

**CALL for ORGANIZATIONS**  
**City of Muscatine, Iowa**  
**Public Art - Mural**

**Deadline for Submission:** February 1, 2021

**Project Organizer:** City of Muscatine Public Art Advisory Commission

**Contact:** Melanie Alexander, Staff Liaison to Public Art Advisory Commission and Director of the Muscatine Art Center, [malexander@muscatineiowa.gov](mailto:malexander@muscatineiowa.gov), 563-263-8282

**Project Budget:** \$300 per mural

### **INTRODUCTION**

The City of Muscatine's Public Art Advisory Commission announces a Call for Organizations to develop mural concepts for sections of retaining wall on Houser Street between Lucas and Hershey. Organizations are asked to take responsibility for a mural project by developing a concept, working with one or more artists, and providing supplemental funding if the artist(s) require a fee. The City of Muscatine will provide funds to cover the cost of supplies. Three long retaining wall sections are located along the new West Side Trail (pedestrian/bike path) on Houser between Lucas and Hershey. The two largest sections of wall will be divided into separate mural projects. Up to five organizations will be selected for this project.

There are two phases to this project. First, organizations submit an application that is reviewed by the Public Art Advisory Commission. Members of the commission may follow up with the organization's contact to address any questions or concerns. Selected organizations are then invited to enter into a contract with the City of Muscatine to complete a mural. The signing of the contract is the beginning of the second phase of the project. The organization and the City of Muscatine will agree to a final design before the artist(s) begins work on the mural.

### **ELIGIBILITY**

Non-profit organizations based in Muscatine and/or serving the City of Muscatine are eligible to apply. The organization must designate a contact person who must be 21 years of age or older and is authorized by the organization to enter into an agreement. In the case of student-led organizations, a teacher/sponsor may serve as the contact person. The application is open to organizations no matter the makeup of the group in regards to race, color, national origin (ancestry), sex, sexual preference/orientation, gender identity, gender expression, transgender, marital or parental status, creed, religion or political beliefs, mental or physical disability, genetic information or status as a veteran.

### **MURAL SUBJECT MATTER**

Organization may choose to incorporate imagery related to Muscatine's past, find inspiration in Muscatine history (see supplemental material for ideas), create imagery relevant to the organization's mission, explore other features of the community (parks, destinations, culture, etc.), or encourage a healthy lifestyle (note that bikers and pedestrians will have a challenging climb to the top of the hill).

## **SUBMISSION REQUIREMENTS** (forms and details provided on pages 5-6)

1. Application Form with Signature
2. Written Mural Concept Description or Theme and Plan for Completing the Project, including the process for engaging an artist if applicable (2 page limit)
3. Images of concept design, samples of work by artist of choice, or design examples that illustrate the look, feel, color palette (limited to 5 images, file size not to exceed 10mb)

## **MURAL LOCATION**

The West Side Trail connects the trail head on Houser Street with the trail system inside Discovery Park. The West Side Trail is the fourth trail to meet at the South Houser Street trail head. The others include the Musser Park to Kent Stein Park Trail, Kent Stein Park to Deep Lakes Park Trail, and the Muscatine Pollinator Park Trail.

There are three sections of retaining wall on the West Side Trail on Houser Street. Starting at the intersection of Lucas and going downhill to Hershey, the first retaining wall is 587 square feet. Moving downhill, the next retaining wall is 189 square feet. The retaining wall at the bottom of the hill is 1,063 square feet. The two longest sections of walls will be split into two separate murals. The mural will range in size from 189 square feet to 500 square feet. The exact size of each mural will be determined on a case-by-case basis with each selected organization.



### **Wall at Top of Hill**

The wall at the intersection of Houser and Lucas (at the top of the hill) is 144.00' long. The wall is tapered at the end with a starting height of 0.93' before increasing to a height of 5.10' high. The wall decreases to 4.35' high and then to 3.26' high. It tapers at the end with a height of 0.72'. (587 square ft total)

This retaining wall will be divided into two separate murals. A neutral paint may be used on the ends where the wall is tapered and in the center of the wall to visual distinguish between the two murals.





### **Middle Wall**

The next wall is also visible from the Houser and Lucas intersection. The wall is 64.5' long. The wall is tapered at the end with end point only 1.36' high. 4.52' into the length, the wall height rises to 3.11' high and peaks at 3.38' high. The wall height decreases to 2.77' high and tapers again to only .54' high. This retaining wall is the only one to not be divided into two separate projects. The organization matched with this wall will have the option to incorporate the tapered sections into the design or to use a neutral paint on the far ends of the wall. (189 square ft total)



### **Wall at Bottom of Hill**

The wall at the bottom of the hill, Houser and Hershey intersection is 300' long. The tapered wall starts at 0.77' high and more gradually increases in height to reach 5.68'. The height changes to 4.16' and then tapers with a height of 0.86. (1,063 square ft total)

Murals for this wall are likely to focus on the areas where there is greater height. Although, organizations are able to propose treatments for the shorter section. Two mural spaces are planned for the wall. A neutral paint may be used to visually distinguish between the two murals. The selected organizations will work with the Public Art Advisory Commission and/or City of Muscatine to determine the exact area for each



## **EVALUATION**

Submissions will be evaluated only if the application is complete, received by the deadline, and requirements are met. The Public Art Advisory Commission will make selections based on the organization's ability to complete and deliver a finished product.

## **PUBLIC ART GOALS**

The City of Muscatine's Public Art Advisory Commission is open to a range of mural concepts. The finished mural should reflect the Muscatine community/history and/or connect to the mission of the organization and/or provide a positive or inspiring message.

## **TIMELINE\***

Call for Organizations Released: December 1, 2020

Submission Deadline: February 1, 2021

Organization Selection Notification: March 15, 2021

Kick Off Meeting (may be virtual), Discussion of Best Practice, FAQs: early April 2021

Contracts Signed: April 15, 2021

Final Design Deadline: June 1, 2021 (if submitted early and accepted, mural work can begin)

Target period for beginning mural painting: June 15 – July 15, 2021

Target period for mural completion: October 1, 2021

## **BUDGET**

Phase One: Initial application at the expense of the organization

Organizations respond to call. The City of Muscatine shall not reimburse any expenses for this phase. Muscatine Public Art Advisory Commission selects five organizations to receive funds to complete a mural. To move into the second phase, organizations must sign a contract with the City of Muscatine. If an organization does not meet deliverables on deadline, the City of Muscatine reserves the right to offer the mural opportunity to another organization.

Phase Two: \$300 budget from City of Muscatine to cover supplies

In this phase, the five organizations selected from Phase One will submit a final design for approval and then paint the mural. Organizations that engage a paid artist will need to develop an agreement with the artist and pay the artist directly from the organization's own account.

## **SUBMIT**

Application materials are due by 5 p.m. on February 1, 2021, submitted by email to Melanie Alexander, [malexander@muscatineiowa.gov](mailto:malexander@muscatineiowa.gov). A confirmation email will be sent within 48 hours of receipt. If a confirmation email is not received, the organization is responsible to phone Melanie Alexander at 563-263-8282. The Application Form is provided on the following page.

## **NOTIFICATION**

All applicants will receive notification by email. Please do not contact the City of Muscatine or the Muscatine Art Center directly for results. The Muscatine Public Art Advisory Commission and the City of Muscatine reserve the right to change, modify, or revise the Call for Organizations, in part or whole, at any time without prior notice.

**CALL FOR ORGANIZATIONS**  
**City of Muscatine, Iowa**  
**Public Art Murals – West Side Trail Retaining Walls**  
**Deadline: February 1, 2021 at 5 p.m. local time**

Contact Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/ State/ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email \_\_\_\_\_

Website: \_\_\_\_\_

Social Media: \_\_\_\_\_

Mission or Purpose of Organization: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

The above signed applicant proposes to provide a mural from concept through completion for a Public Art Mural, between Hershey and Lucas on Houser Street, Muscatine, Iowa. Required application attachments: written mural concept description or theme and plan for engaging an artist (2 page limit) and images of concept design, samples of work by artist of choice, or design examples that illustrate the look, feel, color palette, etc. (limited to 5 images, file size not to exceed 10mb).

**Mural Proposal – West Side Trail Retaining Walls**

Subject Matter of Mural: \_\_\_\_\_

Style of Mural (abstract, realistic, floral, word art, etc.: \_\_\_\_\_

Mural team members (paid artist, students, volunteers): \_\_\_\_\_

Will the organization need assistance finding a paid artist? YES / NO

Does the organization have a specific artist in mind? YES / NO

If yes, please list the artist(s): \_\_\_\_\_

If the artist is paid, can the organization secure additional funds? YES / NO

## **APPLICATION ATTACHMENTS**

In a separate document, provide a written description of your organization's concept for the mural and note any supporting graphics such as organization logo, themes, colors, etc. that are incorporated into the mural concept. Address any additional concerns such as who will serve as project leader, how funds will be secured or raised (if needed), how the organization will select an artist (if applicable), and why the mural project is a good fit for the organization. Please note that the mural is not to appear as an advertisement for the organization, although a logo (not more than two feet by two feet) may be incorporated in a corner.

A minimum of one image is required. Up to five images can be provided. The image(s) should illustrate the direction, vision, or inspiration for the proposed mural. While a draft mural concept is ideal, it is not required so long as other images provide some visual clues for desired look of the mural.

The supplemental material on Muscatine History is not intended to be comprehensive. Organization may choose to incorporate imagery related to Muscatine's past, find inspiration in Muscatine history not included in the supplemental material, create imagery relevant to the organization's mission, explore other features of the community (parks, destinations, culture, etc.), or encourage a healthy lifestyle (note that bikers and pedestrians will have a challenge climbing to the top of the hill).

## **SUPPLEMENTAL MATERIAL**

### **MUSCATINE HISTORY**

The City of Muscatine began as a small trading post in 1833, and early settlers valued the rolling terrain, river bluffs, fertile land as well as access to the river. The establishment of flour and sawmills was instrumental in the area's growth. By the mid-1860s, Muscatine had also become an important lumber hub with logs being shipped down river and by rail for processing at the mills that dominated much of the land near the river. At the same time, local farmers discovered that melon, fruit, and other vegetables thrived in an area just to the south known as the Muscatine Island. The growing condition plus the expansion of the railroad prompted H. J. Heinz to establish a canning facility in Muscatine in 1893, the first outside of Pittsburgh, PA.

Muscatine's most celebrated industry took root in 1891 when John Frederick Boepple discovered that Mississippi River mussels made excellent buttons and established a button business in Muscatine. Other button businesses followed, including a company that specialized in making equipment for the button industry. At its peak, Muscatine made 1.5 billion buttons per year.

Muscatine has both attracted those with the entrepreneurial spirit and created homegrown trailblazers. In 1936, G. A. Kent moved his cattle feed manufacturing company to Muscatine to take advantage of river transportation. That company has been shaped by generations of Kent family members who have grown the business into a family of businesses. Today, Kent Corporation employs 2,000 employees throughout the world and manufactures corn-based products ranging from Ethyl Alcohol and corn syrup to specialty pet foods and mixes for soft serve ice cream. Entrepreneur Roy J. Carver, Sr. moved his pump business to Muscatine in

1938. Carver strategically presented his pumps to the United States military just ahead of World War II. The Navy was the primary customer at the start, but the company also transitioned into other markets. The Carver Pump Company remains in Muscatine. Carver also acquired the rights to a tire retreading system and founded Bandag in Muscatine in 1957. In 1932, C. Maxwell "Max" Stanley joined Central States Engineering, a company that began in 1913. Today, Stanley Consultants is ranked among the largest engineering firms in the world with over two dozen offices across the globe. Max Stanley along with two other men established the Home-O-Nize company with the mission of providing jobs for men returning from service during World War II. Today, that company is HNI Corporation, the second-largest office furniture manufacturer in the world. Its headquarters remain in Muscatine. Muscatine has been home to five Fortune 500 businesses.

One of Muscatine's entrepreneurs is truly notorious. The legendary Norman Baker gave hypnosis demonstrations in the early 1900s before he invented and manufactured the Tangle Calliaphone, launched the "Know the Naked Truth" radio station, "discovered" the cure for cancer, operated a cancer hospital, and battled the Federal Communications Commission and the American Medical Association.

The Muscatine citizen with the most remarkable legacy may be Alexander Clark, Sr., an African American who worked as a barber and amassed considerable wealth through real estate and selling firewood to passing steamboats. In 1867, Clark sued the Muscatine Board of Education after his daughter was not allowed to attend an all-white school. Clark won, and desegregation in Iowa schools began more than 85 years before the United States Supreme Court ruled on *Brown vs. Board of Education*. In addition, Clark's son was the first African American to graduate from the University of Iowa School of Law in 1879 while Clark himself became the second African American to graduate from the law school in 1884. He also became the United States minister and consul-general to Liberia, appointed by Benjamin Harrison.

The most recognized one-time resident is Mark Twain, who lived in Muscatine in 1854. Twain wrote, "I remember Muscatine for its summer sunsets. I have never seen any on either side of the ocean that equaled them."

Many influential women shaped the community's history. Fiery Pearl McGill became active in workers' rights while employed in the button industry as a teen. In the 1910s, she traveled the United States, giving powerful speeches encouraging workers to unite for better pay and working conditions. When Muscatine opened the junior college that became Muscatine Community College, it was a woman, Willetta Strahan, who served as its first dean in 1929. Another woman, Laura Musser McColm, became President of the McColm Dry Goods Company in 1933 after her husband passed away. She managed the business and served on numerous committees and boards including Iowa Wesleyan College's board of trustees.

Muscatine is a community rooted in its past, but it is also a community with global ties. Beyond the international reach of businesses in Muscatine, the non-profit organization, Muscatine Sister Cities, maintains relationships in surprising places such as Ramallah, Palestine; Parana,



Argentina; Zhending, China; Kislovodsk, Russia; and four other distant cities. Muscatine is home to the Stanley Center for Peace and Security which works across countries, cultures, and policy sectors and drives policy in three issue areas: mitigating climate change, avoiding the use of nuclear weapons, and preventing mass violence and atrocities. Local visionaries have truly put Muscatine on the map, and their legacy provide a strong foundation for shaping a community that is global and hometown Iowa.

### **Source of Information about Muscatine**

City of Muscatine, [www.muscatineiowa.gov](http://www.muscatineiowa.gov)

Muscatine Art Center, [www.muscatineartcenter.org](http://www.muscatineartcenter.org)

Greater Muscatine Chamber of Commerce and Industry, [www.muscatine.com](http://www.muscatine.com)

Photo Archive Musser Public Library, [www.umvphotoarchive.org/digital/collection/muspl/search](http://www.umvphotoarchive.org/digital/collection/muspl/search)

Muscatine History & Industry Center, [www.muscatinehistory.org](http://www.muscatinehistory.org)

Muscatine CVB, [www.visitmuscatine.com](http://www.visitmuscatine.com)

Alexander Clark, <http://www.iowapbs.org/iowapathways/mypath/father-fights-equal-rights>

Muscatine Sister Cities, [www.muscatinesistercities.com/](http://www.muscatinesistercities.com/)

Stanley Center for Peace and Security, [www.stanleycenter.org/](http://www.stanleycenter.org/)

Muscatine voices, cultures, and diversity, [www.celebratemuscatine.org/](http://www.celebratemuscatine.org/)