



CALLING ALL ARTISTS

COMMUNITY MURAL PROJECT REQUEST FOR PROPOSALS



PROJECT BRIEF

IP Casino Resort Spa, in partnership with Biloxi Public Arts Project, are offering an opportunity for qualified artist(s) based along the Mississippi Gulf Coast to design and paint a public art mural at the entrance of IP Casino Resort Spa by Spring/ Summer 2022. The goals of this mural project are to attract locals and tourists to IP and the Biloxi Main Street area; create an interactive, social media-worthy moment for visitors; provide a fun, welcoming experience to guests; and offer local artist(s) an opportunity to expand their portfolio and professional development.

CREATIVE DIRECTION

Artist(s) are encouraged to submit design(s) that complement the casino-centric space; are aesthetically and thematically appropriate; and of good taste. The artwork should be instagrammable and encourage viewers to interact with the art for social sharing purposes. Design should stand out and not disappear into current IP property signage. Art should be timeless with no relation to existing brand campaigns. Artist(s) agree to abide by BOYD-BILOXI's policy toward risqué or questionable material. Should there be any questions regarding such material, Artist(s) agree to submit the material to BOYD-BILOXI for review.

SITE DESCRIPTION

Location: IP Casino Resort Spa, 850 Bayview Ave., Biloxi, MS
South Exterior Wall at Main Entrance
Surface: Painted Stucco
Size: Overall measurements = 23' 3" wide x 13' 10.25" high

*See attachment for photos. Design does not have to fill overall measurements, but the approximate size of your planned design should be included on the Information Request Form. The door will not be painted.

ARTIST ELIGIBILITY

- Must be 18 years of age or older.
- Resident of Jackson, Harrison, Hancock, Pearl River, Stone or George Counties, Mississippi.
- Not self-excluded or property excluded from IP Casino Resort Spa.

IP Casino Resort Spa is an Equal Opportunity Employer and does not discriminate against any applicant or contractor for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, status as a veteran, and basis of disability or any other federal, state or local protected class.

DEADLINES

- Letter of Intent requested by **Friday, December 3, 2021.**
*Not a requirement for submission consideration, but greatly appreciated.
- Proposals will be accepted electronically until **5:00pm CST on Wednesday, January 5, 2022.**

Questions regarding the proposal may be directed to:

Laura Shoemake | IP Casino Resort Spa Marketing Coordinator
laurashoemake@boydgaming.com (Email preferred) | 228-432-3285

SELECTION PROCESS

A selection committee, which may include Biloxi Public Arts Project members, IP Casino Resort Spa staff, artists, and community representatives, will review all submissions by Friday, January 21, 2022.

In the event the committee selects more than one design, a public social media voting contest may be utilized to determine the final design / artist(s). The selection committee reserves the right to accept or reject any proposal; elect not to proceed with any proposal; or reopen the request for proposal.

Proposals will be evaluated on the following criteria:

- Artistic merit of the proposal
- Thematic appropriateness to the site
- Artist(s) skill and experience
- Project Cost

PROPOSAL REQUIREMENTS

Please submit final proposals electronically by **5:00pm CST on Wednesday, January 5, 2022** to Laura Shoemake at laurashoemake@boydgaming.com. The following materials should be submitted for a complete proposal:

- Letter of Intent** – Completed contact form signifying your interest in submitting a proposal for this project. This is not a requirement for submission consideration, but greatly appreciated.
- Information Request Form** – Completion of attached form acknowledges the artist is 18 years or older, is based along the Mississippi Gulf Coast, is submitting original art as represented in visual depiction, and understands the art, if selected, will be owned by IP Casino Resort Spa, and utilized in publicity for IP Casino Resort Spa, Biloxi Public Arts Project and Biloxi Main Street.
- Design Proposal** – Provide a visual depiction of the proposed artwork, plus written description of how it aesthetically and thematically complements IP Casino Resort Spa and Biloxi, Mississippi.
- Bio or Resume** – Provide any information and/or images on previously related experience not to exceed two (2) pages.

POLICY

The artist retains ownership of design ideas submitted with the proposal until a selection has been made and a contract signed. Once a proposal has been selected and a contract awarded, images of the art may be used in publicity and advertisements for IP Casino Resort Spa, Biloxi Public Arts Project, and Biloxi Main Street. The usage of final design on merchandise will be addressed with selected artist(s) if and when there is need.

The Request for Proposals does not constitute a contract. If selected, Artist will be required to execute a Service Agreement and register as a vendor with Boyd Gaming Corporation.

In order to maintain Boyd-Biloxi's reputation and good will, Artist agrees to act in accordance with the highest standards of quality and Boyd-Biloxi has the right to continuously monitor such appearance and collateral to ensure that such standards are consistently maintained.

Artist must provide and maintain a valid certificate of self-insurance during the installation.

FAQS

Can I submit more than one design?

Yes, but each design must include a Design Proposal (written description / mock-up) and the relevant questions noted on the Information Request Form.

What if I miss the Letter of Intent deadline?

You are still eligible to submit your proposal until the RFP deadline even if you missed the requested cutoff for Letter of Intent. You may also provide a letter of intent at any point prior to RFP deadline.

Are there any design elements I must include in my art?

No specific colors, logos or sayings are required. We are open to the usage of untrademarked words/phrases if appropriate and relevant.

Can I partner with another artist?

Yes. The Information Request Form includes a section to note any collaborators. The artist fee should be one amount covering all participating artists.

When do you think the mural will be painted?

Mural installation is tentatively scheduled to begin around March or April 2022, but it will be based on selected artist's schedule.

Can I mail or deliver my proposal instead of emailing?

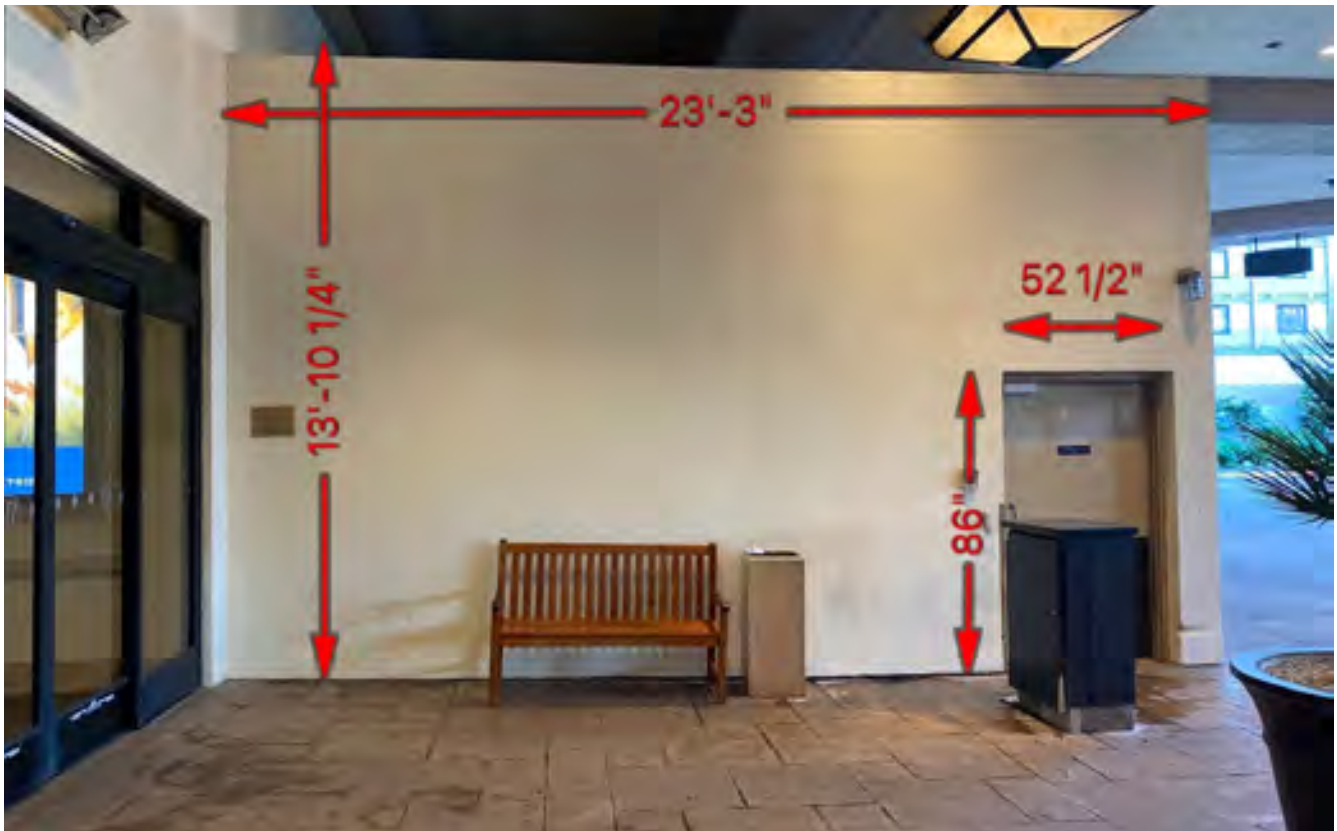
Yes, but please coordinate with Laura Shoemake PRIOR to sending / delivering.

Questions regarding the proposal may be directed to:

Laura Shoemake | IP Casino Resort Spa Marketing Coordinator

laurashoemake@boydgaming.com (Email preferred) | 228-432-3285

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ABOUT



Biloxi Public Arts Project

The Biloxi Public Arts Project is a collection of murals and sculptural installations created by local artists strategically placed throughout the East Biloxi Peninsula (including but not limited to Downtown Biloxi). These murals and sculptural installations are designed to share the rich and diverse heritage of Biloxi through colorful and engaging visual art. The Biloxi Public Arts Project includes partnerships with local businesses and the city of Biloxi, as well as partnerships with existing community-focused programs such as Bike Biloxi and the Biloxi Tour Train. Partnering with Bike Biloxi and the Biloxi Tour Train creates the opportunity for public art tours and educational programming. The murals and sculptural installations highlight pieces of Biloxi's heritage that are not widely known and preserve the stories for current and future generations in Biloxi.

[WEBSITE](#)

[MURAL MAP](#)



IP Casino Resort Spa

Located on Biloxi's Back Bay and winner of the coveted AAA Four Diamond Award, IP Casino Resort Spa is Biloxi's premier one-stop resort destination. From the Gulf Coast's only Vegas-style ultra-lounge to a 32-story hotel with great water views, IP Casino Resort Spa has it all! Enjoy spectacular entertainment and exhilarating gaming. Savor cuisine for every palate at six dining experiences including one AAA Four Diamond venue and one AAA Three Diamond venue. And the service? Truly impeccable.

IP Casino Resort Spa and Boyd Gaming are dedicated to giving back to the communities we call home. We strive to have a positive, lasting, and meaningful impact on the entire Mississippi Gulf Coast community; and focus our support in four key areas: Community, Health and Human Services, Culture, and Education.

[WEBSITE](#)

INTENT TO RESPOND FORM

The Artist named below intends to submit a proposal in response to IP Casino Resort Spa and Biloxi Public Arts Project's Mural Call to Artists RFP. *Submission of this form indicates the Artist's intent to respond, however, it does not commit the Artist to respond.*

Intent to Respond forms are requested by Friday, December 3, 2021.

Submission of this form is not a requirement for RFP completion and can be sent at any point prior to RFP deadline. Contact information provided will be used for any additional information regarding this Call to Artists RFP.

Please email this form to laurashoemake@boydgaming.com.

ARTIST NAME: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____

(Optional)

ARTIST SOCIAL HANDLES: _____

ARTIST WEBSITE: _____

SIGNATURE: _____

DATE: _____



INFORMATION REQUEST FORM

FULL NAME _____

COMPANY / ARTIST NAME (if different) _____

PHONE _____ EMAIL _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

**Artist(s) must be a resident of Jackson, Harrison, Hancock, Pearl River, Stone or George Counties, MS.*

REFERENCES (Up to 3 Personal or Professional references)

1. Name _____ Professional/Personal _____

Phone _____ Email _____

2. Name _____ Professional/Personal _____

Phone _____ Email _____

3. Name _____ Professional/Personal _____

Phone _____ Email _____

SOCIAL MEDIA HANDLES

Facebook _____ Instagram _____

Other _____

IF SUBMITTING MORE THAN ONE DESIGN, PROVIDE THE FOLLOWING INFO FOR EACH DESIGN:

DESIGN NAME (If submitting multiple designs) _____

PROJECT COST (Detail the total costs associated with your proposed design)

Artist(s) Fee – To include design finalization, installation, and travel expenses \$ _____

Material Cost – If Artist(s) Fee does not include materials (paint, brushes, sealant, etc.) please provide an estimated Material Cost \$ _____

EQUIPMENT NEEDS (Scaffolding, Ladders, Lift, etc. - if any)

**IP Casino Resort Spa will provide barricades and pavement protection. Other equipment needs will be further discussed prior to signed contract.*

MEDIUM(S) USED _____

ESTIMATED SIZE OF PROPOSED DESIGN _____

TIMEFRAME / WORK PLAN (Provide a brief outline of the steps involved in completing the proposed design, including an estimated timeframe from initial prep work to completion. *Scheduling will be determined once final selection has been made.*)

COLLABORATORS (List any additional people working with you on this project (if any) and their role)