
CALL FOR ARTISTS: REQUEST FOR QUOTATION

Aberfoyle & Morriston Mural Project

PUSLINCH ONTARIO

DATE ISSUED: JULY 27, 2026



RFQ Submission Deadline: August 10, 2026 @ 2pm

Attn:
Canadian Muralists and Artists

July 27, 2026

Re: Request for Quote for Aberfoyle & Morriston Mural Project

Pl.ural is working with the Township of Puslinch (the Township) seeking quotations from a qualified artist or artist team to design and install two (2) community murals in Morriston and Aberfoyle. The supplied products shall celebrate and reflect the character, history, and identity of the Township. The products are intended to enhance the streetscape and public realm by contributing to an attractive, functional, and welcoming environment for residents and visitors. The two murals will be installed at the following locations:

- 38 Queen Street, Puslinch (Morriston)
- Puslinch Community Centre Grounds (Aberfoyle)

Artists with experience delivering public mural art projects, particularly within Ontario communities, are encouraged to participate in this Call for Artists: Request for Quotation (RFQ) process.

The attached Quotation Form outlines the work required. Interested proponents are invited to submit a quotation by completing and returning the attached Quotation Form.

Should you have any questions regarding the RFQ process, please do not hesitate to reach out.

Thank you for your time and consideration. We look forward to hearing from you!

Sincerely,
pl.ural



Bethany Nelson

Aberfoyle & Morriston Mural Project – CALL FOR ARTISTS

CALL FOR ARTISTS: Request for Quotation (RFQ) – Design and Installation

Submissions Due: August 10, 2026

1.0 Artist Opportunity

The Township invites qualified Canadian artists or artist teams with demonstrated experience in exterior public mural projects to submit a quotation for the design, fabrication, and installation of two (2) community murals. Submissions will be evaluated based on qualifications, relevant experience, project approach, and pricing. This is part of the Township's streetscaping and beautification initiatives meant to enhance public spaces, foster community engagement, and support local economic growth.

There are two separate sites, the first in **Morriston**, the second in **Aberfoyle**. Artists are able to submit a quote, qualifications, and a letter of intent that will address both sites. A single artist will be awarded both sites. The Evaluation Committee will select the successful proponent, who will then work in collaboration with the Township and Evaluation Committee to develop site-specific concept drawings.

This call is an RFQ. **DESIGN CONCEPTS ARE NOT REQUIRED AT THIS TIME.**

2.0 Community Context

The Township is located in the southern region of Wellington County with a population of approximately 7,900 residents who enjoy the rural environment of the Township combined with the convenient access to many urban centres and amenities. Business and industry is attracted to the Township for its proximity to Highway 401 and Highway 6 that provides convenient access to major markets.

The Township has three urban areas including Aberfoyle, Arkell and Morriston and contains a number of small rural clusters interspersed throughout the predominantly rural Township. Highway 401 bisects the Township from east to west and Highway 6 bisects the Township from North to South. A developed Industrial Park links the urban areas of Aberfoyle and Morriston.

3.0 Site Location

a) Site 1: Morriston, Brick Façade

38 Queen St, Puslinch, ON N0B 2C0

Location:	Primary entryway to the downtown Morriston commercial district.
Surface:	Exterior brick wall suitable for mural application.

Size:	Proposed mural to be approximately 48 square feet, i.e., 4 feet by 12 feet. In addition to the base submission of 48 square feet (4 feet by 12 feet), proponents are encouraged to provide pricing for larger mural sizes that they recommend. Recommendations should consider the scale and suitability of the site. This will assist the Township in evaluating potential enhancements based on available budget.
Visibility	High-traffic location visible to both pedestrians and vehicular traffic, functioning as a visual “gateway” into the center of Morriston.
Fabrication:	Completed remotely on a panel application. Medium and panel material to be determined by artist and approved by Township.
Installation:	Installation to be performed by Artist Team



Site One: Morriston, Ontario



Site Two: Puslinch Community Centre

b) Site 2: Aberfoyle, Puslinch Community Centre Grounds (Final Location TBD)

23 Brock Rd S, Puslinch, ON N0B 2J0

Location:	Puslinch Community Centre Grounds. Option 1: Tennis court fencing facing the parking lot. Option 2: Optimist Recreation Centre between the main entrance and the entrance to the rink.
Surface:	Free-standing mural panel application to be mounted on posts or fence.
Size:	Proposed mural to be approximately 48 square feet, i.e., 4 feet by 12 feet. In addition to the base submission of 48 square feet (4 feet by 12 feet), proponents are encouraged to provide pricing for larger mural sizes that they recommend. Recommendations should consider the scale and suitability of the site. This will assist the Township in evaluating potential enhancements based on available budget.
Visibility	High-traffic location visible to Puslinch Community Centre Grounds visitors.
Fabrication:	Completed remotely on a panel application. Medium and panel material to be determined by artist and approved by Township.
Installation:	Installation to be performed by Artist Team

4.0 Project Overview and Design Parameters

The artwork for the Morriston and Aberfoyle mural projects should celebrate the community's unique character, create a visually compelling piece that supports a vibrant, walkable business and residential district. The design should be visually strong from afar, engaging up close, and appropriate for all ages and backgrounds.

The artwork must adhere to the following design parameters:

- Reflect the community engagement theming results; to be provided by the Township upon award of project.
- Be an outdoor mural installation, suitable for exhibition in a public space.
- Support revitalization and economic activity.
- Be appropriate for the site in scale, execution, materials and creativity
- Be in accordance with any federal, provincial, regional district or municipal statute, regulation or by-law.
- Must not promote violence, hatred or contempt against any group on the basis of colour, race, ancestry, religion, ethnic origin, sexual orientation, age, language or disability.
- Must not include business names/logos, branded tags, acronyms, or any commercial advertising.

5.0 Scope of Work

Expectations of the successful artist include, but may not be limited to:

- Prepare two (2) preliminary site-specific concepts that reflect the design parameters.
- Present the preliminary site specific concepts at the September 16, 2026 Council meeting for review and comment. Designs of Morriston mural (38 Queen St) will be sent to the property owner for review and comment in September 2026.
- Refinement of mural panel production over the fall/winter of 2026.
- Installation of both community murals must be completed on or before February 26, 2027.
- Provide a warranty for the work (minimum 5 years).
- Exercise safety and caution while working, utilizing personal protective equipment as necessary.

6.0 Budget

The budget includes, but is not limited to, the costs associated with the design creation and implementation of the community murals in Aberfoyle and Morriston, including:

- Artist fees (concept design, research and administration)
 - Travel-related expenses
 - Concept plan and rendering
 - All materials
 - Fabrication and installation
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- Equipment rentals, freight, transportation and shipping
 - Documentation, video and photography
 - Insurance and taxes
 - Contingency

Please refer to the Quotation Form (F-1) to complete and submit.

7.0 Estimated Timeline

The Township reserves the right to adjust this timeline as required to meet project needs.

Project Phase	Date
RFQ issued	July 27, 2026
RFQ Submission deadline at 2pm	August 10, 2026
Artist Selection	August 2026
Preliminary Concepts to be shared with Township / Council	September 16, 2026
Final concepts to be presented to Township staff	October 9, 2026
Presentation to Township Council (if Township staff deem necessary)	October 21, 2026
Installation/Completion	February 2027

8.0 Eligibility

This RFQ is open to Canadian Muralists and Artist Teams

- Artists with a connection to the Puslinch region are especially encouraged to apply
- Both emerging and established artists are welcome.
- Experience with murals, public art, or large-scale design is preferred but not strictly required if applicants can demonstrate strong relevant skills and a viable approach.

9.0 Submission Requirements

Submission must be sent in a single PDF and contain:

a) Quotation Form: At the end of this document.

b) Letter of intent (1 page maximum, 12 point font, single-spaced): Describe your general artistic approach and your preliminary vision for this project, including how you plan to celebrate community spirit and take into account the neighbourhood's identity and the cultural, historical, and natural attributes of the site. Outline your experience creating artwork for the public realm. Confirm availability to undertake this project within its timeline.

c) Resume/CV (3 page maximum, 12 point font, single-spaced): If submitting as a collective, each member must provide a personal resume.

d) Visual images and documentation list (3 minimum/10 maximum): Digital images of past work that best demonstrate your qualifications for this project. At least 2 of these images should be of similar scale and scope to the artwork being proposed in the artist's letter of intent. Please include a list of documentation to support the visual images. Include title of work, medium, approx. dimensions, budget, location and date.

RFQ submissions shall be submitted electronically by email to Bethany@ska-plural.ca and cc'd to finance@puslinch.ca no later than the closing date and time specified in this RFQ.

10.0 Evaluation

Submissions will be evaluated by an Evaluation Committee based on:

- Relevant experience completing similar public art or mural projects
- Qualifications of the artist or artist team
- Demonstrated ability to complete the work within the project timeline
- Project approach as outlined in the Letter of Intent
- Pricing

The Evaluation Committee will review submissions and recommend the successful proponent based on the evaluation of qualifications, experience, project approach, demonstrated ability to complete the work, and pricing

11.0 Application Deadline

All submissions to this RFQ are due on or before August 10, 2026 at 2pm.

Submissions should be formatted as a single PDF.

Incomplete applications or those received after the deadline will not be accepted.

For all inquiries, please direct them to Bethany@ska-plural.ca

Aberfoyle & Morriston Mural Project - CALL FOR ARTISTS

QUOTATION FORM – F-1

ITEM NO.	DESCIRPTION	EST. QTY	UNIT	TOTAL
1.0	Concept Design / Visual Development <i>Supply all labour, material, and equipment to complete the following:</i> 1.1 Develop two (2) preliminary concept designs per site (4 concepts in total). 1.2 Present preliminary concepts (digital submission) to the Township Council, to accept final concept direction. 1.3 Refine the two (2) final concepts.	Lump Sum	Lump Sum	
2.0	Mural Fabrication and Installation <i>Supply all labour, material, and equipment to complete the following:</i> 2.1 Fabricate and install the final two (2) mural designs on panels at the designated locations. <i>Base mural size shall be 48 square feet per mural, unless otherwise approved by the Township.</i>	Lump Sum	Lump Sum	
3.0	Provisional <i>Note: Mural to be located at Puslinch Community Centre (Aberfoyle) may be freestanding.</i> 3.1 Supply all labour, materials/fasteners and equipment to install 4 posts (6x6 PTL) with backboard to accept mural artwork panel(s).	Lump Sum	Lump Sum	
	3.2 Provide pricing to supply all labour, materials, equipment, fabrication, and installation for the mural design(s) at an enlarged scale beyond the base 48 sq. ft. requirement. <i>Identify the recommended mural size and associated cost below:</i> Proposed mural size: _____ ft. x _____ ft. Total proposed area: _____ sq. ft.	Lump Sum	Lump Sum	

SUBTOTAL				
HST 13 %				
TOTAL				
Company Name / Artist Name				
Phone Number				
Email				
Address				
Lead Artist Printed Name				
Lead Artist Signature				
Date				
Anticipated Medium:				
Anticipated Installation Procedure:				

COMPLETE AND SUBMIT THIS PAGE

UNFAIR ADVANTAGE/CONFLICT OF INTEREST DECLARATION

“Unfair Advantage” means in relation to the RFQ process the Proponent engages in conduct, directly or indirectly, that may give it an unfair advantage over other Proponents, including but not limited to (i) having or having access to information in the preparation of its RFQ Submission that is confidential and not available to other Proponents; (ii) communicating with any person with a view to influencing preferred treatment in the RFQ process; or (iii) engaging in conduct that compromises or could be seen to compromise the integrity of the open and competitive Quote process and render that process non-competitive and unfair.

“Conflict of Interest” means that the Proponent’s other commitments, relationships or financial interests (i) could or could be seen to exercise an improper influence over the objective, unbiased and impartial exercise of its independent judgment; or (b) could or could be seen to compromise, impair or be incompatible with the effective performance of its contractual obligations.

Note to Proponent: If you foresee a Conflict of Interest or Unfair Advantage, complete Section A below, otherwise complete Section B. Any Proponent who does not complete Section A is deemed to declare that (1) it had no Unfair Advantage in preparing and submitting its RFQ Submission and (2) there is no foreseeable Conflict of Interest in performing the contractual obligations contemplated in the RFQ.

I/We have read the above definition of Unfair Advantage and Conflict of Interest and hereby declare that (check the appropriate box)

Section A

- ☐ There is an actual or potential Unfair Advantage relating to the preparation and submission of this RFQ.
- ☐ I/we foresee an actual or potential Conflict of Interest in performing the contractual obligations contemplated in this RFQ.

COMPLETE AND SUBMIT THIS PAGE

Section B

☐ I/we have had no Unfair Advantage in preparing and submitting this RFQ, and (2) I have no foreseeable Conflict of Interest in performing the contractual obligations contemplated in the RFQ.

SIGNED, SEALED AND SUBMITTED for and on behalf of:

Name of Proponent

Date

Signature of Authorized Signing Officer

Signature of Authorized Signing Officer

I/we have the authority to bind the corporation

COMPLETE AND SUBMIT THIS PAGE

RFQ SUBMITTED BY: (Please type/print)

NOTE: This proposal is inclusive of addenda as issued # ____ to # ____

I/We have carefully examined and acknowledge the instructions, terms, conditions and specifications regarding this RFQ.

By submitting this RFQ, Proponent offers to complete the Contract in accordance with the terms and conditions for the Aberfoyle & Morriston Mural Project RFQ.

NAME OF SIGNING OFFICER(S):

POSITION OF SIGNING OFFICER(S):

FIRM NAME: _____

ADDRESS: _____

TELEPHONE: _____ EMAIL: _____

DATE: _____

Signature of Authorized Signing Officer

Signature of Authorized Signing Officer

I/we have the authority to bind the corporation

PRICING SUMMARY - Pricing to supply the necessary labour and materials (including disbursements) as required to provide the services in accordance with the terms and conditions for the Township of Puslinch Aberfoyle & Morriston Mural Project RFQ.

Total Upset Limit (Base Submission)	\$ _____
Total Upset Limit (Larger Mural Sizing as per RFQ)	\$ _____
