



The Corporation of the Municipality of Wawa
Staff Report

Office of the Director of Community Services and Tourism

Prepared For: Corporate Planning Cmte.	Report No.: AP 2024-08
Agenda Date: April 16, 2024	File No.: C11

Subject

This report concerns the recommended process for selecting an artist and to install murals at the Wawa Goose Nest and on the side of 96 Broadway Ave.

Summary of the Recommendation

A brief description of each recommendation in a format that can be used for the development of an appropriation motion for Council.


Summary of the Issues

As per the 2024 Capital budget, the Municipality wishes to install two (2) Murals along Broadway Avenue. To engage the community in the process, staff are proposing a process to select the artist that differs from our purchasing policy, and is seeking an exemption from certain aspects of the policy in the selection of the proponent.

List of Stakeholders

- Municipal Council
- Ratepayers
- Goose Nest Market Committee
- Building Owners
- Municipal Staff

Purpose of Report

Respectfully Submitted By: 	Prepared By: Alex Patterson, Director, Community Services and Tourism
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This report originates from the recent budget and agreement with the building owners of 16 Broadway Ave for the installation of a Mural downtown. With this agreement completed, staff moved to create the request for proposals to find an artist to create the Mural. Staff also identified another location, 96 Broadway, that would be able to host a mural – thereby bookending the downtown with art.

In selecting a mural artist for the project, staff are recommending more community involvement than a normal Request for Proposal (RFP). Similar to the installation of the Wawa Goose, staff are recommending that the RFP be available to the community for review.

Analysis

Request for Proposals

Staff created a draft RFP for the murals with the intention of finding one to two artists to provide murals for the Municipality. Based on previous projects, staff selected a digital art form with the final product being printed on a 3M building graphic film, the same as is currently installed in our community with the Eat Shop Live campaign advertising. This product has demonstrated excellent longevity in our weather conditions, and also ensures that the competition is accessible to a larger variety of artists instead of just those with painting skills.

Artists are not being asked to prepare the design for review. Murals from professional designers or artists take a significant investment in time and effort to go from initial concepts to final design, and therefore this process will only be completed by the successful proponent. Submissions are asked to include items such as a portfolio, a narrative including concepts and initial sketches if possible, and a resume. This will show the community the artist's style and previous work, while ensuring that the successful artist can provide a unique piece for the community.

RFP Scoring

Upon receipt of the RFP's, staff traditionally form a small internal committee to score based on completeness, proposal, and budget. For such a high-profile project, staff are proposing a different method of evaluation to involve more members of the community.

This method will include both the opportunity for the community at large to vote, as well as a committee formed of councillors, members of the Goose Nest committee, and the building owners will score the proposals in conjunction with staff.

Staff will review the proposals before they go public to ensure that they meet all minimum requirements of the RFP and qualify under our purchasing policy. Staff will also be

responsible for compiling the community vote as well as the committee scoring before making a final recommendation to Council.

The final design once the process has been completed will be presented to the building owner and Council before approval and installation to ensure that all parties are satisfied with the result.

Financial/Staffing Implications

Budget 2024

In creating the 2024 Capital Budget, staff have provided Council with the following estimates:

Item	Cost Estimate	Quote Source
Mural Wall Prep	\$5,000.00	Kurt Geldhart General Contracting
Artist's Fees	\$5,000.00	Anya Switzer Consulting
Mural 3M Material - Printed	\$5,000.00	3M - Previously Printed Mural
Advertising - Proposal and Event	\$2,500.00	Multiple: Radio, Print, Social Media
Unveiling Event	\$2,500.00	Previous event budgets
Total Cost (per Mural)	\$20,000.00	

Staff have also used these estimates to make an application to the Hydro One Communities grant in 2024, as this project is in the “subject to funding” phase. Based on the current community direction to improve beautification in the downtown, staff are recommending to issue the RFP while we are waiting to hear back from this grant, and will make further recommendations about moving forward with this project upon receipt of the Proposals.

Policies Affecting Proposal

FT-001 Procurement Policy & FT 002 Tendering Policy

Both of these policies provide the authority to staff to review and score tender submissions. As this project is more community based and has wide reaching interest from different aspects of our community, staff are recommending adding to the review and scoring process for this project.

Municipal Strategic Plan / Tourism Plan / Community Improvement Plan

In these plans, there exists provisions that all focus on downtown beautification. From the highest-level strategic plan which provides direction for a Community Improvement Plan, to the Tourism and Community Improvement Plans that each reinforce the importance of downtown beautification, staff have a clear mandate to make these beautification efforts in collaboration with key community players.

Comments from Relevant Departments/Community and Corporate Partners

None.

Alternatives**Do Nothing – Wait for Funding**

This option would see the Municipality do nothing while we await the announcement of funding from Hydro One or another source. While this process can take some time and there is not a specific announcement date, staff would like to begin the process of finding an artist or artists for the project. Therefore, this option is **Not Recommended**.

Complete an RFP within the purchasing policy

This option would see the Municipality issue a standard RFP and not involve the community in the process. While this is fully within our policies, staff believe that this is a great opportunity to involve the community in beautification efforts, and therefore this option is **Not Recommended**.

Conclusion

By approving the recommendation, Council is following Municipal plans and engaging the community in a unique and innovative way for a key project to improve the aesthetics of our downtown. We hope that this project becomes a turning point in the beautification efforts of our community, and businesses and residents can take inspiration in the project.

Recommendation

THAT the Council of the Corporation of the Municipality of Wawa directs staff to issue an RFP for the 2024 Broadway Murals Project, as contained in staff report AP 2024-08.

AND THAT the Council of the Corporation of the Municipality of Wawa grants staff the authority to form a Committee for the express purpose of grading submissions as part of this RFP, with the following composition:

- One (1) Council representative
- One (1) Building Owner
- One (1) Goose Nest Market Committee member
- One (1) Wawa Music Festival representative
- One (1) Staff member, who will chair the Committee

AND THAT the Council of the Corporation of the Municipality of Wawa directs staff to prepare a report with the results of the RFP for their consideration upon completion of the RFP process.

Attachments

Appendix A: DRAFT RFP – 2024 Broadway Murals Project

Appendix B: Mural Design Brief



REQUEST FOR PROPOSAL

RFP 2024-04

2024 MURAL PROJECT along BROADWAY AVE

Issue Date: 2024

Closing Date: 2024 at 12:00 noon

Contact: Alex Patterson, Director
Department of Community Services and Tourism
Municipality of Wawa
40 Broadway Ave, PO Box 500
Wawa, ON P0S 1K0

Telephone 705-856-2244 Ext. 242
Email apatterson@wawa.cc

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A. General Description of Project

The Municipality of Wawa is issuing this Request for Proposal (“RFP”) to seek out a successful proponent to design a mural. This will involve *either* Option A – designing a mural at the Goose Nest Market, or Option B – designing a mural at the corner of Broadway and Main street. Additional details can be found in **Section C – Scope of Work**.

The successful proponent will have demonstrable experience in mural or other artistic design.

B. Community Background

Governed by a Mayor and four (4) Councillors, the Municipality of Wawa is a single tier municipality located on the TransCanada Highway, 210 kilometers north of the City of Sault Ste Marie in the District of Algoma. Found in the northern portion of Algoma, the Municipality offers an excellent quality of life with great access to a large range of outdoor activities.

The Municipality has a population of approximately 3,000 residents and an economy principally based on tourism, mining, and forestry. The Municipality encompasses an area of about 480 square kilometers much of it of a northern rural nature.

As a municipality, Wawa is responsible for various activities governed by Ontario’s *Municipal Act, S.O. 2001* including taxation, roads, water and wastewater servicing, planning and building, recreation, policing, fire suppression and general government.

Wawa has an annual operating budget of approximately \$12 million. The annual capital budget can vary from \$3 million to \$5 million.

The Municipality aims for service excellence while offering a variety of amenities, facilities, programs and services that residents, visitors, businesses and customers need and expect. Municipal Council and staff are committed to building a focused, responsive, resource-conscious and results-oriented organization. Lastly, the Municipality and its staff are heavily guided by both a *Community Strategic Plan*, *Asset Management Plan* and a *Municipal Business Plan*.

C. Scope of Work

The successful Artists, coordinating with the Director of Community Services and Tourism, will:

- Provide the Municipality will all documentation required before starting work
 - Requirements outlined in **Section F – Contractor Requirements**
- Design a mural for:
- **Option A: Goose Nest Market (approx. 100 sqft)**

- Ties into the Goose Nest Market theme/concept
- Nest as a symbol of home, growth, belonging, comfort, woven together with the Goose as a symbol of our community
- Incorporates themes of crafting/makers/creating
- Fosters a sense of belonging
- Relatively singular in its message or story, not a multitude of different aspects/ideas/visuals/concepts pieced together (allowing space for more murals without repeating concepts)
- Suitable for printing on 3M Building Graphic Film
- Includes an interactive or 3D element (ex: dandelion blowing, wings, goose shapes mounted on the wall)
- Proper shape and size, and scalable to the dimensions of the wall
- **Option B: Corner of Broadway / Main (approx. 75 sqft)**
 - Representative of Wawa's culture, landscapes, and/or history
Examples may include but are not limited to:
 - Wildlife (Moose, bear, wolves, etc),
 - Lake Superior shoreline,
 - Local Indigenous Culture (Mishipeshu, Creation story, etc),
 - Night sky/northern lights,
 - Group of 7
 - Relatively singular in its message or story, not a multitude of different aspects/ideas/visuals/concepts pieced together (allowing space for more murals without repeating concepts)
 - Suitable for printing on 3M Building Graphic Film
 - Proper shape and size, and scalable to the dimensions of the wall
- See **Appendix A** for photos of each building
- Provide the Municipality with digital artwork suitable for printing on 3M building graphic film
- Present a final draft to Municipal Council and building owners for approval
- Coordinate with the installing contractor for application and any 3D elements included as part of the design
- Complete and invoice all work within the outlined timeline (see Project Schedule below) and communicate with the Director through all stages of the Project.

D. Contact

Questions regarding this RFP should be directed to:

Alex Patterson
Director of Community Services and Tourism
Municipality of Wawa
40 Broadway Ave, PO Box 500, Wawa, ON P0S 1K0
Phone - 705-856-2244 ext. 242
Cell - 705-914-1158
Email – apatterson@wawa.cc
Website – www.wawa.cc

Questions via email are the preferred method of contact. All questions and answers will then be distributed to all respondents as addenda.

E. Proposed Project Schedule

RFP Issued	
Deadline for submission of proposals	
Opening of Proposals	
Awarding of Proposal	
Project begins	
Biweekly Updates (verbal)	1 st and 3 rd Friday of each month
Completion of Work and Final Invoice*	

*Work may be completed earlier; however this is the final deadline

F. Artist's Work Schedule

The artists' work schedule will begin as scheduled in the Proposed Project Schedule. It is expected to begin no later than DATE and continue until staff approve of the work completed, with a deadline of DATE for completion of work. A proposed work schedule including key dates and milestones for the Review process must be submitted as part of the proposal to ensure completeness of the process and all invoices are to be submitted according to the proposed project schedule in **Section E**.

G. RFP Proposal Submission Requirements

Contractors interested in providing these services must prepare and submit a Proposal that includes:

a) Cover Letter

The cover letter is to be signed by the artist who is authorized to execute a contract with the Municipality.

b) Design Narrative

This section shall briefly describe the proposed artwork. Include items such as elements that would be included, the focus of the artwork, and any draft or concept sketches that may be relevant to the final artwork.

c) Portfolio

Include up to 10 examples of previous work relevant to the project. This should include information such as the size, materials, cost and location of other public works. References from earlier projects are preferred but not required.

d) Subcontractors

Identify any portion of the scope of work that will be subcontracted. Include firm qualifications and key personnel, telephone number and contact person for all

subcontractors. The Municipality reserves the right to approve or reject all Contractors or internal staff performing consulting services, proposed by the Contractor during or after the Contractor review and selection process.

e) Project Work Plan

A description of project understanding, detailed work approach and methodology will be identified. The work plan should list specific tasks and any specific considerations, options or alternatives. **Denote option A or B in the pricing** – proponents may choose one or both options to price. This must relate to each item as described in **Section C. Scope of Work**.

f) Project Schedule

Propose a timeline for completion of the review including start date, milestones and target date of completion.

g) Budget

Provide a detailed fee proposal by task for the services identified in the scope of work section of this proposal. Identify sub-tasks and the respective cost in your fee proposal as necessary. Hourly fees for additional or optional services that may be required shall also be included. Unless specified in the submission, the professional fee schedule shall include any costs associated with complying with the Municipality's insurance requirements. This fee proposal should break out as many portions as possible to clarify where project expenses will be incurred. Identify the cost of each Section as described in **Section C. Scope of Work**. Include the cost of materials furnished as well as rental of any equipment if required.

h) Deadline and Delivery

An electronic (PDF) version of the proposal shall be submitted to:

Alex Patterson, Director CST
apatterson@wawa.cc
The Municipality of Wawa
40 Broadway Ave, PO Box 500
Wawa, ON
P0S 1K0

The deadline for the submission of a Proposal is: DATE at **12:00PM EST**. No other information submitted by facsimile or electronic mail (**except for the electronic PDF copy**) will be accepted unless otherwise requested by the Municipality during the proposal review process. **Proposals received after DATE at 12:00PM EST will not be accepted.**

H. Budget

There is an approved budget for this project. If the proposals received are considerably higher than this amount, a report to Council for additional funds will be required which may delay awarding of the project. Proposals should include details on the items that can be delivered within the scope with an associated budget.

The budget should also include costs for travel and other direct expenses associated with the project. Contractors are encouraged, but not required, to provide a detail of value-added services that can be provided at an additional cost, including the fees and rationale for undertaking them. This is to be a separate section.

I. Indemnification, Hold Harmless and Insurance Requirements

In addition to other standard contractual terms, the Municipality will require the selected vendor to comply with indemnification, hold harmless and insurance requirements as outlined below:

The Contractor shall indemnify and hold harmless the Municipality (including any of its bodies, agencies, councils and associations and their servants, agents, officers, directors, elected officials, successors, assigns, employees and personal representatives and each of them) from and against any loss resulting from negligence, claim, demand, damages, liability, and costs and permitted assigns.

This provision shall survive termination of any agreement resulting from this RFP.

The vendor shall procure and maintain, for the duration of this contract, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Contractor, his/her agents, representatives, employees or subcontractors. The cost of such insurance shall be paid by the Contractor. Insurance shall meet or exceed the following unless otherwise approved by the Municipality.

Insurance Requirements

a) Worker's Compensation coverage as required by the Province of Ontario.

J. Equal Opportunity

The Municipality is an equal opportunity employer and requires all Respondents to comply with policies and regulations concerning equal opportunity. The Respondent, in the performance of this contract, agrees not to discriminate in its employment due to an employee's or applicant's race, religion, national origin, ancestry, gender, sexual preference, age, physical handicap or any other characteristic protected by law.

K. Accessibility

The Municipality is committed to and working toward ensuring municipal services is accessible to all. We strive to meet or exceed the standards set by the *Accessibility for Ontarians with Disabilities Act* (“AODA”) which are rules established by the Province to help businesses and organizations identify, remove and prevent barriers to accessibility. The AODA requires accessibility of goods, services, facilities, accommodations, employment as well as information and communication.

L. Sustainability

The Municipality recognizes that being sustainable is a responsibility of the Municipality essential to long-term economic prosperity, the social well-being of its residents and protecting environmental capacity and can only occur through community engagement and involvement.

M. Review and Evaluation Process

The selection of an artist will take place through public review and voting, a committee of council and residents, and a staff review of the submissions. The scoring breakdown will be as follows:

- Public Vote on submissions (2-week period): 40%
- Committee review and scoring: 40%
- Staff review and scoring: 20%

Municipal staff may request additional clarifying information from any or all Artists that submit a Proposal during the review process.

Following the scoring process, a recommendation will be made to the Council on the selection of the Artist determined to be the most qualified for the project.

An evaluation by a Committee and staff will be conducted and each proposal will be scored. Proposals will be evaluated on the basis of the following criteria:

Minimum Requirements:

- a) Proof of WSIB Coverage if eligible.
- b) Experience in similar projects.
- c) Complete submission as described in **Section G**
- d) Proposals must state the Artists’ related business information.

Experience and Qualifications (20%)

- i. Evaluation of submitted portfolio (10%)
- ii. Similar project experience and qualification (10%)

Approach (30%)

- iii. Quality of the Artists' Approach (10%)
- iv. Proposed Schedule and Timeline (10%)
- v. Suitability of the proposed narrative (10%)

Budget (50%)

N. Accept or Reject Proposal

The Municipality reserves the right to accept or reject any or all proposals and recommendations and may waive minor errors or omissions in any proposal. The Municipality reserves the right to select a Contractor, who in and upon our approval provides the most advantageous solution and demonstrates their ability to provide the expected outcomes of the proposals that will best serve the interests of the Municipality. The Municipality is not obligated to award the contract based on the lowest price or any other particular factor. The Municipality will not be liable or reimburse any firm for the costs they incur to prepare their proposals. The Municipality also reserves the right to substitute components where the Municipality considers that an alternative may be more suitable and the right to modify any and all requirements stated in the RFP at any time prior to the possible awarding of the contract. The RFP does not commit the Municipality to award a contract or to pay any costs incurred in the preparation of a proposal or attendance at a pre-awarded meeting.

O. Termination of Contract

Either the Contractor or Municipality may terminate the contract, once awarded, at any time upon giving notice in writing at least thirty days prior to the date of termination without penalty or recourse. In the event of such termination, the Contractor will be paid for services up to and including the date of termination.

P. Mural – Specific Considerations

Artists may apply as individuals, or as a group of artists who may form a team to submit a collaborative proposal. The latter option may provide an opportunity for artists with less public art experience to partner with more established muralists and gain valuable experience and credentials. However, artists wishing to apply as a team should appoint and pronounce one (1) person to officiate as the main contact for the project. Delegation of project duties shall be listed in application along with a declaration for a one source of payment, as the group of artists should delegate how to divide their commissions/fees prior to an award.

Consideration of art mural that incorporates more than visual art is allowable. Hence, costs that pertain strictly to preparing a site specifically for the art or design work, such as slabs or pedestals, landscaping that's necessary for the art work or landscaping that is the artwork on the walls includes plantings or blends down into a mosaic tiled walkway with landscaping that is required for the work) are allowable.

Artists will retain the ownership of design ideas submitted with the application until a selection has been made and a contract signed between the artist and the Municipality. At the time a contract is awarded, the ownership of the design and artwork produced will become the property of the Municipality.

Financial compensation will be made in accordance with an agreed upon contract between the artist(s) and the Municipality.

Declaration by the artist(s) or group if currently receiving any funding which, upon award, is designated as an expenditure towards the Municipality's proposed project. Declaration should include any payment from any residency, another entity, third party or matching funding source, other than the Municipality for expenditures, salaries, fees, or supplies which may be related to this project(s). Please supply an explanation and, if applicable, proper documentation.

DRAFT

Appendix A – Building Photos

Goose Nest Market:

16 Broadway Ave:



Appendix B

Corner of Main and Broadway:

96 Broadway Ave:



Mural Project – Design Brief

Scope/Background

This design brief focuses on the proposed murals in Wawa's town center as part of the "Wawa Goose Nest Mural" project that is currently in the initial stages of planning (pre-funding). This project falls under the broader goal of downtown beautification, as described in the Strategic Plan/Community Improvement Plan.

The town of Wawa is plagued by an increasing number of unaesthetic features, including empty and abandoned buildings and weather-worn structures, which are particularly visible along Wawa's business corridor. Downtown beautification addresses some of these unattractive features and aims to increase the visual appeal of our downtown core, both for residents and visitors. A welcoming space is essential for maximizing tourist interactions with local businesses as well as increasing resident satisfaction, and increasing safe walkability throughout the community.

Drawing visitors beyond the Wawa Goose / Tourist Information Center and into the downtown core has long been a major focus of Wawa's tourism efforts. Without a vibrant downtown core, it is increasingly difficult to attract visitors to local businesses. Increasing the walkability and providing draws to key anchors such as the Goose Nest Market are a key part of the strategy to increase both economic benefit as well as community activity in this location.

Further, residents need places to gather and spaces to be proud of. Downtown beautification creates a welcoming atmosphere and encourages residents to spend more time in the area.

Murals can contribute to both of the above topics, drawing in visitors and fostering local use of the downtown space.

Vision

To create a polished, vibrant, and welcoming community space through innovative uses of colors and meaningful connections

Mission

The Goose Nest market space will be a beacon of Wawa's vibrancy. We will create a welcoming community event location that represents Wawa to visitors and makes community members proud to live and play in our unique community

Goals

Goal 1: Increase the visual appeal of Wawa's town center

Goal 2: Add to Wawa's safe walkability and link the downtown core with the waterfront boardwalk

Goal 3: Highlight a talented artist to represent our community

Artist Selection and Art Development

One of the most significant aspects of this project is to select an artist and coordinate collaboration between the artist, the municipality, and the community to develop a mural design/concept that represents Wawa and satisfies the needs of both residents and visitors. Once funding has been secured, the first steps in this process will happen simultaneously: notifying the public of the project and putting out a call for proposals. Listed below is a variety of organizations that may act as channels for advertising the project and collecting proposals:

[Mural Routes](#)

[The Native Women's Association of Canada \(NWAC\)](#)

[Indigenous Arts Collective of Canada](#)

[Northern Artists Gallery](#)

[Algoma Art Society](#)

[Northern Ontario Art Association](#)

[Art Gallery of Algoma](#)

[Ontario Arts Council \(OAC\)](#)

[McMichael Canadian Art Collection](#)

[Thunder Bay Art Gallery](#)

Applicants will be asked to submit, as part of their proposal, an artist statement, examples of past work, and a concept for the mural. Criteria for concept proposals are as follows:

Goose Nest Mural Parameters

- Ties into the Goose Nest Market theme/concept
 - Nest as a symbol of home, growth, belonging, comfort, woven together
- Incorporates themes of crafting/makers/creating
- Fosters a sense of belonging
- Relatively singular in its message or story, not a multitude of different aspects/ideas/visuals/concepts pieced together (allowing space for more murals without repeating concepts)
- Suitable for printing on 3M Building Graphic Film
- Possibility for an interactive element/photo op (ex: dandelion blowing, wings)

- Proper shape and size, and scalable to the dimensions of the wall

EDC Building Parameters

- Representative of Wawa's culture, landscapes, and/or history
 - Ex: wildlife (Moose, bear, wolves, etc), Lake Superior shoreline, Indigenous (Mishipeshu, Creation story, etc), Night sky/northern lights, Group of 7
- Relatively singular in its message or story, not a multitude of different aspects/ideas/visuals/concepts pieced together (allowing space for more murals without repeating concepts)
- Suitable for printing on 3M Building Graphic Film
- Proper shape and size, and scalable to the dimensions of the wall

After one month has passed, the proposal period will end and the artist selection process will begin. This process will utilize a mixture of a selection panel/committee and community consultation. Refer to the RFP document for additional information on this consultation.

All proposals received will be assessed by the selection committee, narrowing the options to 5 applicants. The committee will consider a variety of criteria, including artist portfolio, style, and how well the concept represents Wawa's culture.

The selected artist will be expected to work collaboratively with the Municipality in fine tuning the final design.

Financial compensation will be made in accordance with an agreed upon contract between the artist(s) and the Municipality.

The walls:

Goose Nest Market/Heritage Park

16 Broadway Ave, south side of building. Faces Goose Nest Market and Mining Heritage Park.

~14.6 x 6.69-7.24 m



EDC Building

96 Broadway Ave, east side of building. Faces intersection of Broadway Ave and Hwy 101.

~18.65 x 4.1 m

