

April 29, 2026

## 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.

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.

### 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, pavilion, and horticultural gardens. One suggestion has been to install a mural on the bridge abutment. This request for Expressions of Interest explores this opportunity.



*Figure 1: John St Bridge Abutment*

### Vision:

The Town of Aylmer is renowned for its rich history and vibrant community. Murals are often used to reflect heritage, culture, diversity, and aspirations, contributing to a community's aesthetic appeal. Murals are used to transform prominent public spaces into artworks 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:**

The Town of Aylmer is looking for a mural that reflects our motto – Proud Heritage, Bright Future. Proposed designs should reflect the energy of Balmoral Park and its use, incorporating elements from the natural environment including groupings of 3 or 5 of the Town’s official flower (orange milkweed), as well as the inclusion of the Town’s clock tower logo. The mural should be inclusive and representative of Aylmer’s unique community, with colours being bold and vibrant. We ask that artists consider designs that complement the existing artworks in the park (utility box), and that they avoid bold outlines in their designs. Murals shall be completed with exterior grade acrylics, with the Town of Aylmer coordinating with the artist on the sourcing and application of a UV protective and anti-graffiti coating.

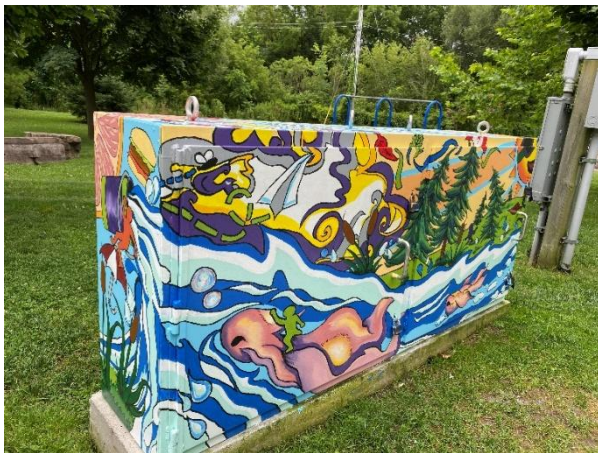


Figure 2 Utility Box



Figure 3 Utility Box

**Process:**

The Parks and Beautification Advisory Committee (PBAC) will be receiving, reviewing and evaluating proposals for the project.

Expressions of Interest shall include:

- (a) Name of individual, group, or business
- (b) Design proposal and original mural rendering (representative of finished product)
- (c) Explanation of how your design reflects the Town’s motto – Proud Heritage, Bright Future.

- (d) Explanation of how your project incorporates natural elements and the environment of the park into the design.
- (e) Listing of community partners and their role in the project
- (f) Overview of relevant experience
- (g) Project schedule
- (h) Cost breakdown of materials and/or labour, including costs anticipated to be incurred by the Town.

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.

### **Insurance**

The successful proponent will be required to secure liability insurance (\$2 million), naming the Town of Aylmer as additional to be insured, upon approval and award of the project.

### **Budget:**

The budget for the proposed mural shall not exceed \$2,000.00. The budget shall include all materials, labour and supplies. Artists are encouraged to consider seeking community sponsorships and partnerships to assist with materials and supplies required beyond the provided budget.

### **Evaluation:**

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

#### **Design: 50 points**

Proposed designs should reflect the energy of the mural's location in Balmoral Park and its use, incorporating elements from the natural environment including groupings of the Town's official flower (orange milkweed), vibrant colours, as well as the inclusion of the Town's clock tower logo. We ask that artists consider designs that complement the existing artwork in the park (utility box), and that they avoid bold outlines in their designs. The mural should be inclusive and representative of Aylmer's unique community.

#### **Community Involvement/Partnership: 20 points.**

Proposals that involve community partnerships will receive greater point values. Proposals should identify partnerships that include youth involvement, senior participation, volunteer organizations, or other partnerships that demonstrate community participation and the role the partner will play in the project

#### **Financial: 10 points.**

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

of the project to the Town. This category will also take into consideration the materials and timelines proposed for the project.

**Relevant Experience: 10 points**

Proposals received from artists with previous mural and similar experience will receive greater point values.

**Project Schedule: 10 points**

Substantial completion of the project is required on or before October 30, 2026 (weather permitting).

**Questions:**

Any questions should be directed, in writing, by 12:00 PM on May 8, 2026 to Chelsea Jibb at [cjibb@town.aylmer.on.ca](mailto:cjibb@town.aylmer.on.ca):

**Submission Deadline:**

The deadline for the submission of an expression of interest is 12:00 PM on May 26, 2026.

Expression of interest materials will only be received via the online submission form found at <https://portal.laserfiche.ca/j4889/forms/dFUXW>