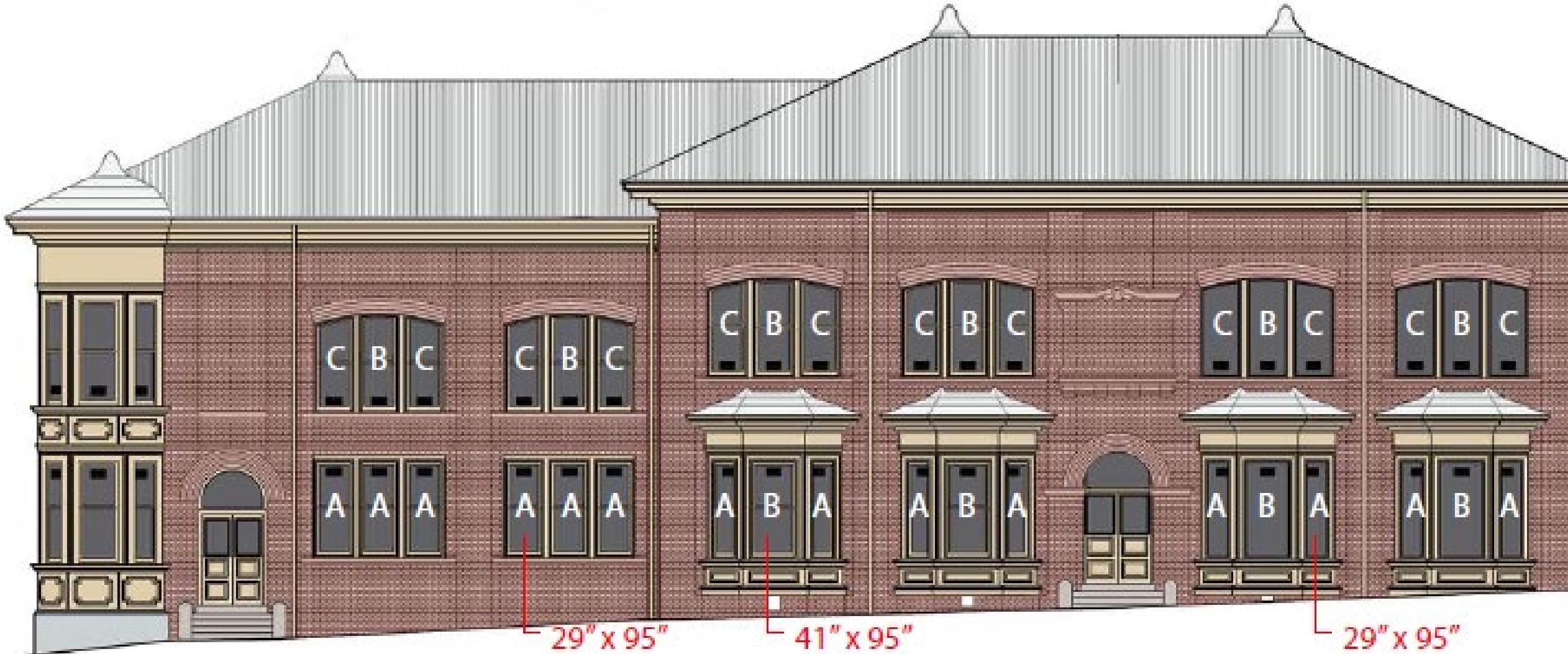




GENEVA CAR BARN TEMPORARY MURAL PROJECT PLAN









PROJECT GOALS

- Honor the historic and cultural significance of the Geneva Car Barn.
- Establish the site as an art and culture center and youth arts educational hub.
- Develop the artwork through a series of community engagement activities with local community members and organizations, informing both the design and implementation.
- Provide a community benefit by supporting artist(s) with a meaningful connection to the Excelsior/Outer Mission/OMI neighborhoods.



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Geneva Car Barn Temporary Mural Project Budget

Total Art Enrichment: \$130,000

- **Artist Contract: \$20,000**, *inclusive of all artist's fees, as well as associated expenses for design, community engagement activities, and consultation during fabrication and installation.*
- **Implementation Allocation: \$70,000**, *inclusive of fabrication, installation, maintenance, and deinstallation will be managed by SFAC under separate contract.*

ARTIST RECRUITMENT APPROACH AND ELIGIBILITY

- Arts Commission staff will post a Request for Qualifications (RFQ) which is open to professional practicing artists, who reside in the United States.
- Recruitment will focus on artists whose practices align to the specific goals of the project. Artists will be asked to address their artistic focus, previous experience collaborating with project partners in the development and implementation of previous artwork design(s), and their meaningful connection to the neighborhood.

ARTIST SELECTION PROCESS

- **Qualification Panel**
 - Consisting of an SFAC staff member, and 2 arts professionals, who will score qualified artists to identify a shortlist of qualified artists.
- **Artist Review Panel**
 - Consisting of a representative of RPD, two arts professionals and one community representative, who will review and score the applications and recommend one artist for the project.

COMMUNITY INVOLVEMENT

- SFAC staff presented an overview of the public art project to community groups.
- A community representative will serve on the Geneva Car Barn Temporary Mural Project Artist Review Panel.
- Selected artist will conduct a series of community engagement activities, which will inform the final design.
- All review panels, Visual Arts Committee (VAC), and Commission meetings are open to the public.





TIMELINE (Subject to change)

Project Plan Approval (VAC)	February 18, 2026
RFQ Issued	February 20, 2026
Qual Panel Orientation	Week of March 30, 2026
RFQ Deadline	April 6, 2026
Qual Panel Results	Week of April 27, 2026
Artist Review Panel	Week of May 4, 2026
Artist Review Panel Results	Week of May 18, 2026
VAC Approval	May 20, 2026
Arts Commission Approval	June 1, 2026
Artist Under Contract	August 2026



THANK YOU