



CALL FOR MURAL ARTIST

EXPRESSION OF INTEREST

Submissions Deadline: Friday, April 30th, 2021

OVERVIEW

Rivers Casino and Entertainment Centre (formerly *Boomtown Casino*) is seeking expressions of interest from mural artists and/or creative teams with connections to the Wood Buffalo region to collaborate, design and install a mural on the outer façade of the newly renovated casino building.

Applications will be reviewed by Rivers Casino and Entertainment Centre management team from which an artist will be selected. The artist will work directly with management to develop a suitable design proposal that aims to enliven the streetscape and attract visitors to the newly renovated casino.

Rivers Casino and Entertainment Centre intends to apply for funding support for this project through the Municipalities Downtown Revitalization Incentive Program (rmwb.ca).

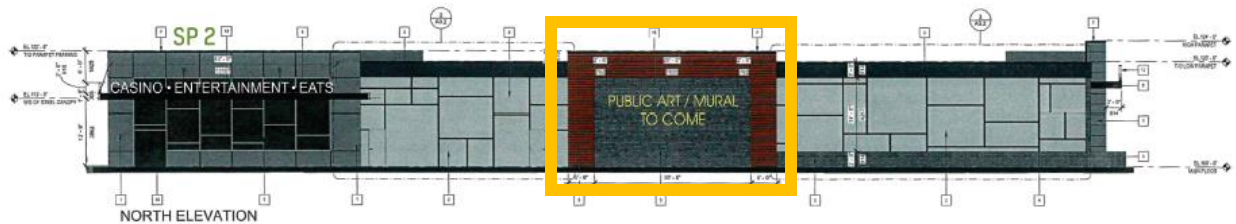
SITE DETAILS

Rivers Casino and Entertainment Centre (formerly *Boomtown Casino*)

Address: 9825 Hardin St, Fort McMurray, AB T9H 4G9

Rivers Casino and Entertainment Centre is in the core of downtown Fort McMurray, AB., and is situated at the corner of Hardin Street and Franklin Avenue within proximity to the Peter Pond Mall and the Jubilee Government Building.

The proposed canvas is approximately 7 feet tall and 25 feet wide which faces directly onto Hardin Street and towards Jubilee Plaza, a prominent location for many community events. The selected artist and Rivers Casino and Entertainment Centre management will work together to define the exact placement, surface area and size of the project.



HOW TO SUBMIT

Please provide written material and images in **PDF** or WORD format the following order.

1. Current CV
2. Support images (up to five images)
3. Image list (detailing: Image number, title of artwork, location, size, medium, date completed, name of any collaborators who worked with you on the project)
4. Description of relevant experience
5. Estimated Project Budget
6. Explanation of intent to collaborate (*if applicable*)

Eligibility: Applicants must have connections to the Wood Buffalo region and is 18 years of age or older at the time of applying to this call.

Submissions must be received by Friday, April 30th, 2021

Please submit expressions of interest to attention, Elston Noren at ejnoren@gamehost.ca with “*Mural Artist – (your full name)*” as the Subject Line.

All inquiries should be referred to Elston Noren

Email: ejnoren@gamehost.ca

Telephone: 403 327 6516

Thank you to all that apply. Only successful artists will be contacted.

Rivers Casino and Entertainment Centre looks forward to working with and showcasing the creative talents of a local mural artist on this prominent building in downtown Fort McMurray.

YOU'VE BEEN SELECTED! NOW WHAT?

The first step will be to meet with Rivers Casino and Entertainment Centre management to learn more about the project and develop a design proposal that compliments the space and its surroundings. The artist will draft a preliminary design proposal, finalize the budget, confirm project timeline showing key milestones, and develop a list of materials and equipment which will be reviewed and approved by the management team.

Rivers Casino and Entertainment Centre intends to apply for partial project funding through the Municipalities Downtown Revitalization Incentive Program. When the final design concept is developed, the selected artist will support Rivers Casino and Entertainment Centre in their application by drafting the following documentation:

- Letter of intent that describes the proposed design
- Proposed design, including preliminary images in full colour
- Dimensions
- Location and surrounding context
- Curriculum vitae or portfolio that details the artists experience and prior projects
- Technical plan that includes the timeline for Mural installation, machinery or equipment required and safety provisions
- Project budget that includes a breakdown of the artist's preliminary design fees, materials, labour costs, studio fees, transportation and accommodation, insurance and shipping costs, and graffiti-resistant coating.

In the event that Rivers Casino is not successful in their application and does not move forward with the project, the artist will be paid a total of **\$2,000.00** for their work in developing the preliminary design and complementary documentation.