



**CALL TO ARTISTS FOR MILLER ELECTRIC CENTER  
(Jacksonville Jaguars’ sports performance facility)  
JACKSONVILLE, FLORIDA USA**

**SEEKING RFQs: OPEN CALL TO NATIONAL & REGIONAL ARTISTS FOR DIGITAL DESIGN OF LARGE-FORMAT, VINYL MURAL ALONG SOUTH FAÇADE OF THE FAN AMENITY GRANDSTANDS (3 OF 3 OPPORTUNITIES)**

**REQUEST FOR QUALIFICATIONS: PROJECT OVERVIEW**

NAME:	Jacksonville Jaguars Miller Electric Center Exterior Mural
LOCATION + ADDRESS:	1 TIAA Bank Field Drive, Jacksonville, FL 32202
BUDGET:	\$5,000 mural art design honorarium for submission of digital artwork
QUANTITY:	1
DESCRIPTION:	One, large-format, digital mural designed for print on opaque vinyl for installation upon South Façade of the Fan Amenity Grandstands. Size: 12’h X 50’9”w. Exact size to be field verified prior to production.
OBJECTIVE(s):	<ol style="list-style-type: none"> <li>1. Reflective of Jacksonville Jaguars’ brand, Project Vibeboard enclosed.</li> <li>2. Reflective of the defining characteristics of the sport of football and city of Jacksonville, Florida</li> <li>3. Specific focus on artists living and working in the United States.</li> </ol>
INSTALLATION:	MAY 15 – JUNE 16, 2023
RFQs DUE:	No later than October 28, 2022 at 11:59PM MST
EVALUATION CRITERA	<ol style="list-style-type: none"> <li>1. Quality, creativity, and strength of work submitted.</li> <li>2. Appropriateness of previous work to the scope of this project.</li> <li>3. Professional qualifications and experience in their medium.</li> </ol> <p>The panel will review artist’s/team’s materials utilizing the online CaFÉ portal.</p>



## ATTACHED EXHIBITS (*exhibit is hyperlinked, click to access*)

- [EXHIBIT A – Fan Amenity Grandstand Elevation \(South Façade\)](#)

## DESCRIPTIONS, SCHEDULE, AND BUDGET

### ARTWORK DESCRIPTION

One, large-format, digital mural designed for print on opaque vinyl and installed upon 3 of 3 mural locations along the South Façade of the Fan Amenity Grandstands. Viewable from the exterior of the building only.

### ARTWORK SIZE

- Mural Location Size: 12'h X 50'9"w

### SUBSTRATE SURFACE

- Vinyl Framed and installed on Flat Architectural Precast Wall Panels
- Awarded vinyl printing firm to provide their recommended film for the precast surface per experience and expertise.
- Vinyl to be used to not damage surface material and should be able to be removed without leaving any adhesive residue. Final material selection to be approved by Owner.

### ARTIST SERVICES - *The following activities will be required:*

- Complete, Concise RFQ Response
- Proposal Development
- Final Design Presentation
- Coordination with JAGS/CCGJ Project Management Team
- Submission of Print-ready, Digital File in Specifications Required by Vinyl Printer TBD Upon Selection of Vinyl Printer Awarded Firm



## DESCRIPTIONS, SCHEDULE, AND BUDGET, continued

### ANTICIPATED ART PROJECT SCHEDULE

- Call to Artists Execution & Opening Date: September 8, 2022
- Call to Artists Application Deadline: October 28, 2022, 11:59PM MST
- Client Review & Voting on Top Three (3) Finalists: November 4-18, 2022
- Finalist Artists Notification: November 21-23, 2022
- Artist Visits for Community Engagement/Site Visits NOT MANDATORY, provided as needed and will also be offered virtually on an as needed basis for selected artists: December 1, 2022 – January 10, 2023
- Finalist Concept Designs Due: January 20, 2023
- Design Review & Awardee Selected: January 23 - 30, 2023
- Final Design Due: March 2, 2023
- Final Art Review: March 6 - 10, 2023
- Contract Execution: March 13 - 17, 2023
- Digital Print-Ready File Due: March 24, 2023
- Site Prep & Install: May 15 - June 16, 2023
- Grand Opening Dedication Ceremony for all artwork: TBD – Slated for Summer 2023

### PROJECT BUDGET

Mural Art Design Honorarium: \$5,000

*The budget includes all costs to the artist: i.e., artwork proposals, artwork design, artwork electronic submission, and travel.*

### SELECTION CRITERIA PROCESS

The awarded artist(s)/team will be chosen by the Jacksonville Jaguars Selection Committee based on their qualifications through evaluation of the artist(s’)/team’s letter of interest and artist(s’)/team’s past work with the goal of selecting one finalist. **Specific proposals are not requested and will not be reviewed at this time.**



## APPLICATION PARAMETERS

### **ARTIST ELIGIBILITY**

The project is open to artists over 21-years-old, who are not students in a formal degree program and who have been practicing artists for more than three years. Artist is defined broadly to include the traditional arts and the design arts.

### **REQUIRED APPLICATION REQUIREMENTS**

The information and documentation below must be submitted through CaFE by 11:59 MST on October 28, 2022.

1. **Artist Statement:** Upload an artist statement with the following (copy and paste is acceptable.)
  - a. If needed, I am/We are available to visit the site in person for potential client engagement during the period of December 1, 2022 – January 10, 2023, in order to complete the design as per the project schedule.
  - b. I am/We are over 21 years old, not a student in a formal degree program and have been creating and installing public art for more than three years.
2. **Current resumé**
3. **Letter of Interest**
  - a. Contact info for all artist(s)/design team members
  - b. Artist interest in project and previous experience
  - c. Artist philosophy on public art and integration into surrounding environment
4. **Images minimum:** (3) with descriptions – completed mural projects
5. **Images maximum:** (7) with descriptions – completed mural projects
6. **References (3)**

Please provide the names, addresses, current telephone numbers and email addresses for three professionals to reference your past work and qualifications.

### **DEADLINE: UPLOAD BY**

11:59 MST on October 28, 2022

### **COMPLETE THE APPLICATION**

CaFE: [https://artist.callforentry.org/festivals\\_unique\\_info.php?ID=10815](https://artist.callforentry.org/festivals_unique_info.php?ID=10815)

Full Call to Artists on Cultural Council Website: <https://www.culturalcouncil.org/call-to-artists>



## **ABOUT US - CULTURAL COUNCIL OF GREATER JACKSONVILLE**

### **ABOUT THE CULTURAL COUNCIL OF GREATER JACKSONVILLE**

Founded in 1971, the Cultural Council of Greater Jacksonville is a non-profit organization responsible for igniting the creative economy of our region by providing three pillars for community success. By ordinance, the Cultural Council manages and facilitates the City of Jacksonville's Cultural Service Grant Program, regranteeing \$3.5 million plus annually from the City to our community's most impactful arts and culture organizations, and it facilitates the City of Jacksonville's Public Art program which project manages the development and delivery of permanent works of public art throughout Duval County annually. The Cultural Council also supports individual artists by offering career advancement workshops, grant writing courses, and professional networking events, as well as financial opportunities including participation in the Art in Public Places program, access to individual artist grants, and connection to collectors through pop-up art galleries. The mission of the Cultural Council of Greater Jacksonville is to enrich life in Northeast Florida by investing in arts and culture. Learn more, [www.culturalcouncil.org](http://www.culturalcouncil.org).

### **PUBLIC ART IN JACKSONVILLE**

Public art delivered by the City of Jacksonville, WPA, community associations, and private art consultants has been a part of the city's fabric since the renaissance of downtown Jacksonville after the Great Fire of 1901. In 1997, the City officially created a public art program, known as Art in Public Places, and awarded its management in 2007 to the Cultural Council of Greater Jacksonville. The first major works commissioned were by internationally known artists Jaume Plensa, Larry Kirkland, Al Held, and others. Today, public art is in full flourish throughout Duval County due to the dedication to arts and culture by the Cultural Council, the City, corporations, arts professionals, and individual patrons who commission public artwork intended to reflect, educate, beautify, and uplift Duval County.

### **CONTACT US**

Contact: Jen Jones Murray, Project Manager  
Michele D Lee, Interim Public Art Director  
E-mail: Jen@culturalcouncil.org  
Michele@culturalcouncil.org  
Phone: 904-358-3600 X. 20 (office) or 904-206-0902 (cell)  
Website: [www.culturalcouncil.org](http://www.culturalcouncil.org)



## JACKSONVILLE JAGUARS BRAND, VOICE AND TONE

### **ABOUT THE JACKSONVILLE JAGUARS**

The Jacksonville Jaguars are a professional football team, one of 32 member clubs of the National Football League (NFL), aligned in the South Division of the American Football Conference (AFC). Founded on Nov. 30, 1993, the team began play as an expansion team in 1995 and will compete in its 28th season in 2022. The team is owned by Shahid Khan, who purchased the franchise in January 2012. The club plays its home games at TIAA Bank Field, located near the St. Johns River in downtown Jacksonville, Fla. Since their inaugural season in 1995, the Jaguars have won three division titles and made seven playoff appearances, playing in 14 postseason games.

The Jaguars Foundation and Community Impact Department are committed to uplifting the Northeast Florida community and beyond by providing economic and equal opportunity through programs that strengthen neighborhoods and develop our youth. The Community Impact team at the Jaguars annually targets three key strategic areas of focus: neighborhood revitalization, youth development and NFL league-wide initiatives. The Jaguars and the Khan Family have always been strong supporters of our Jacksonville community and have donated \$22 million since 2012 through the Jacksonville Jaguars Foundation in support of many worthy causes, including \$1 million in 2021 in support of the revitalization of Jacksonville's historic Outeast neighborhood.

The Jaguars and its sister company Iguana Investments are fully committed to the revitalization of downtown Jacksonville. Since 2012, Mr. Khan's impact on the Northeast Florida community has exceeded \$500 million, including charitable giving through the Jaguars Foundation, capital improvements to TIAA Bank Field and the creation of Daily's Place, which hosts upwards of 40 concerts a year. Over the next several years, the Jaguars and Iguana Investments will build the new Miller Electric Center to house all football operations and launch Phase 1 of the Shipyards, a complete reimagination of the riverfront which will include a five-star hotel, office building and modernized marina. For more information about the Jaguars plans for downtown Jacksonville, visit [www.1stdowntownjacksonville.com](http://www.1stdowntownjacksonville.com).



## **JACKSONVILLE JAGUARS VOICE AND TONE**

### **JAGUARS VOICE AND TONE**

Jacksonville is a small town with a big personality full of soul, southern charisma and unwavering pride. As the heart of this community sit the Jacksonville Jaguars. We seek to emulate that same DUUUVAL spirit with unabashed confidence, a genuine love for our fans and ambitious goals for nothing less than championships.

On the field, the Jaguars are driven by greatness. Our athletes push the boundaries of physical form and athletic skill, inspiring fans on game day with moments in motion that will live in memory forever. Their commitment to team over individual is the foundation upon which future Super Bowl trophies will be hoisted.

Off the field, the Jaguars embrace the weight of responsibility as community leaders. With a commitment of our time and resources, continued and uninterrupted, we strive to empower our neighbors, break the cycles of inequality and create positive change. We teach the game to the next generation, giving them lessons in leadership and sportsmanship that will last a lifetime.



## **MILLER ELECTRIC CENTER**

### **ABOUT THE MILLER ELECTRIC CENTER**

A joint partnership between the City of Jacksonville and the Jaguars, the Miller Electric Center will serve as the new home of the Jaguars football operations for years to come. A 125,000-square foot sports performance center, it will provide first-class facilities for professional athletes to practice and prepare to perform at an elite level. It will house the team's locker room, strength and conditioning facilities, team meeting rooms and nutrition and wellness spaces. It will be a space where players and coaches can eliminate distractions and create team energy that gives them the confidence to attack everything on game day. The Miller Electric Center will also serve as a new connection point between fans and the team, providing an elevated football experience to all who visit the Jaguars football headquarters. When it opens in summer 2023, it will be capable of hosting upwards of 2,000 Jaguars fans in shaded seating with new amenities including a permanent team store, concessions and restrooms.





## JAGUARS VISUAL IDENTITY & VIBEBOARD

### VIBEBOARD

The following vibe board encompasses everything we want the artists to feel when they are concepting and creating art for the Miller Electric Center. It pulls elements from different facets of the Jaguars organization and our Jacksonville community, while keeping a central theme of inspiring greatness.

The first column hosts images of what makes Duval special – from the pier at the beaches, to the Main Street Bridge, to the Riverside Arts Market. We hope the artists can be inspired by the greatness in our events, structures, and natural beauty that surrounds us every day in our First Coast community. (See Next Page)

The Miller Electric Center will provide space for Jaguars athletes to train during the season and the off-season. The second column represents what goes on behind the scenes to be a NFL football player for the Jaguars: late nights, early mornings and most importantly teamwork.

Lastly, an exploration of natural textures and prints surrounding the Jacksonville Jaguars is showcased for inspiration and symbolism. The fur of the Jaguar, texture of the foliage, up-close grip of the football, and water from the St Johns River all signify strength and movement.

### COLORS



**PANTONE:** 3155 C      **HEX:** #006778  
**CMYK:** 100/00/20/30      **GRAYSCALE:** 65%  
**RGB:** 00/101/118



**PANTONE:** Black      **HEX:** #000000  
**CMYK:** 70/50/50/100      **GRAYSCALE:** 100%  
**RGB:** 00/00/00



**PANTONE:** No Ink      **HEX:** #FFFFFF  
**CMYK:** 00/00/00/00      **GRAYSCALE:** 0%  
**RGB:** 255/255/255



**PANTONE:** 7555 C      **HEX:** #D7A22A  
**CMYK:** 17/37/100/00      **GRAYSCALE:** 30%  
**RGB:** 215/162/42

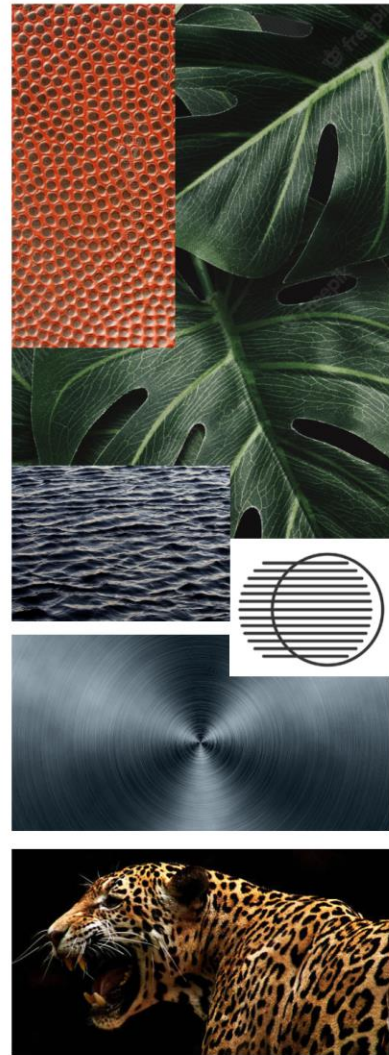
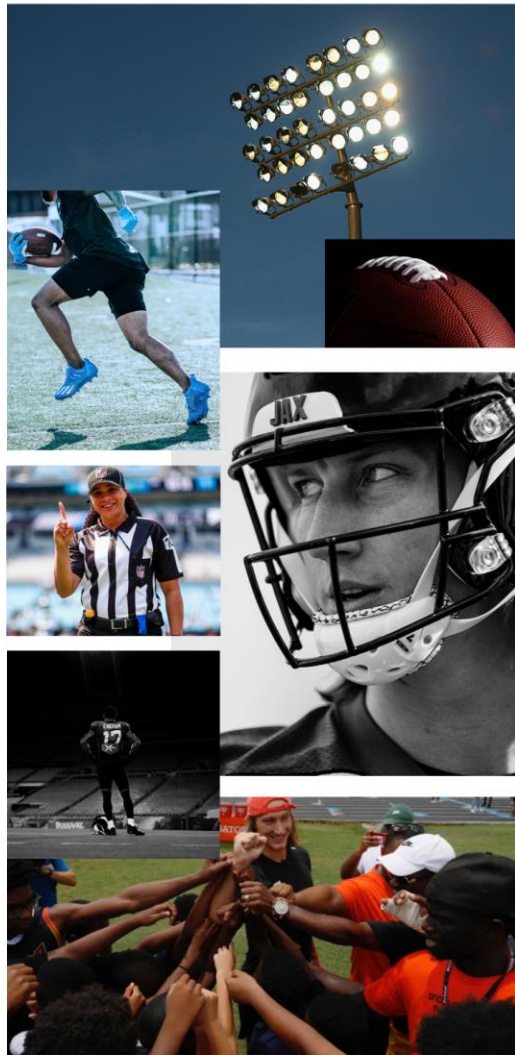


**PANTONE:** 126 C      **HEX:** #9F792C  
**CMYK:** 34/48/100/13      **GRAYSCALE:** 50%  
**RGB:** 159/121/44



## JAGUARS VISUAL IDENTITY & VIBEBOARD

The Jaguars' visual identity is characterized by a bold color palette, layered jungle textures that evoke the illusion of depth and dimension, and atmospheric lighting that brings it all together in a cohesive manner. Our brand aesthetic, Scratch and Claw, is derived from our team and community's innate ability and unwavering drive to prove naysayers wrong when we are counted out as the underdogs.







## CORRESPONDING PROJECT INSPIRATION/EXAMPLES

### MURALS

Artwork should strive to meet the following guidelines depending on the kind of mural:

- SPORTS MURAL or MURALS ABOUT PEOPLE: should be centered around the theme of Inspiring Greatness
- ABSTRACT MURAL: should mostly be in the Jaguar color palette
- COMMUNITY PRIDE: highlight our diverse fanbase
- HISTORIC: should focus solely on Jacksonville's History
- LANDMARKS: should focus on well known landmarks significant to the Jacksonville community





## ADDITIONAL INSPIRATION IMAGES FOR PROJECT







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