TOWN OF

GRIMSBY

Request for Expression of Interest

For

The Design of a Large-scale Mural for the Newly Redeveloped

Peach King Centre (PKC)

Expression of Interest No.: **RFEOI 2026-08 CS**

Issued: **March 13, 2026**

Submission Deadline: **April 17, 2026 at 4:30pm local time**

PROJECT DESCRIPTION

The Town of Grimsby (the Town), in collaboration with the Recreation, Facilities & Culture Department and a selection panel, is pleased to announce an **Expression of Interest** for the design of a large-scale mural for the newly redeveloped **Peach King Centre (PKC)**.

The purpose of this Expression of Interest (EOI) is to shortlist qualified artist(s) for consideration and select one artist to complete the final mural commission.

The selected Artist(s) will be invited to create a mural that celebrates the Peach King Centre as a vibrant community hub for recreation, culture, and connection. The final mural design will be installed on a designated wall within the facility (dimensions TBD) and must reflect the character and spirit of Grimsby.

All designs will be reviewed by a jury of up to **5** members and must be pre-approved by the project team before installation.

Artists must provide a detailed design that:

- Reflects the history, culture, and values of the Grimsby community.
- Considers the Peach King Centre as a site of recreation, community, gathering, and belonging for all
- Celebrates the Town's identity, inclusivity, and sense of pride.

SITE CONTEXT

The Peach King Centre has long been a cornerstone of community life in Grimsby. In 2019, a citizen-driven Parks, Recreation and Culture Master Plan identified the need for expanded recreation opportunities and indoor facility space. Council approved plans for a **multi-use recreation facility** on the PKC grounds.

With $16 million in provincial funding through the Ontario Government's Strategic Priorities Infrastructure Fund, and a total project budget of $36.7 million, the PKC expansion represents one of the most significant community investments in Grimsby's history.

When complete, the PKC will include:

- A double gymnasium with a second-floor walking track
- Multi-use community rooms and youth centre
- Fitness centre and fitness studio
- Reflection room

- Concession and expanded lobbies
- Dressing room and parking improvements
- Two existing ice pads, maintained and upgraded

The mural will become a visual landmark, celebrating the PKC as **a place where recreation, wellness, culture, and community come together**.

Of note, the PKC will be renamed the Major Refrigeration Peach King Centre once the new spaces open, for a period of 10 yrs. To avoid dating the mural, we prefer that the facility name not be included within the mural.

Please note that the scale and dimensions of the walls vary, and the surfaces are not uniform throughout. Refer to the attached images for accurate visual reference and a clearer understanding of the wall sizes and layout.

CONCEPT AND THEMES

The mural should contribute to the revitalization of the Peach King Centre and the Town of Grimsby:

- Serve as a welcoming and inspiring feature for residents and visitors.
- Reflect Grimsby's past, present, and future — honouring local heritage while celebrating today's diverse community.
- Highlight the role of the PKC as a centre of sport, wellness, culture, and community connection.
- Reflect Grimsby's thriving agricultural sectors, including fruit, livestock, and wine industries.
- Be an original design that does not infringe upon any copyright.

Artists are encouraged to interpret themes such as:

- Community spirit, teamwork, and belonging.
- Local identity and landscape (Lake Ontario, Niagara Escarpment, natural features in the community).
- Inclusivity, diversity, and togetherness.
- Recreation, health, and culture as vital parts of community life
- History and heritage of the community as it relates to recreation and community.

DESIGN REQUIREMENTS

Artists should consider:

- Mural must not contain commercial advertising, political viewpoints, or offensive imagery.
- Design should be appropriate for all ages and cultural backgrounds.
- Final artwork must be scalable to the site's dimensions and must be produced in vinyl application
- Artwork is intended to remain on display for 5–10 years, but it may be longer. After which time the Town may relocate the work to another municipal location or first offer to return the mural to the artist.

The Town will specify substrate, resolution standards, material durability requirements, installation method, and site-specific constraints in the Final Artist Agreement.

SELECTION CRITERIA

Submissions will be evaluated on:

- Compatibility with the vision, scope, and goals of the project.
- Artistic excellence in concept and technique.
- Ability to inspire, engage, and resonate with a broad public audience.
- Responsiveness to the specific context of the Peach King Centre.
- Innovation, creativity, and originality of approach.
- Administrative, ethical, and technical feasibility.

Preference may be given to artists living or working in the Niagara Region.

MEDIUM

The mural may be created using:

- Digitized artwork (painting, drawing, collage, photography, digital design) to be printed and installed on appropriate material (i.e. Vinyl Application)

Final installation format will be determined in consultation with Town staff.

BUDGET

- Each shortlisted artist will receive an honorarium of **$500** for the preparation of one design concept that reflects their artistic vision, as well as their knowledge and understanding of Grimsby's community, culture, and character as part of the evaluation process. The committee will review a maximum of four submissions.
- The awarded Artist(s) will receive **$20,000**, inclusive of all design, project management, travel, materials, and coordination with the Town and installation team. We reserve the right not to award.

The Town reserves the right to cancel this EOI, not proceed with an award, or reissue the call at its sole discretion.

SUBMISSION REQUIREMENTS

Shortlisted Artists will be required to submit:

- **One (1) mural design to scale (digital format preferred).**
- **Artist Statement describing the concept, inspiration, and intended impact of the work.**
- **Technical notes on proposed execution.**
- **A current CV and up to 10 images of previous work.**
- **IMPORTANT:** All submissions will initially be assessed based on the artist's CV and past work to determine their alignment with the project's goals and scope. Only those artists whose experience and portfolio best match the project's needs will have their concept designs reviewed.

  Each of these shortlisted artists will receive a $500 honorarium for their concept submission. After this stage, one artist will be awarded the final commission.

Stage 1: Pre-Qualification (CV & Portfolio Review Only)

Total: 50 Points

Criteria	Description	Points
Relevant Experience	Demonstrated experience in large-scale murals, public art, or community-based projects of similar scope and budget.	15
Artistic Quality & Technical Skill	Strength of past work in composition, colour, technique, and professional execution.	15

Alignment with Project Themes	Portfolio demonstrates capacity to address themes of community, heritage, inclusivity, recreation, or cultural identity.	10
Experience with Public/Community Contexts	Evidence of working in civic, municipal, or community environments; ability to create work for broad audiences.	5
Administrative & Technical Readiness	Demonstrated ability to meet deadlines, manage budgets, and deliver digital artwork suitable for large-scale reproduction.	5

Stage 2: Concept Design Evaluation (Shortlisted Artists Only)

Total: 100 Points

Criteria	Description	Points
Compatibility with Project Vision	Reflects the goals of the Town of Grimsby and the Recreation, Facilities & Culture Department; captures PKC as a hub for recreation, wellness, culture, and connection.	25
Artistic Excellence	Strength of concept, originality, visual impact, composition, and overall aesthetic quality.	25
Community Resonance & Storytelling	Effectively reflects Grimsby's past, present, and future; incorporates local identity (agriculture, Lake Ontario, Niagara Escarpment, heritage, inclusivity).	20
Innovation & Creativity	Demonstrates a fresh, compelling approach while remaining accessible to a broad public audience.	10
Site Responsiveness	Thoughtful integration of mural into PKC's scale, layout, and varied wall surfaces; scalable and appropriate for vinyl application.	10
Public Appropriateness & Inclusivity	Suitable for all ages and backgrounds; welcoming, inspiring, and free of commercial/political content.	5
Clarity of Artist Statement	Clearly articulates concept, inspiration, community connection, and intended impact.	5

Final Artwork (Awarded Artist):

- Must be supplied in high-resolution, suitable for enlargement to final wall dimensions (TBD).
- CMYK, 600 dpi, TIFF or JPEG format.
- Digital files provided via hard drive or secure transfer.

COPYRIGHT

- All artwork will remain the property of the Artist.
- The Artist retains all intellectual property rights. Town is granted a non-exclusive, perpetual, royalty-free licence to photograph, document, reproduce, and promote the mural, including use in marketing, communications, and revenue-generating initiatives (in whole or in part) for any Town of Grimsby program or purpose.

PROJECT TIMELINE

- Expression of Interest Release: March 13, 2026
- Proposal Deadline: April 17, 2026
- Jury Review: Notification of Awarded Artist: April 30, 2026
- Final Artwork Submission: TBD
- Installation: TBD

SUBMISSION INSTRUCTIONS

All submissions must be sent to purchasing@grimsby.ca no later than 4:30 p.m. (local time) on April 17, 2026.

Wall Dimensions

6964 mm
2250 mm
3330 mm