



TOWN OF  
**GRIMSBY**

**Request for Expression of Interest  
For  
The Design of a Veteran's Mural for the Grimsby Museum**

Expression of Interest No.:

Issued: May 20<sup>th</sup>, 2026

Submission Deadline: June 20<sup>th</sup>, 2026, at 5pm

## 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 Veteran's Mural for the Grimsby Museum.

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.

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.
- Respectful and inclusive representation of veterans
- Historical accuracy and sensitivity
- Celebrates the Town's identity, inclusivity, and sense of pride.

## SITE CONTEXT

The Grimsby Museum was established in 1984 to serve the community as an integral part of its cultural life. The Museum is owned and operated by the Town of Grimsby.

The Grimsby Museum has two exhibition galleries. Our permanent exhibit, *Grimsby: Our Story*, takes you on a journey through the town's history from past to present. The second gallery features rotating exhibits, with details on our current temporary exhibits available under the Exhibitions tab. The Museum hosts travelling exhibitions and feature local history relating to Grimsby and the Niagara Region. The artifact collection consists of 15,000 pieces of art, objects, textiles, archives, photographs and archaeological material. The Museum also hosts a variety of special events, children's programs and workshops. The museum has a gift shop and small picnic park facing the Niagara Escarpment.

The museum park is the site of the Town of Grimsby's Cenotaph and the site of the Town's Remembrance Day ceremony every year. The park also holds some artefacts that will become part of an outdoor gallery space.

Artists are strongly encouraged to visit or investigate the site to see the context of where the mural will be and proximity to the cenotaph.

## CONCEPT AND THEMES

The mural should contribute to commemoration of veteran's and those that served from the Town of Grimsby:

- Be an original design that does not infringe upon any copyright.

Artists are encouraged to interpret themes such as:

- **Service and Sacrifice** - Different branches of the military, symbols like poppies, medals, or uniforms, quiet and respectful tones rather than glorification of war
- **Diversity of Veterans** - It's important to reflect who veterans are—not just historically, but today: Different generations (e.g., WWII, Korea, Afghanistan, peacekeeping missions), representation of women, Indigenous veterans, and diverse cultural backgrounds, both active service and post-service life
- **Local Connection** - Names, stories, or imagery tied to local veterans, local landmarks or landscapes integrated into the design, Regimental insignia or community-specific references
- **Themes of Remembrance** - A strong mural often includes elements tied to reflection and memory: Imagery associated with Remembrance Day, symbolic elements like eternal flames, silhouettes, or moments of stillness, space for viewers to pause and reflect
- **Transition and Legacy**- Consider showing the journey: From service → returning home, the impact of service on families and community, legacy—how veterans shape future generations
- **Peace and Hope** - Modern veteran's murals often balance honouring service with a forward-looking message: Symbols of peace, community unity and resilience, the idea of “never forgetting” while striving for a better future
- **Emotional Tone** - Think about the feeling you want people to walk away with: Respectful and reflective, proud but not overly militaristic, inclusive and community-focused

## 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
- 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 Grimsby Museum
- 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**

This mural is to be painted on suitable substrate for outdoor use. To be discussed with artist at the time of awarding.

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

## **BUDGET**

- Each shortlisted artist will receive an honorarium of **\$250** 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 **\$14,000**, 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.



- Trellis will be removed from wall

## SUBMISSION REQUIREMENTS

### Stage 1 Requirements

- **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.

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

**Total: 50 Points**

Criteria	Description	Points
<b>Relevant Experience</b>	Demonstrated experience in large-scale murals, public art, or community-based projects of similar scope and budget.	15
<b>Artistic Quality &amp; Technical Skill</b>	Strength of past work in composition, colour, technique, and professional execution.	15
<b>Alignment with Project Themes</b>	Portfolio demonstrates capacity to address themes of community, heritage, inclusivity, recreation, or cultural identity.	10
<b>Experience with Public/Community Contexts</b>	Evidence of working in civic, municipal, or community environments; ability to create work for broad audiences.	5
<b>Administrative &amp; Technical Readiness</b>	Demonstrated ability to meet deadlines, manage budgets, and deliver artwork suitable for large-scale reproduction.	5

**Stage 2: Concept Design Evaluation (Shortlisted Artists Only)**

**Shortlisted Artists will be required to submit:**

- **One (1) mural design to scale**
- **Artist Statement** describing the concept, inspiration, and intended impact of the work.
- **Technical notes on proposed execution.**
- **If you are chosen as a shortlisted artist, you will receive a \$250 honorarium for your concept submission. After this stage, one artist will be awarded the final commission**

**Total: 100 Points**

Criteria	Description	Points
<b>Compatibility with Project Vision</b>	Reflects the goals of the Town of Grimsby and the Recreation, Facilities & Culture Department; captures the spirit of celebrating Veterans	25
<b>Artistic Excellence</b>	Strength of concept, originality, visual impact, composition, and overall aesthetic quality.	25

<b>Criteria</b>	<b>Description</b>	<b>Points</b>
<b>Community Resonance &amp; Storytelling</b>	Effectively reflects Grimsby's past, present, and future; incorporates local identity	20
<b>Innovation &amp; Creativity</b>	Demonstrates a fresh, compelling approach while remaining accessible to a broad public audience.	10
<b>Site Responsiveness</b>	Thoughtful integration of mural onto the museum taking in to account the cenotaph and other site interests	10
<b>Public Appropriateness &amp; Inclusivity</b>	Suitable for all ages and backgrounds; welcoming, inspiring, and free of commercial/political content.	5
<b>Clarity of Artist Statement</b>	Clearly articulates concept, inspiration, community connection, and intended impact.	5

## **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: May 20<sup>th</sup>, 2026
- Proposal Deadline: June 20<sup>th</sup>, 2026, at 5pm
- Jury Review: Notification of Awarded Artist: TBD
- Final Artwork Submission: TBD
- Installation: TBD

## **SUBMISSION INSTRUCTIONS**

All submissions must be sent to [veteransmural@grimsby.ca](mailto:veteransmural@grimsby.ca) no later than 5:00 p.m. (local time) on June 20th, 2026

