

January 22, 2025

## **Request for Expression of Interest.**

Re: JOHN ST. N BRIDGE  
MURAL PROJECT

### **Purpose:**

The Town of Aylmer is seeking Expressions of Interest from artists and creative teams for a mural project aimed at enhancing the Town's visual landscape, celebrating its cultural heritage, and fostering community pride. This project is a key initiative aligned with the Town's strategic priorities to promote arts, culture, and community engagement.

The Town of Aylmer is seeking expressions of interest to supply and install a mural on the west facing abutment of the John St. North Bridge in Balmoral Park.

### **Objective:**

The Town wishes to review options for the beautification of the bridge abutment. The bridge abutment faces into Balmoral Park. Balmoral Park is located in the downtown core and is considered the flagship of the Town's Park system. The Park is home to the Town's splashpad, healing garden, outdoor pool, playground, and horticultural gardens. One suggestion has been to install a mural on the bridge abutment. This request for Expressions of Interest explores this opportunity.

### **Vision:**

The Town of Aylmer is renowned for its rich history and vibrant community. The murals are often used to reflect heritage, culture, diversity, and aspirations, contributing to the Town's aesthetic appeal. Murals are often used to transform prominent public spaces within a community. It is hoped that a mural on the bridge abutment will promote the values of Aylmer as a community, as well as serve to enhance and complement the current activities in the park.

### **Background:**

The Town has received approval "in-principal" from the County of Elgin to supply and install a mural on the bridge abutment. The Town, in its sole discretion, will be responsible to obtain final approval for the project from the County should the Town decide to proceed with the project.

### **Scope of Expression of Interest:**

This Expression of Interest differs from conventional tenders or request for proposals in that it is only an inquiry for the provision services. The Town may ultimately decide not to proceed with this project based on information received and reserves the right for cancellation of this process.

**Process:**

The Parks and Beautification Advisory Committee (PBAC) will be receiving, reviewing and evaluating proposals for the project. Proposals must include a project narrative, in addition to any graphic or design materials the proponent wishes to include. The project narrative can be in a Power Point presentation, Word, or PDF format.

It would be the intent of the Committee to select a maximum of two or three proposals to move forward for community consultation. The proposals along with the result of the community consultation, as well as the PBAC's recommendations will then be presented to the Council. The Town will not necessarily proceed with the project as a result of this process or as a result of a recommendation made by the PBAC.

Submission must include:

- (a) Name of individual, group, or business
- (b) Design proposal
- (c) Project Schedule
- (d) Cost estimate including cost anticipated to be incurred by the Town.

**Budget:**

The budget for the proposed mural shall not exceed \$2,000.00. The budget shall include all materials, labour and supplies.

**Evaluation:**

The evaluation process will include an opportunity for the proponents to present their submission to the committee. Presentations will be scheduled for March 27, 2025.

Submissions will be evaluated and awarded points based on the following criteria:

Design: 50 points

Designs should reflect the nature of the region and the spirit of the community, incorporating aspects of Aylmer's motto "Proud Heritage, Bright Future" into the work.

Community Involvement/Partnership: 30 points.

Proposals that involve community partnership will receive greater point values. Proposals should identify partnerships that include youth involvement, senior participation, volunteer organizations, special needs, or other partnerships that demonstrate community participation.

Financial: 20 points.

The lowest cost alternative will receive the most points. Proposals that include offers of sponsorship that result in reduced cost to the Town will receive greater point values. Proposals must identify in their proposals the total cost of the project including the total cost of the project to the Town.

**Questions:**

Any questions should be directed, in writing, to Chelsea Jibb, by February 12, 2025:

**Submission Deadline:**

The deadline for the submission of an expression of interest is 12:00 PM on March 19, 2025.

Expression of interest materials will only be received by:

Chelsea Jibb  
46 Talbot Street West,  
Aylmer, On, N5H 2J7  
519-773-3164 ext. 4920  
cjibb@town.aylmer.on.ca