

EXPRESSION OF INTEREST HURON COUNTY MURAL PROJECT Conceptual Design Clinton Location

INTRODUCTION

Huron County Economic Development is issuing this Request for Expression of Interest to propose a conceptual design for a new public art mural located in Clinton, ON as part of Huron County's Mural Project.

2. About the Huron County Mural Project

Huron County Economic Development has received funding for the creation of six public art murals in Huron County during the summer and fall of 2022. The goal of the project is to enhance the cultural vibrancy of our communities and support ongoing tourism recovery in Huron County through public art.

The artwork will be created by local and regional artists and establish new focal points in six towns and villages in Huron County creating renewed visual interest and excitement in visiting and spending time in our business and retail cores.

The completed murals will be packaged into an interactive digital mural trail and also be a source of increased social media engagement by providing photogenic backdrops for visitors to share on their social media platforms.

The six communities participating in the project are Bayfield, Clinton, Exeter, Goderich, Seaforth, and Wingham.

3. The Opportunity

We are inviting expression of interest from community groups to propose a conceptual design for the mural to be created in Clinton, ON.

The Successful Community Group will:

- Be responsible for working closely with Central Huron Staff on the Clinton Mural Project.
- Work within the predetermined parameters that the Municipality of Central Huron Council has determined as the mural location.
- Create a concept brief for the mural that will guide the design of the mural, including a description of the heritage of Clinton, the community profile, and the community's vision and content ideas for the mural.
- Incorporate a type of public engagement process into the selection of the design for the mural i.e., online voting for a favourite or invited input on the concept through social media.
- Make a recommendation to Central Huron Council on the preferred design for the mural.
- Arrange a Maintenance Plan for the mural in conjunction with the artist and the Municipality of Central Huron.
- Complete the mural in their community by December 1, 2022

4. REQUEST FOR EXPRESSIONS OF INTEREST - SUBMISSION REQUIREMENTS

If interested in submitting a conceptual design proposal, please contact: **Angela Smith, Community Improvement Coordinator**, cic@centralhuron.com, 519 476 5922

**Deadline for Receipt of Expression of Interest:
August 24, 2022 by 4 p.m.**