April 22, 2026

CALL FOR ARTISTS
REQUEST FOR QUALIFICATIONS

HILLSBOROUGH COUNTY is inviting interested artists to provide responses to this **REQUEST FOR QUALIFICATIONS** for EXTERIOR MURALS at Bealsville Park. Details are included herein.

INSTRUCTIONS TO PROPOSERS

PROJECT TITLE: BEALSVILLE PARK EXTERIOR MURAL PUBLIC ART PROJECT

PROJECT GOAL: TO PROVIDE EXTERIOR MURAL ARTWORK(S) AT BEALSVILLE PARK

LOCATION: BEALSVILLE PARK, 5009 NESMITH ROAD, PLANT CITY, FL 33567

SUBMISSION DEADLINE: June 24, 2026

DELIVER PROPOSAL BY E-MAIL TO: PublicArt@hcfl.gov

PHYSICAL ADDRESS OF PROGRAM: DEPARTMENT OF CAPITAL PROGRAMS, PUBLIC ART PROGRAM, COUNTY CENTER, 22ND FLOOR, 601 E. KENNEDY BLVD., TAMPA, FL 33602

1.0 PROJECT INFORMATION:

1.1 Project Overview: Hillsborough County (County) is interested in receiving submissions from artists demonstrating their ability to provide completely realized exterior mural artwork in the existing Bealsville Park. Bealsville Park is approximately 20 acres and is in eastern Hillsborough County south of Plant City, Florida.

1.2 The artwork will become part of Hillsborough County's permanent public art collection. Artists are required to submit qualifications and encouraged to provide illustrations (images, renderings), and a brief statement describing an initial concept for this project within their submission. The project will have several stakeholders including the Public Art Committee, the Department of Parks and Recreation, and other interested community organizations and individuals.

1.3 The artwork shall be exterior mural(s) celebrating the heritage of Bealsville and highlighting the role of Family, Faith, Education and Farming in the history of the area. Community members of the Site Advisory Committee have contributed documents relating to the rich history of Bealsville and suggested inspirational images for the mural. These documents are found in Exhibit B.

1.4 The Bealsville area was home to Miss Ruby C. Williams, a noted Florida folk artist. Artists are encouraged to study her work. Reference documents for her work are included as **Exhibit C.**

1.5 Artwork Locations: There are three (3) required locations for the exterior mural artwork in existing Bealsville Park. The total estimated area of the artwork is to be around 1,600 square feet. Artwork locations are described below:

1.5.1 Primary Artwork Location: The primary location for the mural artwork is on the east wall of the existing Bealsville Park's recreation center (approximately 900 square feet), as shown in **Exhibit A, Item 1 – Primary Artwork Location**. The Bealsville Park recreation center's location is highly visible from adjacent areas. It is desired for the artwork at this location to provide a mural that welcomes the community to the Bealsville Park recreation center building and the athletic fields beyond.

1.5.2 Secondary Artwork Location 2A: The secondary location for mural artwork is on the recreation center's exterior south wall that faces the parking lot. The south mural artwork is envisioned as an extension of the recreation center's east mural artwork, by wrapping the artwork mural around the corner of the building onto the recreation center's south wall. **See Exhibit A, Item 2A- Secondary Artwork Location, Rec Center South Wall.**

1.5.3 Secondary Artwork Location 2B, Pumphouse: The pumphouse is an approximately 8'x10'x8' block building, housing the park's well. The pumphouse is located between the recreation center and the sports fields. The exterior mural artwork at the pumphouse can be located on the pumphouse's south, west, and north exterior walls. **See Exhibit A, Item 2B- Secondary Artwork Location, Pumphouse.**

1.6 Three (3) qualified finalists will be selected to provide site-specific proposals from those artists responding to the initial Call for Artists. Each selected finalist will be paid an honorarium of $750.00 (seven hundred and fifty dollars) to provide a site-specific proposal.

1.7 Design Criteria:

a. The artwork will be located on the existing Recreation Center and the Pumphouse within the existing Bealsville Park Campus, located at 5009 Nesmith Road, Plant City, FL, 33567, as shown in Exhibit A and described above.

b. **The artwork shall be an exterior mural celebrating the heritage of Bealsville and highlighting the role of Family, Faith, Education and Farming in the history of the area.**

c. Artwork is to be designed for minimal maintenance and to meet the demands of Hillsborough County's local climate.

d. Artwork is to be an original design (not reproduced).

e. Any required structural attachments of the mural artwork to the exterior of a building shall be designed and stamped/signed by a registered Florida professional engineer.

f. The artwork must be devoid of advertising, including charitable, fraternal, religious, or political signs, symbols, logos, banners or any other such device.

g. The artwork shall not honor specific individual(s) and/or community member(s), per BOCC Policy – Section 01.12.00.00 - Naming of County-Owned Buildings, Parks, and Property.

h. The artwork must have an anti-graffiti coating or be of a material that is inherently

anti-graffiti.

i. The artist must provide a two-year warranty on materials and craftsmanship.

j. A plaque or marker is to be installed at each artwork mural location.

2.0 SUBMITTAL INSTRUCTIONS:

2.1 Artists who wish to be considered for this project must submit the materials listed below electronically. Ensure that all files sent electronically have been scanned by up-to-date virus scanning software. Files with detected viruses will be destroyed and will not be considered. All images and documents must be accessible in the MS Windows environment. Incomplete submissions will not be considered.

2.2 **The following documents are required:**

2.2.1 A current professional resume of no more than 2 pages for each submitting artist.

2.2.2 A list of exterior mural installations relevant to this project and completed in the last 5 years. Please include owner contact information.

2.2.3 A maximum of 8 digital images of completed exterior murals. The images shall be in .JPG format. Image files must be properly labeled each with artist's last name and a number (1-8) assigned per image list. (e.g.:smith_1.jpg, smith_2.jpg). Artist's name should NOT appear on the image. The first five artworks presented should be those that are most related to this call. Provide details, close-ups or multiple viewpoints of large or complex artworks.

2.2.4 Image ID sheet.

2.3 **The following documents are optional:**

2.3.1 Scans of publications, reviews or other items that may assist the County in evaluation of the artist's capabilities. (No more than 3 items of this type should be included in the submission.)

2.4 **Instructions for electronic submission:**

2.4.1 Submissions may be made by e-mail to: PublicArt@hcfl.gov. Large files may be zipped.

2.4.2 As an alternative to email submission, a USB flash drive may be mailed to the address below:

Dan Myers, Public Art Staff
P.O. Box 1110
Tampa, Florida 33601

2.5 **Additional information and instructions:**

2.5.1 Proposals will be reviewed by the Site Advisory Committee (SAC) and the County's Public Art Committee (PAC).

2.5.2 The intent of the review is to shortlist a group of three artists to provide more specific proposals relating to the themes and character of the proposed installation(s). The County may contract with only one artist or artists group to fulfill the requirements of the listed project.

2.5.3 Hillsborough County does not guarantee that any commissions will result from this call.

3.0 ESTIMATED BUDGET, SCHEDULE AND SELECTION PROCESS:

3.1 Maximum Budget For The Project: $32,000.

3.2 Estimated Schedule:

- Call for Artist Submission deadline	June 24, 2026
- Artists are selected to provide a site-specific proposal.	Third Quarter 2026
- Proposals ranked and Artists notified of rankings.	Fourth Quarter 2026
- Agreement negotiated with top-ranked proposer	Fourth Quarter 2026 / First Quarter 2027
- Artwork installed and completed	Third Quarter 2027

3.3 Selection Process:

3.3.1 For this project, a Site Advisory Committee composed of members of the public, County staff associated with the location, and members of the Public Art Committee will review the submissions and recommend to the Public Art Committee a short-list of three (3) artists to develop site-specific proposals. Short-listed Artists will be given further information on the project. Using this information, each artist will develop site-specific proposal(s). Artists may use models, drawings, computer-generated imagery and material samples to communicate their proposals. They must include in their proposals a budget that does not exceed the maximum budget for the project. The site-specific proposals will be initially reviewed and ranked by the Site Advisory

Committee. The Site Advisory Committee's ranking will be considered by the Public Art Committee for final rankings of the site-specific proposals.

3.3.2 An Agreement will be negotiated with the artist providing the top ranked site-specific proposal. The Agreement provides for the artist to provide the complete artwork and meet all related costs such as travel, materials, fabrication, transportation, insurance and installation of the work within a mutually agreed time and for a fixed fee. Progress payments are made over the course of the contract in accordance with a mutually agreed schedule. Compliance with financial arrangements between the artist and his/her sub-contractors is the responsibility of the artist.

3.3.3 If an agreement cannot be successfully negotiated in a timely manner with the top-ranked artist(s), the County has the option to negotiate with the artist(s) next in order of ranking.

4.0 REQUESTS FOR INFORMATION/CLARIFICATION:

4.1 Any artist requesting additional information, interpretation, and/or clarifications relating to this Call shall make a written request addressed to:

Dan Myers, Public Art Staff
P.O. Box 1110
Tampa, Florida 33601
e-mail: PublicArt@hcfl.gov

4.2 If it is deemed necessary, an addendum to this Call for Artists may be issued through the Hillsborough County Public Art webpage at:
hcfl.gov/residents/parks-and-leisure/public-art/call-for-artists

5.0 RISK:

5.1 Persons responding to this Call do so at their sole expense and risk. The County reserves the right to change or cancel this Call at any time.

5.2 No proposer is guaranteed the award of an Agreement or any work as a result of being selected for this project.

5.3 Any changes made to this Call shall be made by means of a written addendum. It shall be the responsibility of the Artist to assure that all addenda have been received prior to submitting a proposal.

6.0 PUBLIC RECORDS ACT:

6.1 Pursuant to Florida Statutes, sealed responses to this Call to Artists are exempt from the public inspection requirements of the Public Records Act until such time as the announcement of a decision based on the proposals or within 30 days after proposal receipt date, whichever is earlier.

END OF DOCUMENT

EXHIBIT A – Proposed Artwork Location(s)



ITEM 1:
Primary Artwork location
Recreation Building East Elevation, approximately 900 Square feet (50’ x 18’)



ITEM 2:
Secondary Artwork Location 2A
Recreation Building South Elevation – Mural to extend around to a portion of the right end wall

EXHIBIT A, ITEM 3:
Secondary Artwork Location 2B
Pumphouse Elevations – Mural to extend to South, West, and North elevations.



Pumphouse, South Elevation (North Elevation is a blank wall)



Pumphouse, West Elevation

EXHIBIT B

Documents provided by Bealsville members of the Site Advisory Committee

List of Items for Bealsville Recreation Center Mural

1. Twelve Original Freed Slave Founders
   Steven Allen
   Isaac Berry
   Peter Dexter
   Neptune Henry
   Mills Holloman
   Bryant Horton
   Samuel McKinney
   Roger Smith
   Mary Reddick
   Abe Segenger
   Jerry Stephens
   Robert Story
2. Bealsville Community Crest (which highlights 3 significant pillars of the community – Faith, Education and Farming) and year founded in 1865; Originally the community was named "Howell's Creek" (originally named after slave-owner Mrs. Howell but was changed to Bealsville after Alfred Beal).
3. Historic Marker (at Bealsville Rec Center roadside)
4. Crossing Street Sign (Horton/Colson/Nesmith)
5. Alfred Beal - picture (Bealsville Community namesake)
6. Antioch M.B. Church (1st Church in the community (also symbol to highlight importance of Christian faith in Bealsville)
7. Pictures of Black Farmer, old Farmall tractor and crops – orange trees, horse driven sugar cane mill, strawberries, peas/beans, greens)
8. Glover School (picture) ← hamper
   - Crest
   - Historic Marker (at Glover School roadside)
9. Picture of Original Bealsville Recreation Center (Wood Building)
10. Old Playground
11. Bealsville Youth Sports – Football (called Bealsville Eagles), Baseball & Softball
12. First Paid Employees at original Bealsville Rec. Center - Vernetta Hall and Sam Hunter
13. The Boiling Springs (used by generations of community members and others for swimming, playing and recreation). It was ice cold and it boiled (could see the bubbles coming up from the spring).
14. Ruby Williams – Folk Art Painter and picture of her painting in Smithsonian
15. We are a Community of Achievers with the following achievements of people born & raised in Bealsville (Dentist, Lawyer, Pilot, Business Executives, Educators, NFL players, NCAA Coach, Military Officers and Veterans)

BEALSVILLE

May 1980

This brief history of the Bealsville Recreation Center is the compiled interviews and conversations with the following; S. P. Berry, W. O. Beal, Edith Dexter and Floy Britt; former Black Hillsborough County Home Demonstration Agent.

Floy Britt was 4H Club Home Demonstration agent for the black citizens of Hillsborough County from 1932 until her retirement around 1968.

Pride, grit, cooperation and faith in God brought us thus far.

We today must pay tribute to the leadership of Miss Floy Britt, Bealsville Citizens' Committee, the Hillsborough County Commissioners, The National Youth Administration and a white Real Estate friend from Seffner, who befriended us in our efforts to secure land for the center.

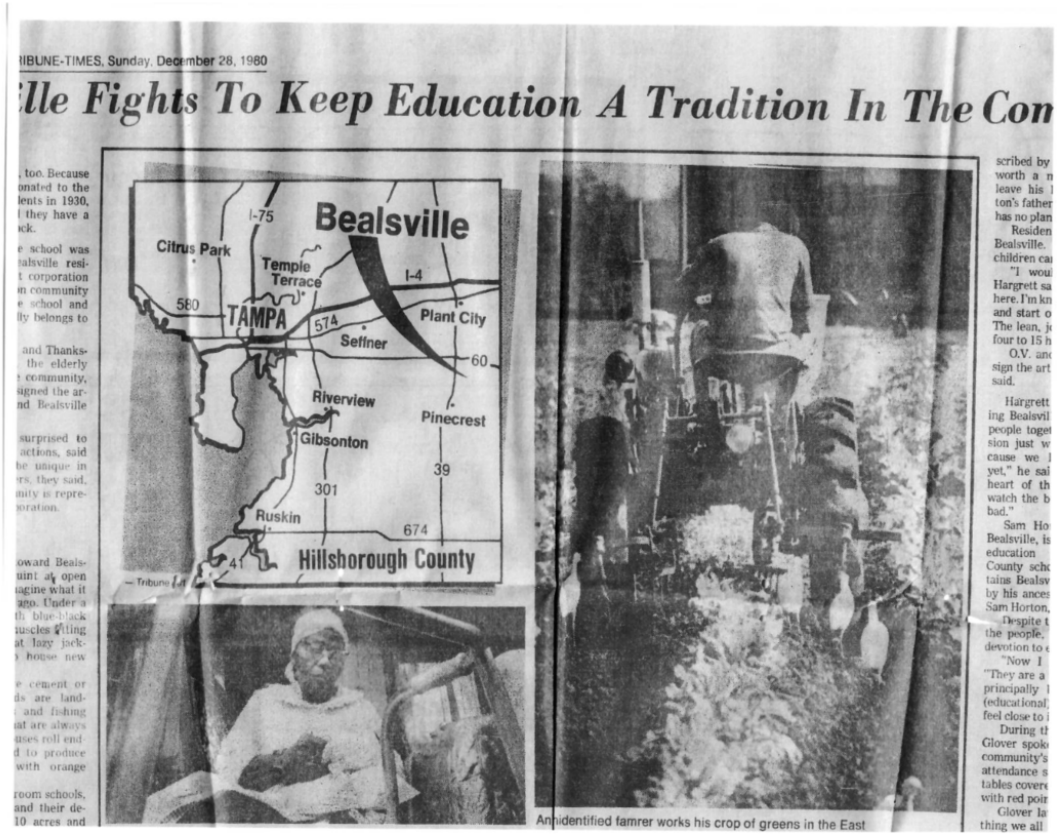
With the leadership of Floy Britt, and the citizens Committee; assisted by the strong cooperation of the 4H Club Ladies; twenty acres of land was deeded to the county for a Recreation Center.

W½ of SE¼ of NE¼ Sec. 23-29-22

The Farmers of the community worked close beside their wives in raising funds for the center. These funds were donated by the National Youth Administration and the County Commissioners. As a result of these combined efforts our first building was built by the Youth Administration about 1933.

From 1933 until 1965 many individuals and organizations gave free labor and funds to keep the Recreation Buildings and grounds so they could be used by the public.

Bealsville Citizens Committee
W.B. Glover
W.O. Beal
Rosa Glover - Secretary



IBUNE-TIMES, Sunday, December 28, 1980

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Seffner
60
Riverview
Pinecrest
Gibsonton
39
301
Ruskin
674
41
Hillsborough County

— Tribune

An identified famrer works his crop of greens in the East

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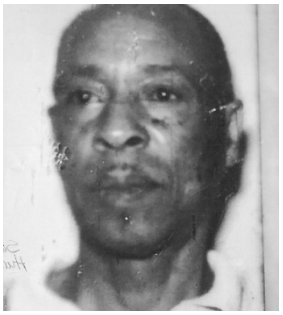
Glover la thing we all

Tampa Tribune article of December 28, 1980



The original Bealsville center is gone, but . . .

Original Bealsville Center





Vernetta Hall

1st Employees – Sam Hunter and Vernetta Hall

EXHIBIT C

Ruby C. Williams

2005 FLORIDA FOLK HERITAGE AWARD





Williams (1928-2022), a native of the historic African American town of Bealsville in Hillsborough County, was known for her vibrant paintings. Her art decorated the self-built market that stood alongside a field of fruits and vegetables that she grew herself using time-tested methods. Her harvests included black-eyed peas, broccoli, onions, turnips strawberries, watermelons, collard greens, mandarins, and many other fruits and vegetables. Bealsville was founded by five freed slaves, one of whom was Mary Reddick, Williams' great-grandmother. As a result, Williams had a deep sense of attachment to the land.

Williams grew up during the Depression and knows what it is like to live with little. She picked oranges and strawberries, drove a tractor, and later married and raised four children.
After moving to New Jersey in the 1950s, she drove a bus, became a minister, and founded a church. In the early 1980s, she returned to Florida to farm.

END OF EXHIBITS