns with the schedule described within this document, and any other relevant information
- f. Warranty: Description of any warranty/guarantee of the mural

If selected as one of the finalists, the artist may be asked to submit a visual concept. It is important to note that although there are multiple mural locations, we anticipate there being a common theme throughout.

If access to technology, language, other barriers, or questions arise, please contact Katie Brewer at [kbrewer@volzcompany.com](mailto:kbrewer@volzcompany.com)

## V. SELECTION PROCESS

Proposals will be reviewed and selected by a committee comprised of Napa Valley College students, faculty, staff and administrators. The College may elect to select a single artist to create all murals, or they may elect to engage multiple artists.

## VI. CRITERIA

Criteria for selection will include:

- Established record of producing durable mural art, demonstrated through an artist portfolio that includes multiple photographs of mural-art projects
- Ability of submission to address or reflect project goal
- Unique identities and experiences of artist/artist team demonstrated by the artist bio(s)
- Artists' concept and approach
- Ability to compliment and/or accentuate the space in which the mural will be located
- Clarity of submission materials
- Preference given to artists who are local community members, which includes Napa County, the San Francisco Bay Area and Northern California generally.

## VII. ARTISTS ELIGIBILITY

- Artists over the age of 18 years old are eligible to submit
- Artists must be able to perform the work on site at the Napa Valley College Campus on or around the dates described in the timeline
- Concepts will not be eligible that incorporate:
  - o hate speech or hate symbols.
  - o fetishization of Black, Indigenous, People of Color, Queer, LGBT+, or any other community
  - o corporate logos or advertising
  - o glorifying of gore or violence or plagiarism of another artist's work
- Selected artist will have to sign a Professional Service Agreement with Napa Valley College and provide a Certificate of Insurance adding Napa Valley College as the additional insured.



- All artists are eligible to apply if they live in the United States and territories. Preference will be given to local artists as described above.

### **VIII. LIMITATION OF LIABILITY**

Napa Valley College assumes no responsibility or liability for the response to this Request for Proposals.

### **IX. COSTS ASSOCIATED WITH PROPOSAL**

Any costs incurred by any person or entity in preparing, submitting, or presenting a proposal are the sole responsibility of that person or entity, including any requests for additional information or interviews. Napa Valley College will not reimburse any person or entity for any costs incurred prior to the issuance of the Professional Services Agreement.

### **X. REPRESENTATION OF OWNERSHIP**

Artist hereby acknowledges that Napa Valley College has the right to consider the artists renderings and all derivative work for the mural project proposal. Furthermore, the artist represents, warrants, and covenants that they have the authority to submit this proposal. Moreover, artists represent and warrant that the renderings they are submitting is wholly their original work of the artists, shall not be derived of any work of authorship of any third person, or they have license to submit.

### **XI. REJECTION OF PROPOSALS**

Napa Valley College reserves the right to reject any or all proposals, or to award the contract to the proposals that Napa Valley College deems will meet its best interests. Napa Valley College reserves the right to select more than one artist/team of artists, and if that is the case, Napa Valley College reserves the right to decide the full scope and award for each. Napa Valley College reserves the right to re-advertise for additional proposals and to extend the deadline for submission of the proposals. This Request for Proposals in no way obligates Napa Valley College to award a contract.

### **XII. USE OF SUBMITTED DOCUMENTS**

Any materials submitted to Napa Valley College in response to this Request for Proposals will be used by Napa Valley College for the process of selecting an artist, including sharing the documents via email, online, or any other private or public platform for this purpose. The artist maintains ownership of the artwork and submitted work. Once a finalist is selected, Napa Valley College will maintain ownership of the physical artwork produced for this mural.

### **XIII. PUBLIC RECORDS**

Any and all records submitted to Napa Valley College, whether electronic, paper, or otherwise recorded, are subject to the California Public Records Act. The determination of how those records must be handled is solely within the purview of Napa Valley College. All records the responding party considers to be trade secrets, or that the responding party otherwise seeks to have Napa Valley College considered as exempt must be identified clearly and specifically at the time of submission. It is not sufficient to merely state generally that a proposal is proprietary, contains a trade secret, or is otherwise exempt. Particular records, pages, and sections which are believed to be exempt must be specifically identified as such and must be separated from other records with a convincing explanation and rationale sufficient to justify each exemption from release.



#### **XIV. CALIFORNIA ART PRESERVATION ACT (CAPA) WAIVER**

The nature of student housing requires the non-profit owner of River Trail Village to retain the utmost flexibility regarding its property and overall environment and therefore, selected artist/s will be required to sign a waiver to the California Art Preservation Act (CAPA) to voluntarily waive all rights to attribution and integrity with respect to the Work and any and all claims as may arise under the Visual Artists Rights Act of 1990, 17 U.S.C. §§106A and 113(d) ("VARA"), the California Art Preservation Act (Cal. Civ. Code §§987 and 989)("CAPA").

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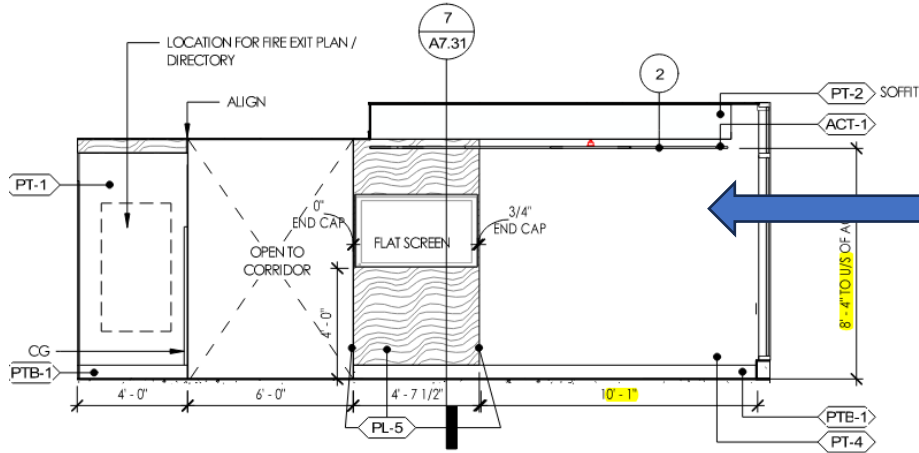


EXHIBIT 1

Mural 1 – Building 1 Lobby

Approximate size of wall is 10'-1" x 8'-4"  
(very similar to Building 2 Lobby)

In Plan



BLDG 1 - LVL 1 - LOBBY ELEVATION - NORTH SCALE 1/4" = 1'-0" 1

In Elevation

The graphic shown is only to depict the approximate location of the future mural.



Rendering

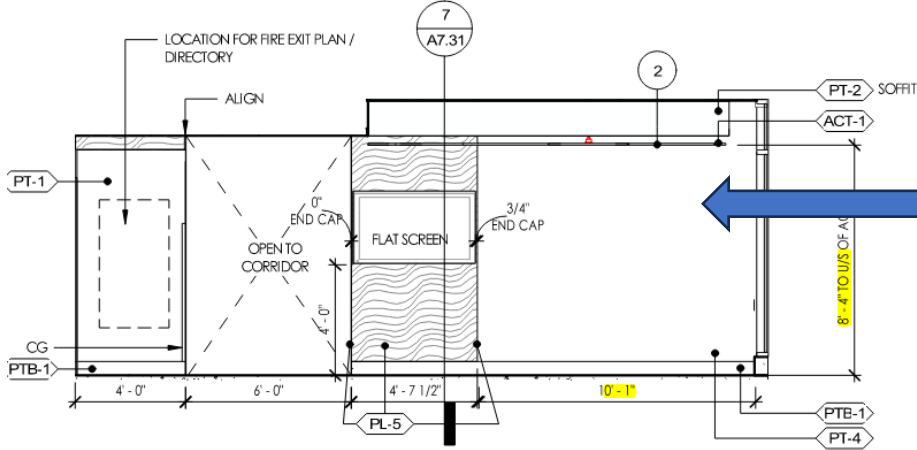
Note that these are representative of the location, but exact details will vary.





**Mural 2 – Building 2 Lobby**  
Approximate size of wall is 10'-1" x 8'-4"  
(very similar to Building 1 Lobby)

Elevation 1



**BLDG 1 - LVL 1 - LOBBY ELEVATION - NORTH** SCALE 1/4" = 1'-0" 1

Elevation 2

The graphic shown is only to depict the approximate location of the future mural.



Rendering

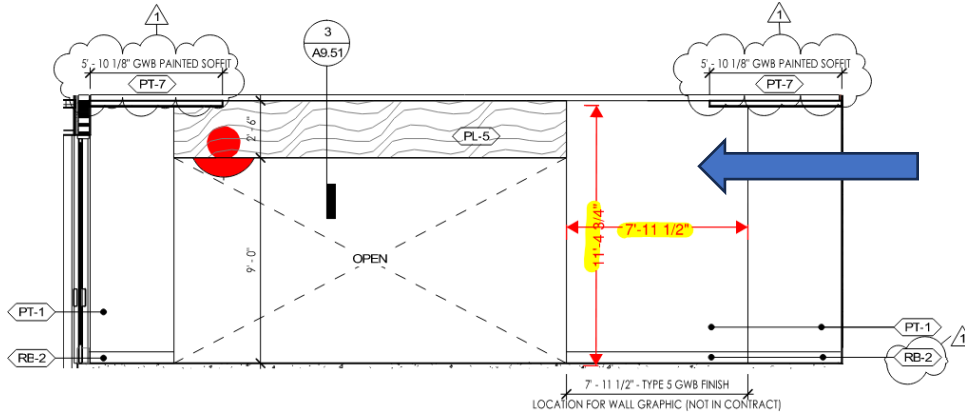
Note that these are representative of the location, but exact details will vary. Picture on right is the color schme for Building 2.





**Mural 3 – Building 3 Lobby / Community Room**  
Approximate size of wall is 7'-11.5" x 11'-4.75"

Elevation 1



**BLDG 3 - LVL 1 - LIVING ROOM ELEVATION** SCALE 1/4" = 1'-0" 1

Elevation 2



Rendering

Note that these are representative of the location, but exact details will vary.

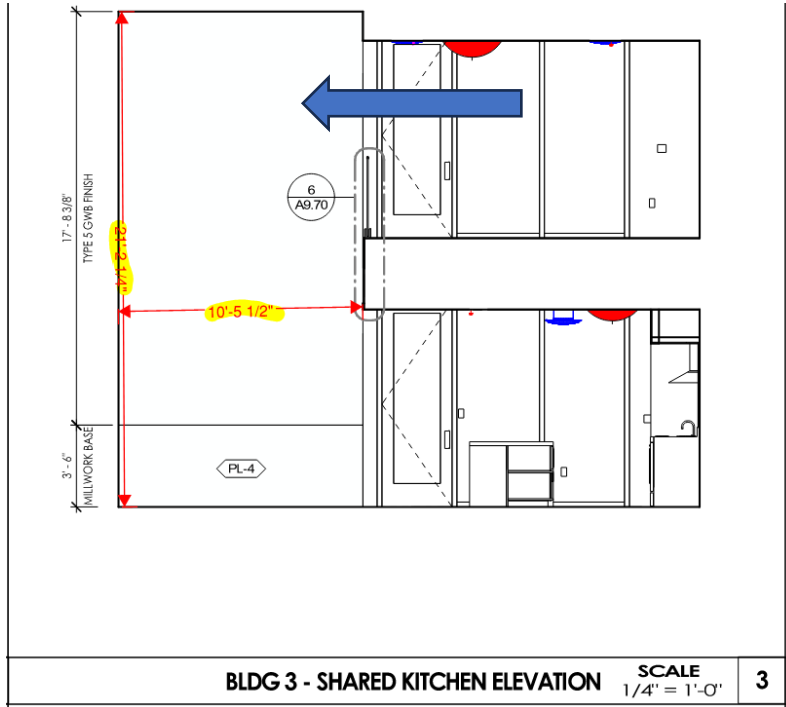






Murals 4 & 5 Common Kitchen Lobby & Club Room  
Approximate size of each wall is 10'-5.5" x 21'-2.25". These are each two-story spaces.

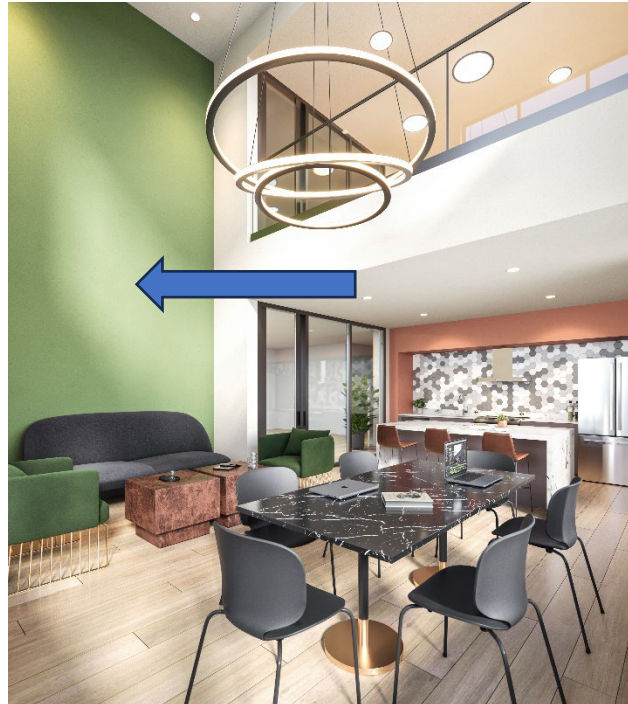
Elevation 1



Elevation 2

Rendering

Note that these are representative of the location, but exact details will vary.





**EXHIBIT 2 – Cost Form**

List your proposed cost to create and install each of the murals. If you were to be selected for all the murals, let us know the discount / reduction in cost (if any).

_____	<b>Cost of Mural 1 – Building 1 Lobby</b>
+	
_____	<b>Cost of Mural 2 – Building 2 Lobby</b>
+	
_____	<b>Mural 3 – Building 3 Lobby &amp; Community Room</b>
+	
_____	<b>Cost of Mural 4 &amp; 5 Common Kitchen Lobby &amp; Club Room</b>
(-)	
_____	<b>Reduction in Cost if artist selected to paint all murals</b>
=	
_____	<b>Total Cost of all Murals</b>