

## Request for Qualifications

# Coach Dawn Staley Mural

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A mural project sponsored by:  
Mural Arts Philadelphia

Issued July 21, 2023

Submissions due August 21, 2023

Contact: [pmo@muralarts.org](mailto:pmo@muralarts.org)  
Project Management Office, Mural Arts

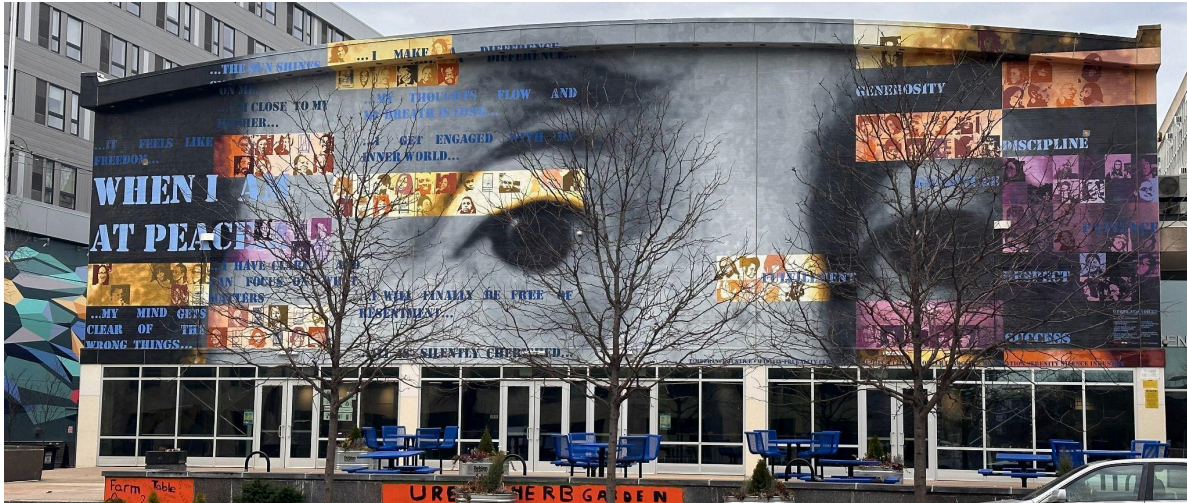


## Introduction

Mural Arts Philadelphia is soliciting an artist or a team of artists to apply for a project honoring Coach Dawn Staley, a trailblazing womens sports figure who lived and worked in Philadelphia.

The selected artist will be responsible for leading community engagement and designing the mural; the artist can also lead the painting of the mural or Mural Arts can assemble a team to support the production with input from the artist. The project will replace an existing mural located at 550 N. Broad Street, in North Philadelphia, and the mural is expected to be approximately 3,000 square feet. The project is expected to be dedicated in the Spring of 2024 with engagement events beginning in Fall 2023. The design fee for the artist is \$2,000. There is additional funding to support the painting and installing the mural. The cumulative budget for supplies, artist payments, and installation is \$36,500.

The deadline for submission is Monday, August 21, 2023. For more information, contact the Project Management Office, [pmo@muralarts.org](mailto:pmo@muralarts.org).



Mural Location, Ben Franklin & Science Leadership Academy High School 550 N.Broad Street

While this current mural was beloved for many years, the principles of the school want an image with more relevance to the students. The original artist has been notified and he looks forward to seeing what comes next.

### Background

Philadelphians have been requesting a mural of Dawn Staley for the last several years - and Mural Arts is now making it happen. Coach Staley has been in the spotlight most recently leading the University of South Carolina Women's Basketball to an undefeated season heading into the NCAA 2023 Championship tournament.

Hailing from North Philadelphia, Dawn Staley attended Murrell Dobbins Career and Technical High School and went on to star at the University of Virginia, leading the team to three final four appearances and the NCAA Championship game in 1991. She was a six time all-star in the WNBA and played professionally in the ABL for the Richmond/Philadelphia Rage and overseas. Coach Staley is known internationally for her talent, grit, tenacity, and ability to break barriers.

Along with coaching the South Carolina Gamecocks, Coach Staley is an American basketball Hall of Fame player and head coach of the women's US Olympic basketball team where she has led Team USA to three gold medals. She was the head coach of the Temple University Owls women's basketball team from 2000 to 2008. During that time she led the program to six NCAA tournaments, three regular season conference championships, and four conference tournament titles.

Approval has been granted by the Philadelphia School District with strong support of the principals at Benjamin Franklin High School and Science Leadership Academy on North Broad Street for the mural to be installed on the school's facade, inspiring students as they enter school as well as the local community and many commuters that pass each day.

## Goals

- The mural should inspire students as they enter school as well as the local community and many commuters that pass each day.
- The mural will be located along Broad Street near the busy Spring Garden intersection. The mural should provide a visible reminder of this important figure in Philadelphia's Black and sports history, as well as inspiration to new generations of women.
- The project will involve a community paint day and potentially workshops with the students of Benjamin Franklin High School and Science Leadership Academy and the local community.

## About Dawn Staley

Dawn Staley is an American basketball Hall of Fame player, a three-time Olympic gold medalist, and head coach for the South Carolina Gamecocks. Hailing from North Philadelphia, Coach Staley attended Murrell Dobbins Career and Technical High School and went on to star at the University of Virginia, leading the team to three final four appearances and the NCAA Championship game in 1991. While playing in the WNBA, Coach Staley started coaching the Temple University Owls women's basketball team in 2000, where she led the team to six NCAA tournaments and three regular season conference championships. During the 2020 Tokyo Olympics, Coach Staley won her first gold medal as head coach for Team USA. Coach Staley has been in the spotlight most recently leading the University of South Carolina Women's Basketball to an undefeated season heading into the NCAA 2023 Championship tournament. Thanks to her skill both on and off the court, Coach Staley is consistently ranked as one of the best coaches in the nation.

## About Mural Arts Philadelphia

Mural Arts Philadelphia is the nation's largest public art program, dedicated to the belief that art ignites change.

Mural Arts has partnered with all of the city's professional sports teams for over 30 years. They have collaborated with athletes and team management to engage with communities across the city and connect with the issues important to Philadelphians. From working with the Eagles annually to transform a school, to creating major murals celebrating the Phillies, 76ers and Flyers, Mural Arts is responsive to Philadelphia's love of sports.

For 30 years, Mural Arts has united artists and communities through a collaborative process, rooted in the traditions of mural-making, to create art that transforms public spaces and individual lives. Mural Arts engages communities in nearly 100 public art projects each year and maintains its growing collection through a restoration initiative. Core Mural Arts programs such as Art Education, Restorative Justice, and Porch Light yield unique, project-based learning opportunities for thousands of youth and adults.

For more information: <https://www.muralarts.org/>

## How to Apply

### Submission Requirements

- An Application Checklist (see next page) including the name and contact information, and an inventory of all material that is being submitted.
- A CV or resume (up to 2 pages).
- A short written statement that describes:
  - o Your interest in this specific project
  - o Your creative practice, and how it might help us achieve our goal of exploring new visual approaches to commemorative murals
  - o Your relevant past experience, particularly with community-engaged projects
  - o Your general availability during the project period, indicating other professional obligations and other constraints on your availability
- Images of completed work that you consider relevant to our understanding of your ability to work on this project.



- A list of the images you provided
- Contact information for two people who can speak to your experience with projects like this, or your artistic work overall

### Submission Instructions

Submissions will be accepted electronically using the [following form](#).

To make alternate arrangements for submitting your materials or if you have questions about the application, contact [pmo@muralarts.org](mailto:pmo@muralarts.org) or 215.685.0750.

### Dawn Staley Mural Project Application Checklist

**Please complete this checklist and submit it as the cover sheet of your application.**

#### Information about you:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Instagram: \_\_\_\_\_

- ☐ CV or resume (up to 2 pages).
- ☐ A short written response to the questions outlined above
- ☐ Up to 10 images of past completed work that you consider relevant to our understanding of your ability to work on this project.

*Digital images must be JPEG files and must be no more than 300dpi and no larger than 1024 x 768 pixel resolution. Each image must be unlocked and downloadable for viewing.*

*Each JPEG file must be titled with the artist's name and number that corresponds to the annotated image list. File name example: JonesJane001, JonesJane002.*

- ☐ A list of images, including the following information:

*Image name, Artist's name*

*Title of artwork, Location, Date of Completion, Budget*



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### *Medium and Dimensions*

#### *Brief description*

- Contact information for two people who can speak to your experience with projects like this, or your artistic work overall.

## Scope of Work, Budget and Schedule

### Scope of Work

#### Artist Responsibility: Concept and Design Phase

- Undertake research and stakeholder engagement.
- Develop a design concept, including renderings of the design in situ, for the mural and present it for approval to stakeholders and MAA's Design Review Committee.
- Work with MAA's project management team to plan the installation.

#### Artist Responsibility: Installation Phase

If the Design Artist is painting the mural:

- Work with MAA's project management team to paint the installation, including the coordination of materials, equipment and artist assistants as necessary

If the Design Artist is not painting the mural:

- Work with the painting team to ensure the mural conforms to the approved design

#### Mural Arts Responsibility

Mural Arts project management staff will provide logistical support for the project: providing materials, equipment and supplies; assembling a team of assistant artists; monitoring budgets and making payments to artists and vendors; coordinating internal and public meetings.

#### Partner Responsibility

The School District of Philadelphia has provided Rights of Entry contingent on their approval of the design. Benjamin Franklin High School and Science Leadership Academy leadership and students may be available to support research and community engagement, and may provide feedback on the mural design.

### Artist Fee and Budget

The artist fee for the research, engagement and design phases will be \$2,000. The artist fee for producing the mural will be negotiated when the artist's role in the production is confirmed. Mural Arts has additional funds for materials, supplies, equipment, assistants and other costs.

## Schedule

July 2023 | RFP for Artist Selection  
August 2023 | Artist Selected, Design Work Begins  
September 2023 | Design Finalized  
October 2023 | Event to unveil the design  
Winter 2023 | Production  
Spring 2023 | Installation

## Artist Selection Process

### Process

A Selection Panel, consisting of project and community stakeholders, will review the submissions and recommend the selection of an artist. At the Selection Panel's discretion, a short list of artists might be asked to interview for the project; interviews are anticipated to occur the week of August 28, 2023.

The Panel's recommendation will be approved by Mural Arts Philadelphia.

### Qualifications and Review Criteria

The Selection Panel will use the following qualification and review criteria in considering artist submissions.

- Experience and potential to design artworks that can explore the various thematic layers of this project
- Ability to bring a fresh creative approach to this type of mural, while being appropriate to the mural's subject matter
- Interest and insight the artist brings to the project

Artists need not have led or completed a mural to be considered, but their creative work should demonstrate the potential to design an artwork at the scale of this mural.



## Miscellaneous

### Proof of Insurance

Prior to performing any Works or Services, or entering into a contract with Mural Arts, the selected artist(s)/artist team(s) must show proof of the minimum insurance as indicated below. This insurance must be maintained during the term of this Agreement:

- a. Workers' Compensation Insurance (including without limitation coverage for Artist, its officers, owners, principals, directors, employees, volunteers, guests, and/or agents) if applicable.
- b. Employers Liability Insurance, if applicable, with minimum limits of the greater of \$100,000 E.L. each accident, \$100,000 E. L. disease-each employee, \$500,000 E.L. disease-policy limit or as required by the law of the state in which the Project is located.
- c. Commercial General Liability Insurance, Insurance Services Office (ISO) form Commercial General (CG) 00 01 (12/07) or equivalent occurrence policy which will provide primary coverage to the additional insureds (Owner) in the event of any occurrence, claim, or suit with limits of the greater of: (1) Artist's actual coverage amounts or (2) One Million Dollars (\$1,000,000) per occurrence and Two Million Dollars (\$2,000,000) in the aggregate. Artist's insurer will add Owner as an additional insured on this policy using ISO endorsement CG 2010 (07/04) or its equivalent.
- d. Automobile Liability Insurance (1) having a combined single limit each accident in the amount of Three Hundred Thousand Dollars (\$300,000) or in the amount of Artist's actual coverage, whichever is greater, and (2) coverage applying to "any auto", including hired and non-owned auto liability.

Artists may satisfy the insurance amounts by an umbrella / excess insurance coverage policy.