

SECTION 4: REQUIREMENTS

This RFP is to solicit Proposals from qualified artists and muralists to create murals on two (2) well house structures located at Wade's Bayou Memorial Park, 26 Bayou Drive, Douglas, MI 49406.

Request for Proposal Requirements:

The Proposal must include the following to coincide with this RFP:

- Artist Statement – Brief background and artistic approach: [Page 2](#)
- Proposal Concept – A written description of the proposed murals, including its meaning, inspiration, and how it fits the location: [Page 4](#)
- Sketches or Renderings – Visual representation of the proposed murals: [Page 4 & 5](#)
- Portfolio – Up to five (5) examples of previous murals or large-scale artwork: [Page 3](#)
- Budget Breakdown – A specific budget with a breakdown of costs must be provided and cover all materials, supplies, and labor: [Page 6](#)
- Timeline – Estimated timeframe for project completion: [Page 6](#)

THIS PAGE MUST BE SUBMITTED ALONG WITH RESPONSE IN ORDER FOR THE PROPOSAL PACKAGE TO BE CONSIDERED COMPLETE AND ACCEPTABLE.

Request for Proposal

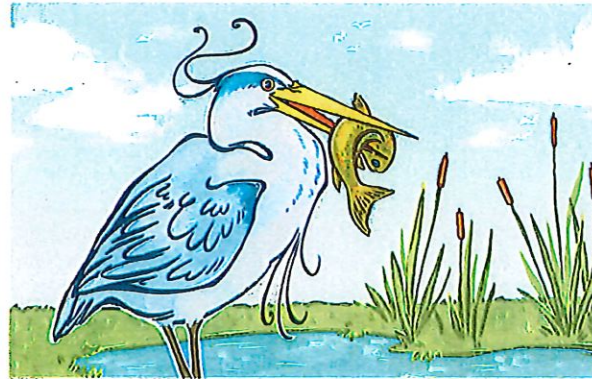
Mural Project: Wade's Bayou Memorial Park

Names of Artist Submitting the Proposal

Ronna, Brian, Marlee, Lucy & Olive Alexander

Address: [REDACTED]

Phone: [REDACTED]



ARTIST STATEMENT

We are a local family of 5 artists. We're sculptors, painters, illustrators and designers. For this mural project, we would be a combined team, working together to re-envision the Well House structures at Wade's Bayou Memorial Park. While we are not traditional muralists, we have a long history of collaborative projects and are well versed in executing large scale, professionally created, durable art for public spaces. Along with having the skills to complete this project well, our family has lived along the Kalamazoo River for almost 30 years and would love to be a part of sharing our positive outlook of the world, love of Douglas and our natural surroundings with visitors and community alike. Some background context and qualifications for each member of our family:

Brian Alexander - Owner of Brian Alexander Studio, LLC.

brianalexanderstudio.com

Industrial Designer, multi-disciplinary, large scale public art sculptor. Has prominent metal installations across Michigan: DeVos Children's Hospital Main Entrance, Haworth, Quad City Arts Center, Gilda's Club, MTA Central Terminal, Gaslight District Development, Mid-Michigan Medical Center as well as personal collections across the mid-west. Has work in the permanent collection of MoMA and Cooper Hewitt Museum, New York.

Ronna Alexander - Owner of Alexander Ink, LC.

ronnaalexander.com

Designer/Illustrator & Graphic Recorder. For over 25 years has created large scale, visual narratives real time for clients locally, domestically and internationally across all sectors of business. Clients include Fortune 500 companies, Governmental Agencies Education and Non-profit. In 2018, created 15 original designs for the City of Douglas for the Downtown Banner project.

Marlee Alexander - Graduated from GVSU with a degree in printmaking and illustration. Has done portrait commission work for over 10 years and has experience with mural design and painting. Designed halloween Parade Posters from 2014 - 2022. Exclusive Chalkboard artist for Respite Cappuccino.

Lucy Alexander

toofuustudios.com

Currently attending GVSU with a focus on Studio Art and Illustration. Designed and created Halloween Posters in 2023 & 2024. Ongoing graphic and signage work, both indoor and outdoor, for local galleries. Responsible for the illustrations presented in this proposal.

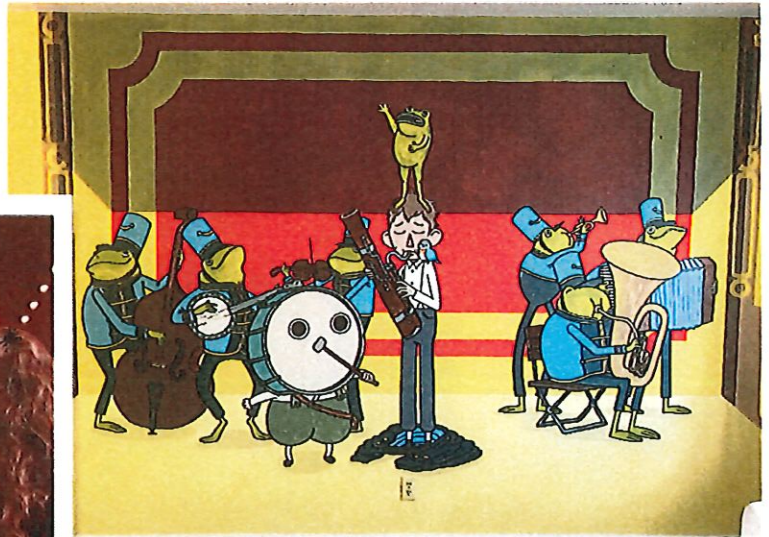
Olive Alexander - Currently in High School, has received 2 regional Scholastic gold keys and one National Silver Medal for photography. Accomplished ceramicist and sold work locally at Good Goods Gallery in Saugatuck from 2019-2023.

Private residence mural:
Approximately 12'x8'

WORK EXAMPLES



Private residence mural"
Approximately 14'x8'



10' x 8' Graphic Recording mural in the
lobby of TED Talks MainStage, Vancouver
Mainstage

Large Scale Community Drawing Board:
Approximately 5'x7'



Exterior Signage



PROPOSAL CONCEPT

We have chosen to cover the walls of the structures with a whimsical portrayal of commonly seen animals, fish and plants that are native to this specific area. Each side has been intentionally designed for engagement and photo opportunities. Wildlife would be identified by painting names near the animal's images to build more knowledge and further connect visitors with local wildlife. Vibrant colors will be used to both attract attention from people visiting the Bayou and at the same time, complement the surrounding environment. Designs are a collaboration of our family members, illustrated by Lucy Alexander. Together, we would love to bring new and vibrant energy to the waterfront while showcasing the beautiful wildlife that surrounds us every day!

SKETCHES

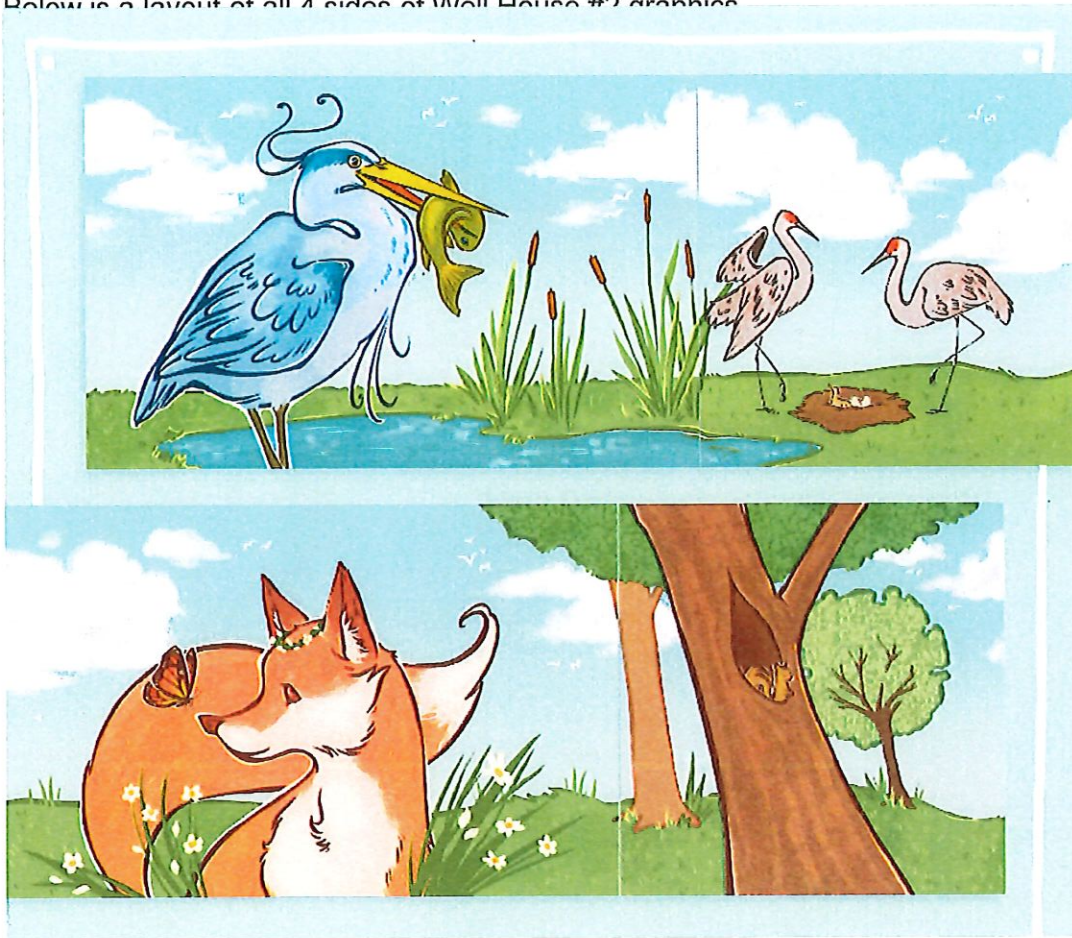
Well House #1 - Shown in full color, using the same color palette as building #1. This concept sketch has been designed to show local water species of fish, plants and animals. The smaller scale and more open space will allow for visitors to have many places to stand and take photos.



Well House #2 - Designed to represent land and air, showcasing birds and mammals of local wildlife species. This concept 2 main focal points. See the full layout on the following page.



Below is a layout of all 4 sides of Wall House #2 graphics



COLORS

The color palette has been selected to coordinate with City logo and way-finding signage around town. Colors shown are approximate and there may be detail colors used that are not represented here. Gradations and shading sl when actually painted.

Color Palette



COLOR (CONT'D)

We love to support our small local businesses and would do our best to purchase as much of our paint as possible from Overisel in Douglas. We would be priming the buildings with Kilz Premium 3 as a base layer to the mural. For the colors, we would be specifying custom color mixes using a low/no VOC, high quality, exterior Valspar PLUS premium acrylic paint in a satin finish for durability, which is carried at the Douglas Overisel location.

MAINTENANCE

Annual maintenance needs/cost: According to the paint specifications, the paint should be maintenance-free for approximately 5 years depending on conditions of weather and unexpected damage to the surface of the structures that inadvertently chip the paint. Direct sunlight causes paint to fade faster than shade so it should be noted that the paint may not fade evenly, from side to side of the structures, over long periods of time. Should touch-ups be required, someone on our team will be happy to do them within the first year free of charge and \$40 per hour thereafter.

BUDGET BREAKDOWN

All-inclusive pricing for materials, supplies, and labor: **\$14,800**

Covers all associated costs of structure wash and prep, paint and primer plus materials. Also includes additional design time to finalize composition, initial primer painting, and labor to transfer artwork to buildings, painting and detailing.

TIMELINE

If accepted, we could begin work as soon as the second week of June, weather dependent. Once we wash and prime the buildings, we would expect to transfer the design onto the structures over several evenings and begin painting the following morning. Expectation is, with our family of 5 painters, we would have all walls of both structures completed within 10 days, depending on weather.



IN CLOSING

Thank you for taking the time to review our proposal...Regardless of the outcome, we're very excited to see the transformation of the Well Houses come to life! Please let us know if you have any questions at all, we look forward to hearing back from you!