



GLADSTONE

Oregon

Memorandum

TO: Senior Center Advisory Board
FROM: Jacque M. Betz, City Administrator
Lori Bell, Tourism Consultant

1. Approach the mural with the understanding that this will be a vibrant image for visitors to remember Gladstone, for residents to admire, and an image to be seen by everyone passing through.
2. There will be postcards made of the image so remember 'postcards of Gladstone' is the theme.
3. This is a first of its kind opportunity funded by tourism dollars to spark beautification along Portland Ave.

Questions to ask yourself that will be helpful for the selected artist:

1. Are there specific images that would not be perceived as authentic to Gladstone?
2. Are there key images that feel important to consider?
3. How do you want visitors to feel when they look at the art? How do you want visitors to the center to feel when they look at the art?
4. How can this artwork enhance the experience for people coming into the center?
5. Could this art attract visitors to the center?
6. Are there other murals you have seen that you can share with the artist as samples of styles you like?

Please have comments to Hayley Kratz kratz@ci.gladstone.or.us by May 4th at 4:00 pm.

COMMUNITY ENGAGEMENT ACTIVITY – Gladstone Mural Program

Combining efforts with the City of Gladstone, Lori Bell Consulting, and the team at ROTATOR, we engaged with community members to hear their insights and ideas about the city's new mural program. The activity included creating eight style boards depicting various aspects of current mural styles from all over the country. The eight styles were defined as: Vibrant Collage, Historic Montage, Uplifting Messaging, Serene Scene, Photo Opp Illusions, Larger Than Life, Kinetic Activity, and Compartmentalized. This input will allow us to help inform the selected artist for the mural commission. We had 43 participants give input. Summarizing their overall preferences, we can say that those who gave their input tended to appreciate a bit more Realism over Abstraction, Scenic over Conceptual, Pictorial over Word-based imagery, and all seemed to like vibrant colors and the idea of mural art that could create an opportunity for engagement. Although there was enthusiasm for virtually all of the examples, the theme, Serene Scene, was most popular. The theme, Photo Opp Illusions, was often mentioned in relation to combining styles.

Once the artist for the Senior Center Mural is chosen this information will be passed along to help them as they create their artwork design for this project.



PILOT MURAL PROJECT

The City of Gladstone believes its most significant tourism impact comes from visitors discovering what is going on in the city. By highlighting opportunities to explore Gladstone, the intention is for visitors to invite their friends and return for further exploration. Tourism projects are moving forward now to “set the table” as Gladstone continues to grow and build out more structure and features. Beautification strives to draw in locals from surrounding areas and aims for visitors to leave with a positive experience and excitement to return.

In line with the Tourism Strategy, the City of Gladstone is committed to promotional efforts with a strategic investment in the revitalization and beautification of the city. To lead this effort, Gladstone is launching a pilot mural project to encourage visitors to explore and discover more about the city and identified tourism themes.

Mural-making is a powerful avenue to engage artists and transform public spaces where visitors wander. A pilot mural project will work with the community to design and implement two high-quality outdoor painted murals that reflect the tourism themes and content highlighted by the community. Two murals will focus on the theme of ‘Postcards of Gladstone’ with the subtext of “glad to be here!” Accompanying will be reproductions of the actual mural as printed postcards for distribution by various partners with licensing permission approved by selected artist. As a direct extension of the Tourism Strategy and brand, one mural will be designed and installed by Rotator Creative. A second mural will be designed by an artist chosen by review committee.

Executed murals will serve as a tourist attraction and can provide an avenue for community engagement. As such, the city tourism consultant and tourism strategy partners will host community engagement opportunities on March 27, 2023, for guidance and direction on two murals. The City of Gladstone will consider all replies to call for artists. Artist will be chosen through a selective process and determined by committee.

Call for artists will be posted on March 20th for two weeks. Selected artist will be notified by April 14, 2023. Mural will be completed by June 30, 2023. The City of Gladstone will provide the selected artist with funding for supplies, artist compensation, technical support, city coordination, promotion, and assistance not to exceed \$10,000 with an itemized budget. The mural will be within city sign code parameters, not to exceed 240 square feet. Artist will paint on MDO with the art to be fastened to an approved site.



Call for artist:

The City of Gladstone is seeking a qualified artist to design, paint and install a mural to highlight one identified tourism theme. The mural will be within city sign code parameters, not to exceed 240 square feet. Artist will paint on MDO with the art to be fastened to an approved site. MDO material and fasteners will be provided by the City of Gladstone. Mural will be complete by June 30, 2023, and be highly visible, promoted through community partners and featured to visitors exploring the city. Printed postcards will be printed in the image of the completed mural. Permission to license images of the artwork are required prior to project start. Project will not exceed \$10,000.

To reply to the call for artist, submit the following by **12:00 pm April 3, 2023**.

1. Provide an artist biography, CV, and /or portfolio, with a description of your thoughts and ideas regarding your artistic process for this project and timeline.
2. Statement agreeing to incorporate community input into deliverable.
3. Email submission materials to: lori@loribellconsulting.org
4. After selection: Provide a signed Letter of Agreement, including licensing permission, and Liability Insurance certificate citing the City of Gladstone as held harmless for amount of one million dollars.

Selection criteria will consider:

1. Inclusion of community input from public outreach.
2. Demonstrated artist experience via biography, CV, and/or portfolio.

OTHER GUIDELINES

Murals should embody themes, colors, shapes, patterns, elements, and adjectives identified through community engagement in the development of Gladstone tourism strategy:

<https://www.ci.gladstone.or.us/community/page/gladstone-brand-and-tourism-strategy>.



Selection

Review committee includes representative from:

1. Mt. Hood Territory - regional DMO tourism partner
2. 2 representatives from Gladstone Senior Center – host mural site
3. Gladstone Mayor – service to community and visitors of Gladstone
4. Rotator Creative – artist consultant lead for Gladstone brand and Tourism Strategy

Selection criteria will consider:

1. Inclusion of community input from public outreach.
2. Demonstrated artist experience via biography, CV, and/or portfolio.

Each category is eligible for 10 points, for a total score of 20 points. Representatives will meet to review and discuss in early April, for an award decision on April 14th.

Deliverables:

1. One mural, painted on Senior Center by chosen artist. Artist to be selected by review committee. Mural will highlight one designated tourism theme from Tourism Strategy.
2. One mural, Gladstone: 'Glad to be here!' Mural design by Rotator Creative, as extension of city brand.



COMPARTMENTALIZED

Words, images, and graphics contained within rectangular frames



HISTORIC MONTAGE

Keystone events, figures, monuments, etc.
arranged in a collage-like fashion



KINETIC ACTIVITY

Life forms in motion creating an energetic scene



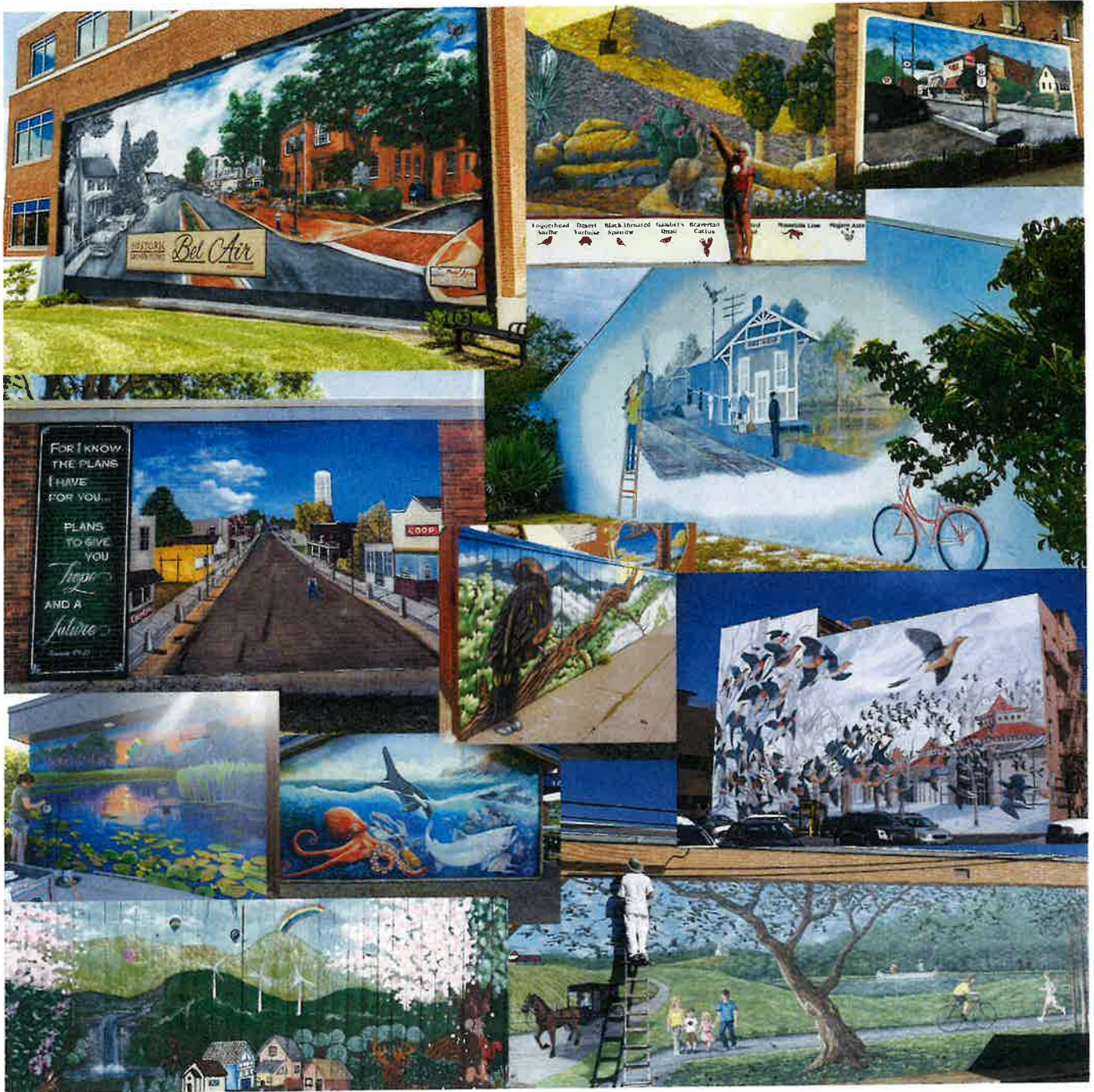
LARGER THAN LIFE

Large human forms that play with scale and portray subjects in heroic ways



PHOTO OPP ILLUSIONS

Clever visual tricks that invite passersby to interact with the art to create photo-worthy moments



SERENE SCENE

Background, midground, and foreground layers that form a holistic composition with a mix of discoverable elements



UPLIFTING MESSAGING

Decorative text as image that conveys a positive sentiment alongside supporting imagery



VIBRANT COLLAGE

Richly colored shapes – literal or abstract – that nest, align, and/or overlap each other