



## **Call Description: Request for Qualifications for Climate Action Mural**

### **Introduction**

The San Anselmo Arts Commission is seeking qualifications from experienced muralists for a permanent public mural to be placed on the restroom building in Memorial Park, San Anselmo. This mural project will enhance Memorial Park through meaningful public art that engages with the themes of climate change, hope, and environmental stewardship.

### **About San Anselmo**

Originally, Coast Miwok inhabited the oak-studded hills and valley and fished the fresh water of San Anselmo Creek. By the mid-1880's, the area began to change when the Mexican government granted the Sais family property. Cattle mostly roamed San Anselmo during the land-grant era until the North Pacific Coast Railroad arrived in 1874.

For a few years, the Town was referred to on railroad maps simply as Junction, but railroad officials began using the name San Anselmo in 1883. There was a short-lived spate of real estate activity about that time, but it wasn't until the San Francisco Theological Seminary was completed in 1892 that the town began to grow of its own accord. After the 1906 earthquake and fire, the summer homes that San Francisco residents had built became their permanent homes and the Town of San Anselmo was established in 1907.

The opening of the Golden Gate Bridge in 1937 also boosted San Anselmo's population, which continued to grow until 1960, when the number leveled off to around 12,000 where it remains today.

The San Anselmo Arts Commission was established in 1996 to enhance and promote a culture of the arts in Ross Valley.

## **Project Description**

Memorial Park is San Anselmo's largest and most active public park, serving as a gathering space for the community. It has a baseball field, playground, picnic area, skate park, and is home to numerous events and youth programs throughout the year. The mural site—the exterior of the park's public restroom building—is prominently located near the baseball fields and playground, making it a highly visible structure. The building has four sides available for painting, with a total surface area of approximately 740 square feet. All entries must be original designs and appropriate for viewing by all ages. The goal of the mural is to enliven the restrooms, beautify the park, and send a positive and relevant message about the climate crisis to park visitors. The mural will cover all preferably 4 sides but at least 3 sides of the building. Four chosen artists will submit bid along with their design proposal: maximum \$11,900, includes materials

### **The San Anselmo Arts Commission seeks a mural that:**

- **Is visually engaging** and vibrant
- **Showcases a visual narrative with an overall climate theme** and highlights current issues such as biodiversity loss, pollution, or global warming
- **Spreads hope** for the future of the planet
- **Encourages love of nature** in the many kids that will see the mural

## **Eligibility**

The project is open to professional artists (18 and over) having completed a minimum of three murals. Applicants must reside in the state of California; however priority will be given to applicants in the 9 county San Francisco Bay Area (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma). Qualified artists will have experience, and the ability to conceptualize, design, and install their work in a highly visible location.

## **Artist Stipend and Selection**

Four artists will be selected based on their qualifications to submit fully developed design proposals. Each artist will be paid a stipend of \$200 for creating their proposal. A subcommittee within the Town of San Anselmo's Arts Commission will review all submissions based on the criteria set forth herein and present their final selection to the full Arts Commission for approval at a noticed and public meeting.

## **Requirements and Design Parameters (if selected for a proposal)**

1. The design must touch on at least one current climate issue, however designs that showcase multiple issues are preferred. Examples of climate issues are: Global temperature rise, sea level rise, ice melting, loss of biodiversity, ocean

warming and acidification, endangered species, deforestation, pollution, plastics, renewable energy, etc.

2. The design should be hopeful. While depicting climate issues, it should convey hope for the future of the planet. One way to do this is to incorporate positive and sustainable solutions such as reducing plastic waste, recycling, or driving less.
3. The design should be creative. The parameters for this project are not restrictive, so it is truly up to the artist how they want to incorporate the themes of the climate crisis and instill a sense of hope in park visitors.
4. Materials should be all-weather and should include a graffiti-resistant finish coat.
5. The selected artist must enter into Artist Agreement with the Town and comply with applicable Town ordinance and insurance requirements.
6. The Town is responsible for the maintenance of the artwork.
7. The Town owns all artwork installed and may copy, reproduce, and adjust the artwork in its sole discretion in perpetuity. The Artist shall agree to waive all rights under the Visual Artists Rights Act and/or similar laws.
8. Artwork must not contain: religious symbols or references; hate speech; political symbols or references; copyrighted or trademarked materials; and/or commercial or advertising representations.
9. Artists will submit a bid with proposal: maximum \$11,900, includes materials

### **Project Timeline**

Deadline for Submissions: July 14, 2025, 10:59pm PST.

Qualified artists asked for proposals: July 18, 2025.

Proposals due: August 15, 2025, 10:59pm PST.

Notification: August 22, 2025.

Complete project by: October 31, 2025.

### **Application Requirements**

All components must be in digital format to be submitted through [CallForEntry.org](https://CallForEntry.org). For questions about this Request for Qualifications, contact San Anselmo Arts Commission at [arts@sananselmo.gov](mailto:arts@sananselmo.gov)

1. **Artist Background information:** Resume and website link; Artist Statement; at least 3 visual samples of past public art works; and contact info for 2 references, preferably from previous public art works. Include a short statement discussing any climate issues you are passionate about and why you care about the climate.

**Photos of Site (Multi-page, scroll to bottom)**  
**South West Wall**



**South East Wall**



**North West Wall**





**North East Wall**

