

Call to Artists

Request for Proposals : Large-Scale Mural

[Downtown Bloomington, Inc. \(DBI\)](#), in partnership with the [City of Bloomington, Indiana](#), is seeking artists to design and install a mural in the [alley](#) alongside the historic [Uptown Plaza](#). The design will be based on community input and context.

DEADLINE: Proposals must be submitted by 11:59 PM ET, August 21, 2026
BUDGET: Up to \$25,000 (including all costs through completion)
COMPLETION: Murals must be completed by November 30, 2026

Project Overview

Scope – Contract with DBI to 1) design a large mural for a two-story, early 20th-century building in downtown Bloomington; and 2) install the final design on an uninterrupted section of 26' x 70' brick wall ([109-113 N College Ave. alley](#)).

Eligibility – Any professional artist may submit proposals provided they 1) are at least 18, 2) carry liability insurance for the duration of the project, 3) can meet RFP expectations, and 4) can work with different paint types and installations (*i.e., painting on the wall or on panels*).

Budget – The selected artist will be responsible for all aspects of the design and execution within the \$25,000 budget (*i.e., all labor, equipment, paint, scaffolding/lift rental, materials, travel, etc.*).

Project Milestones –

- Selection Notification by Labor Day
- Final Design to City for Approval by Late-September
- Work Expected to Begin in Mid-October
- Project Completed by November 30

Submission Requirements

Artists must submit their proposals online ([AT THIS LINK](#)), including:

- **Proposed Mural** – 1) a tentative title for the mural, 2) a clear description of design and approach with renderings for proposed mural and 3) a basic budget including all possible costs through project completion
- **Artist Information & Experience** – 1) contact details for the proposing artist; 2) a narrative bio, resume/CV, and answers to two questions; and 3) references who can speak to past work on similar projects
- **Samples of Past Work** – a brief synopsis (*with images*) of work that represents the artist's style and ability on similar projects

Only complete submissions received by the deadline will be considered.



Design Specifications

Site – The mural should be compatible with the surrounding area and reflect the historic nature of the district. Maximum dimensions for this project are bounded (*blue box in image, page 1*) by a level line above the alley slope, star anchors below the windows, the conduit near the top of the alley, and the vent near the back. Minimum size should be appropriate to the site, budget, and final design.

Community – The design should incorporate one or more of the community's preferences below ([full results linked](#)):

- **Themes** 1) Arts & Culture, 2) Nature/Landscape or Agriculture, and 3) Local History or Identity
- **Styles** 1) Realistic, 2) Whimsical, and 3) Abstract
- **Other** The community articulated 1) a desire for a bright, happy, even playful feel to the mural, along with 1) highlighting specific qualities of downtown – the activity of bars, restaurants shops and music; social gatherings of all sizes; and a quirky and interesting vide that brings people together.

Content Limitations –

- [City Policy for Art in the Right of Way](#) says that the mural may not contain 'speech' (i.e., words).
- Designs should avoid references to nearby businesses that could trigger the [City's sign ordinance](#).
- The [Historic Preservation Commission](#) will approve the design according to district guidelines.

Additional Context – available at <https://www.transformingcommunities.art/callsforartists>

Selection Criteria

A review panel will recommend finalists using the following criteria:

- **Design Alignment** – alignment with theme/style preferences, site context, and appropriateness for all audiences.
- **Artistic Excellence** – a portfolio of creative quality, originality, and technical proficiency in public, large-scale, or exterior works demonstrating:
 - ability to translate a concept into a finished, high-impact mural at scale
 - sensitivity to community context, history, and sense of place in past work
 - experience incorporating community input into the design process
- **Professional Reliability** – a history of completing work on time, within budget, and according to requirements.

DBI will make the final selection and may contact references as part of the process.

After Selection

Contracting – The selected artist will contract with DBI for this work, invoicing them in installments: 1) 25% upon contract, 2) 50% as installation begins, and 3) 25% upon project completion.

Design Approval – Up to two design revisions may be requested. DBI will facilitate design approval with the building owner, City Board of Public Works, Planning Department, and Historic Preservation Commission.

Installation – Work is unlikely to start before mid-October and cannot go beyond November due to funding restrictions. The artist will be responsible for day-to-day work and all associated cleanup and should plan for weather-related interruptions without falling behind schedule. DBI will assist the artist in accessing vendors (e.g., *pressure washing, lift rental*) and coordinating with the building owner for other needs (e.g., *utilities, storage, restroom access*).

Materials – Mural materials and techniques should be durable and easy to maintain and repair. The Historic Preservation Commission may also define the type of paint to be used.

Promotions – DBI and the City will use images of work-in-progress and final work for promotional purposes. The artist may be asked to promote the work through their digital channels as well.

Questions?

Contact Talisha Coppock at tcoppock@downtownbloomington.com for information.