

# Monochronicle Property Report

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## OVERVIEW

# Closed - Water Tank Pilot

Up to \$60,000.00

PERMANENT

Selection process	RFP
Artwork timeline	Permanent
Area size	5,700 Sq Ft
Budget status	Secured
Compensation	Single commission
Site context	Commercial corridor

The City of Ocala Cultural Arts is pleased to announce an open call to artists for a new mural located on our downtown ground storage water tank. This project is in partnership with the City of Ocala, Fine Arts for Ocala (FAFO), Florida Wildlife Corridor Foundation, and Ocala Main Street. This opportunity is open to visual artists with large mural experience living and working in Florida.

## Additional Information

STRATEGIC GOAL: ECONOMIC ACTIVATION

SELECTION PROCESS: RFP (CONCEPT/PROPOSAL REQUIRED)

AI POLICY: NO AI ASSISTANCE

BUDGET STATUS: SECURED

PROPOSAL HONORARIUM OFFERED: NO

AUDIENCE: FAMILIES, TOURISTS, LOCAL RESIDENTS, CULTURAL COMMUNITY

GEOGRAPHIC ELIGIBILITY: UNITED STATES

ARTIST EXPERIENCE: MID-CAREER ARTIST, ESTABLISHED ARTIST, ARTIST TEAM ALLOWED

SUSTAINABILITY: SUSTAINABLE MATERIALS ENCOURAGED

## People and Purpose

**Primary audience** Families, Tourists, Local residents, Cultural community

**Audience behavior** For a public art project, the primary audience behavior at the Ocala Downtown Market is not "passing through" but rather **lingering, browsing, socializing, and exploring**.

Key behaviors include:

- Walking slowly through vendor aisles and stopping frequently to browse products.
- Gathering with family and friends for a weekend outing.
- Eating, drinking coffee, and spending time in seating areas and near food vendors.
- Bringing children to the playground and community activities.
- Attending seasonal events, markets, and festivals.
- Taking photos and sharing experiences on social media.
- Returning regularly, as many visitors attend weekly or multiple times per month.

From a public art perspective, this means the audience is likely to engage with artwork for longer periods than at a typical roadway or transit location. Visitors have time to discover details, walk around the piece, take photographs, use it as a meeting point, and interact with interpretive or educational elements. The site also attracts a broad demographic including families, local residents, tourists, shoppers, food enthusiasts, and supporters of local artists and makers.

**Strategic goal** Economic activation

**Success metric**

- Strong representation of Marion County flora and fauna.
- Positive community feedback and public recognition.
- High visual impact from multiple viewing angles.
- Increased photography and social media sharing.

- Ability to serve as a market landmark and meeting point.
- Durability with minimal maintenance over five years.
- Successful public engagement during the FAFO Festival.
- Distinctiveness from other Florida wildlife murals.
- Enhancement of downtown Ocala's public art collection.
- Safe execution within budget and schedule.

## Process

**Selection process** RFP (concept/proposal required)

**Proposal honorarium offered** No

### Selection criteria

- **Artist Intent & Originality (25 pts):** Clarity of concept, originality, uniqueness, and feasibility of any community engagement.
- **Use of Theme (25 pts):** Effective representation of native Marion County flora and fauna.
- **Technique & Composition (20 pts):** Artistic quality, engaging composition, and contribution to the diversity of Ocala's public art collection.
- **Mural Statement (15 pts):** Quality of narrative, including concept, theme connection, community impact, maintenance plan, and optional community involvement.
- **Artist Qualifications (10 pts):** Relevant large-scale mural experience, portfolio strength, and budget understanding.
- **Ease of Maintenance (5 pts):** Durability and long-term maintenance considerations.

100 points total. The highest-weighted factors are originality, use of theme, and artistic execution, which together account for 70% of the total score.

### Selection timeline

#### Project Schedule

- Application Deadline: **September 12, 2024 (11:59 PM)**
- Artist Selection: **September 20, 2024**
- Groundbreaking / Community Presentation at FAFO Festival: **October 26-27, 2024**
- Anticipated Project Start: **October 26, 2024** (subject to change)
- Mural Completion Deadline: **February 1, 2025**

## Estimated Installation Window

- Approximately **14 weeks (98 days)** from anticipated start to final completion.

The selected artist is required to be present onsite during the **FAFO Arts Festival** to present the project and engage with the community.

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### AI usage policy

No AI assistance

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### Geographic eligibility

United States

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### Artist experience level

Mid-career artist, Established artist, Artist team allowed

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### Compliance requirements

- Open to Florida-based artists with large-scale mural experience.
- Original mural design created specifically for this project.
- Complete application package required, including concept, narrative, budget, portfolio, and support letter.
- Artist must contract with the City of Ocala.
- Minimum **\$1 million Commercial General Liability Insurance** naming the City as Additional Insured.
- Materials must be suitable for an active concrete water tank and withstand Florida weather conditions.
- Artist is responsible for equipment rentals.
- Artist must participate in community presentation activities during the FAFO Arts Festival.

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### Partners and promotion

The City of Ocala Cultural Arts Office partnered with:

- Fine Arts For Ocala (FAFO)
  - Florida Wildlife Corridor Foundation
  - Ocala Main Street
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## Place

**Address** SE 5th St & SE Watula Ave/SE 3rd Ave

**City** Ocala

**Area** Downtown Market

**State** FL

**Zip** 34471

**Country** US

**COMMERCIAL CORRIDOR**

## Gallery

Water Tank Pilot

Water Tank Pilot

## Contact

**City of Ocala Recreation & Parks**

[eparkman@ocalafl.gov](mailto:eparkman@ocalafl.gov)