

# Salt Lake City Public Art Program

## Jordan River Parkway Mural Program

**Request for Qualifications**

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### Applicant Info Session

Tuesday, June 16<sup>th</sup>, 2026

12:00 pm (MT)

*A recording of this info session and the slides covered today will be published on our website afterwards.*



# Introduction

Public art project located at four different sites along the Jordan River Parkway from 600 North to 1500 North, Salt Lake City, Utah | [City Council District 1](#)

The Salt Lake City Arts Council, in collaboration with Salt Lake City's Departments of Public Utilities and Public Lands, seeks to commission four (4) Utah artists or artist-led teams to create original, site-specific murals for the Jordan River Parkway in the Rose Park neighborhood.



# Eligibility

This Call for Artists is open to all professional artists or artist-led teams currently residing in Utah, regardless of race, religion, gender, gender identity, sexual orientation, national origin, age, marital status, political opinion or affiliation, or mental or physical disability.

Artist-led team applications are welcome. Each team must be led by a person with a demonstrated history of professional activity as an artist. Teams may not substitute team members after submission unless the Public Art Program consents to any proposed substitution. The selected artist or artist-led team must be present for installation and is required to remain on site for the duration of the installation, which will be coordinated by the Public Art Program.

An artist may not apply as a member of more than one team and may not apply as an individual artist if already applying as a team – **one person/one application.**

# Project Background

- The **Jordan River Parkway**, the longest paved urban trail in the United States, spans more than 60 miles and serves as a vital community asset by connecting neighborhoods and recreational destinations while supporting outdoor recreation, environmental stewardship, and diverse native wildlife.
- The project is inspired by the [Emerald Ribbon Action Plan](#), which envisions the Jordan River corridor as a vibrant community destination guided by the themes of **nature, culture, and care**, emphasizing ecological restoration, safety, accessibility, and multigenerational use.
- The [Jordan River Parkway Mural Program](#) will activate key locations along the corridor with murals that celebrate the Rose Park neighborhood, highlight the river's ecosystem, and strengthen connections between people, place, and the evolving Parkway.



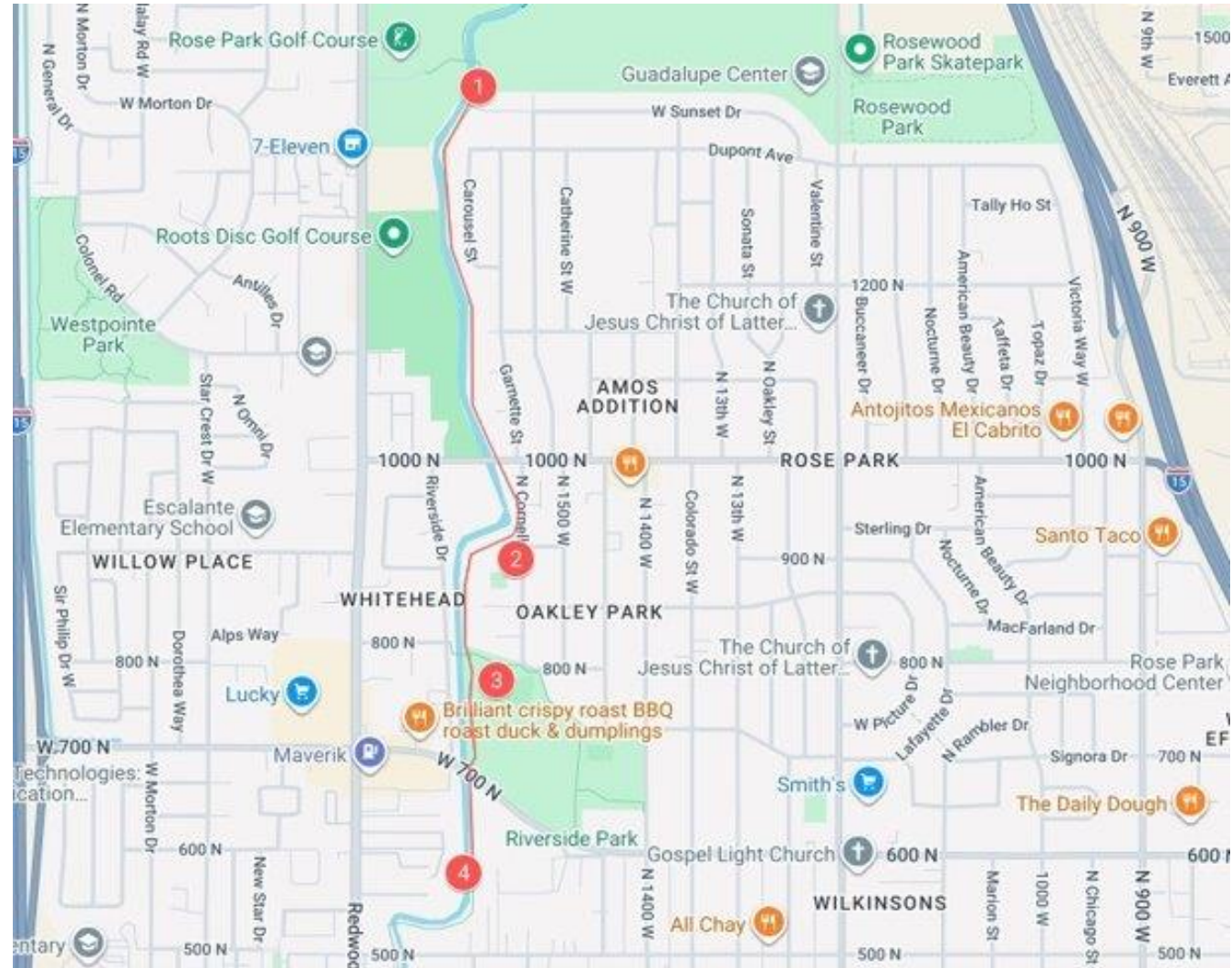
# Project Scope

The four (4) selected artists or artist-led teams will be responsible for creating original, sites pecific murals at four (4) distinct mural site locations along the Jordan River Parkway. Each artwork should respond to the unique qualities of its site while reflecting the character of the Rose Park neighborhood and the surrounding river corridor.

Selected artists will collaborate closely with Arts Council and Public Lands staff, as well as community stakeholders, throughout the design and implementation phases. This process is intended to ensure that the final artworks are culturally responsive, community-informed, and aligned with the vision of the Parkway.

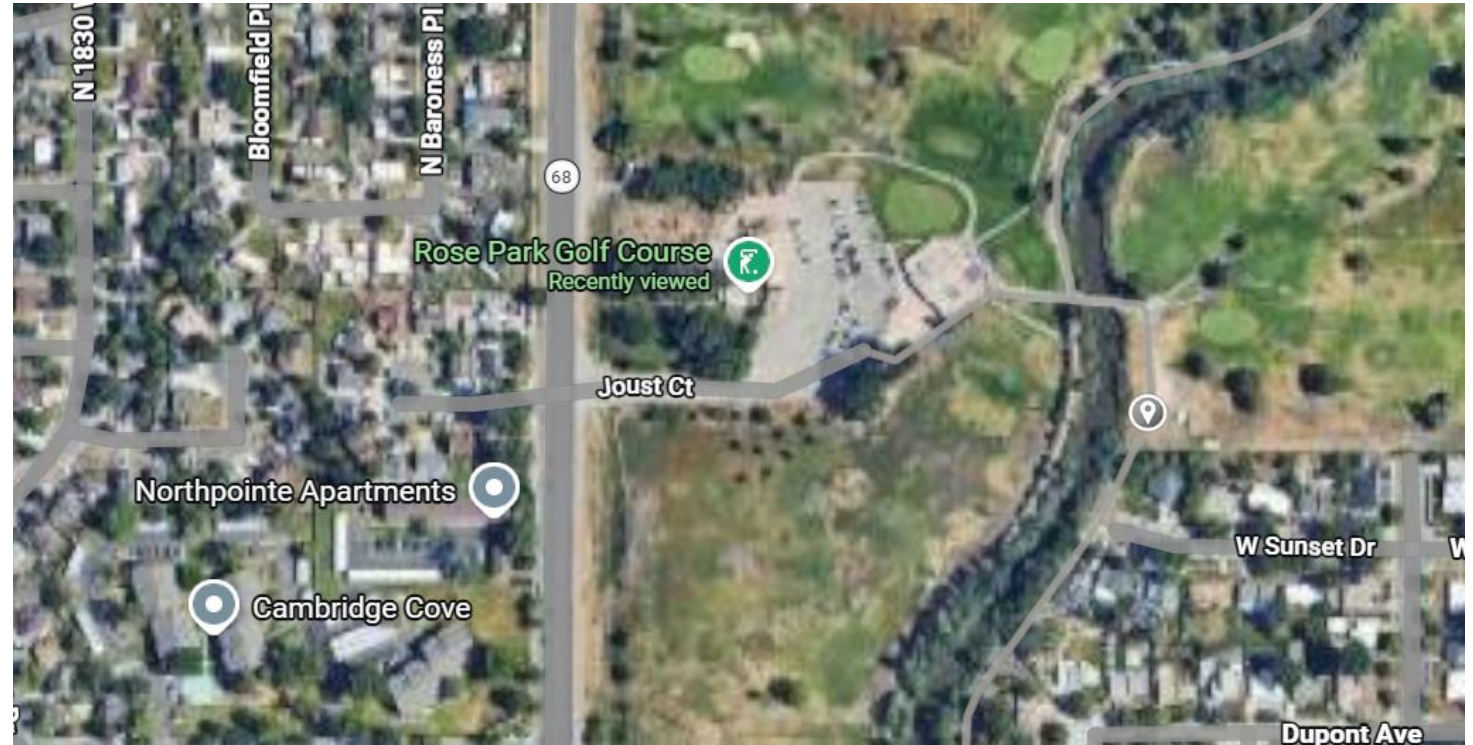
# Mural Locations

1. **Rose Park Golf Course Large and Small Pumphouse** (south and east walls) - 377 sq ft
2. **Cornell Wetlands Pump Station** (east wall) - 675 sq ft
3. **Riverside Park Restroom** (west wall and columns) - 320 sq ft
4. **Backman Elementary Pedestrian Bridge Retaining Walls** (west side) - 690 sq ft



# Mural Locations

Rose Park Golf Course Large and Small Pumphouse (south and east walls)- 377 sq ft  
1386 N Redwood Rd, Salt Lake City, UT 84116



# Mural Locations

Cornell Wetlands Pump Station (east wall) - 675 sq ft  
875 North Cornell Street, Salt Lake City, UT, 84116



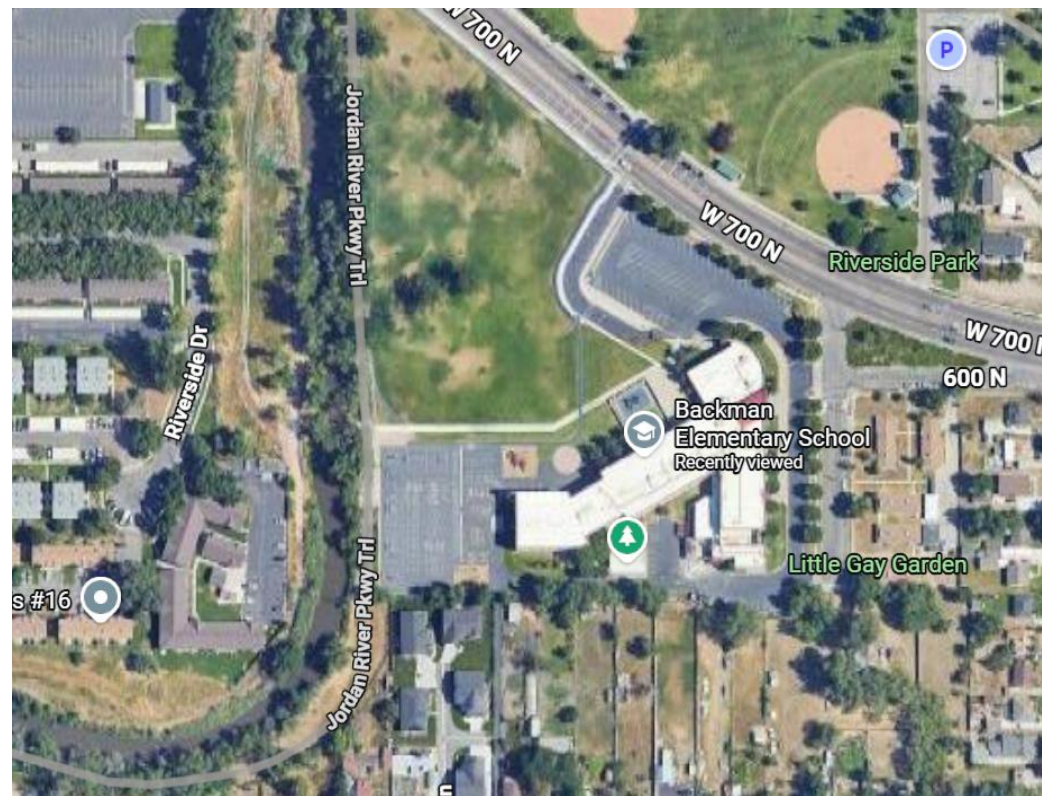
# Mural Locations

Riverside Park Restroom (west wall and columns) - 320 sq ft  
1491 West 600 North, Salt Lake City, UT 84116



# Mural Locations

Backman Elementary Pedestrian Bridge Retaining Walls (west side) - 690 sq ft  
601 N 1500 W, Salt Lake City, UT 84116



# Artwork Goals

The Salt Lake Art Design Board seeks to commission a site-specific artwork that meets some or all of the following goals:

- Reflect the unique character, cultural richness, and identity of the Rose Park neighborhood along the Jordan River Parkway;
- Draw inspiration from the Jordan River's natural environment, supporting themes of river health, wildlife habitat, and environmental stewardship;
- Create welcoming, inclusive, and accessible mural designs that engage a diverse range of trail users;
- Encourage engagement, interaction, and exploration, offering moments for discovery, learning, and reflection along the trail;
- Enhance placemaking and strengthens the identity of the Jordan River Parkway and the Rose Park neighborhood;
- Is of the highest quality, creatively and technically, and exemplifies strong, imaginative design;
- Resists general wear and vandalism, offers easy, minimal, and low-cost maintenance;
- Meets all public safety and maintenance standards and complies with the Americans for Disabilities Act (ADA), Salt Lake City requirements, and all other applicable laws, codes, and regulations, including guidance from Salt Lake City regarding pedestrian, cyclist, and vehicle visibility and safety.

# Budget

This public art installation is possible through CIP/Percent-for-Art Funds

## Commission Award

- The total budget for each mural will be determined based on the square footage of its respective site.
- Commission budgets range from \$8,000 - \$16,000.

## Commission is inclusive of:

- Artist's fees
  - Artist's fee for proposal
- Supplies & materials
- Labor
- Insurance
- Transportation,

## Additional considerations:

- Artist should include a **contingency of at least 10%** of the project's commission
- The City will cover costs associated with:
  - Anti-graffiti protective coating materials

\*The selected artist is responsible for applying the anti-graffiti coating upon completion of the mural.

# Insurance Requirements

## General Liability

- Commercial General Liability Insurance (CGL) with **Salt Lake City Corporation** listed as **additional insured** (Minimums: \$1,000,000 per occurrence / \$2,000,000.00 aggregate)

## Vehicle Insurance

- Commercial Auto Insurance with **Salt Lake City Corporation** listed as **additional insured** (Minimums: \$100,000.00 per person/\$300,000.00 per accident/\$50,000.00 property damage or single combined limit of \$1,000,000)

## Worker's Compensation

- Proof of Worker's Compensation  
**OR**
- Apply for a Worker's Compensation Coverage Waiver

# Artist Qualifications


The Salt Lake Art Design Board, in consultation with project stakeholders, will choose up to four finalists for proposal development:

**The selection of an artist or artist-led team is subject to, but not limited by, the following qualifications:**

- Artist's professional experience represents a developed and successful body of public art projects of a similar scope and scale as demonstrated by visual documentation;
- Ability to meet deadlines, budget, and perform work in a timely, professional manner;
- Willingness of the artist to consult and work collaboratively with the Salt Lake Art Design Board and community stakeholders;
- Ability to understand sense of place and design in a context-sensitive manner as demonstrated by visual documentation;
- Artist demonstrates high investment in the project or demonstrates a relationship/connection to the content/community involved in the work;
- Artist has created works of a lasting nature that do not require excessive maintenance or repair costs and meet public safety requirements (including transportation safety requirements), Salt Lake City requirements, and Americans for Disabilities Act (ADA) standards.

# Artist Selection

The Salt Lake Art Design Board, in consultation with project stakeholders, will review all eligible applications and select four (4) artists or artist teams.

- Each finalist will be assigned to a specific mural site and be invited to enter the design development phase, where they will create a sitespecific proposal for review.
  - If selected, finalists will be given two (2) months to prepare a design proposal.
  - The Art Design Board and stakeholders will review all proposals, approve final designs, and request modifications if necessary.
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# Finalist Process & Proposal Presentation

## Finalist Expectations

- **Mid-August 2026:** Attend a finalist meeting to learn about the project and ask questions to project stakeholders
- Develop a **site-specific conceptual proposal** that includes:
  - Digital Renderings
  - Written statement outlining:
    - Intent and how the the mural design incorporates the artwork goals,
    - Materials, tools, and equipment
    - Installation schedule
    - Budget

## Presentation

- **Wednesday, October 7, 2026:** Proposals presented to the **Salt Lake Art Design Board** and project partners.
  - ☐ **Proposal materials due:** Wednesday, September 30, 2026, by 5:00 PM MT.
- The proposal fee is inclusive of, and will be paid from, the total commission budget.

# Project Schedule

Dates provided are estimates based upon current knowledge of preliminary project schedules and are only intended to assist artists in determining their own availability to participate. The dates below in no way represent final approved schedules and are subject to change through future iterations of design and construction phases.

## RFQ SUBMISSION DEADLINE

**Sunday, July 5, 2026 by 11:59 pm MT**

No late applications will be accepted.  
**No exceptions!**

## ARTWORK PROPOSAL PRESENTATION

Artwork Proposal Presentation to Art Design Board – **Weds. October 7, 2026, 5 – 7 pm**

Recommendation to Mayor for commission – **October 2026**

Artist contracting – **October – November 2026**

## ARTWORK PROPOSAL DEVELOPMENT

*4 muralist will be selected*

If selected as a finalist, you will be notified in **early August 2026**

Required finalists meeting & site visit in **mid-August 2026**

Artwork Proposal Development: **August – September 2026**

Mural Proposals Due: **Weds. Sept. 30, 2026 by 5 pm MT**

## ARTWORK FABRICATION & INSTALLATION

Artwork installation – **Spring 2027**

Installation completion & Ribbon-Cutting – **Late Spring 2027**

# Artist Agreements & Project Assumptions

- If selected, you will enter into two agreements with Salt Lake City:
    - The **first agreement** will be for developing your mural design
    - The **second agreement (Artist Commissioned Work Agreement)** will be for mural painting and installation
  - The selected artist/team must carry general liability and auto insurance and must either provide proof of Workers' Compensation Coverage or apply for a Workers' Compensation Coverage Waiver.
- Salt Lake City will retain the right to remove the artwork as may be deemed necessary in the future. The selected artist/team will retain copyright to their work but will grant Salt Lake City right to reproduction.
  - In the performance of this project under agreement with Salt Lake City, artist/team shall comply with all applicable Salt Lake City requirements, laws, codes, ordinances, and regulations. .
  - View a sample of [an Artist Commissioned Work Agreement](#) here.

REQUEST FOR QUALIFICATIONS

# CALL FOR ARTISTS

Jordan River Parkway  
Mural Program

**How to Apply**

# CaFÉ (CallforEntry.org)

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- All applications must be submitted through the CaFÉ website
- There is no application fee
- Give yourself enough time to become familiar with the site if it's your first time applying (*we recommend a minimum 48 hrs. prior to deadline*)
- All application materials will be uploaded in the corresponding fields through the provided CaFÉ application linked on our website/RFQ and in this presentation
- **Any materials not specifically requested as part of this application or exceeding the maximum page length or format requirements will not be considered or reviewed by the Art Design Board and may result in disqualification. Notifications of disqualifications will not be made.**

# Submission Requirements

- Artists may apply individually or as a team. Submissions that arrive on or before **11:59 pm MT on Sunday, July 5, 2026**, and meet all the application requirements will be reviewed.
- **The applicant's full name and contact information must appear on all submitted materials.** If applying as a team, indicate the name and contact information of the team's representative. An artist may not apply as a member of more than one team and may not apply as an individual artist if already applying as a team – one person/one application.
- To be considered for this project, applicants must submit all the required materials via the [CaFÉ](https://www.callforentry.org) ([www.callforentry.org](https://www.callforentry.org)) website. There is no application fee. No other method of submission will be accepted. Assistance using CaFÉ is available [online](#), by [email](#), or by calling 303-629-1166 during business hours.
- **DO NOT SUBMIT A PROPOSAL FOR A NEW COMMISSION AT THIS TIME.**

**[SUBMISSION LINK](#)**

# Application Materials

\*only one application per artist/artist-led team

Pay attention to **Minimums/Maximums + other format requirements** before submitting!

## Letter of Interest

- No more than one page or **500 words**
- Keep narrative relevant and aim to connect to the project's goals for describing previous body of work
- If applicable, please provide specific examples of your previous experience for projects of similar site, scope, themes, and/or scale

## Resume / CV

- 2 pages MAX per artist,
  - *Artist Teams must submit one resume per artist, combined into one PDF*
- Current, brief, and relevant
- Try to avoid fancy fonts, colors, and pictures
- **Include two professional references**
  - *References will only be contacted during the interview process for the finalists*

## Images of Work

- MINIMUM of 5 images, MAXIMUM of 10 images, up to 2 videos
- Good quality, straightforward, and are just of the artwork itself
- Title, year, medium, dimensions, location, budget, and brief description of the work
- Do NOT submit multiple images of different works in one image
- Previous proposals not realized cannot be more than 3 of the 10 images
- **Images are the primary way the quality of your work is judged**

# Assistance

If you do not have access to a computer or WiFi to apply, the [Salt Lake City Public Library branches](#) offer free computer and WiFi access.

If you require further resources or accommodations to complete the application materials, such as translation and interpretation services to other languages, please email [publicartprogram@slc.gov](mailto:publicartprogram@slc.gov) for assistance.



# Resources\*

[Jordan River Parkway Trail](#) – The Salt Lake City section of the Jordan River Parkway is overseen by Salt Lake City Public Lands. This Parkway is the longest paved urban trail in the United States, with over 60 miles following the Jordan River from Utah Lake to the Great Salt Lake.

[Emerald Ribbon Action Plan](#) – Led by Salt Lake City Public Lands, the Emerald Ribbon Action Plan is an ambitious vision for the future of the Jordan River, the Jordan River Parkway Trail, and the many city-owned parklands that surround them in Salt Lake City.

[Jordan River Commission](#) – The Commission is comprised of a mix of governmental and non-governmental members working together to enhance, preserve, protect, and responsibly develop the river corridor.

[West Side Public Art Project: 2025 Community Engagement Report](#) – Developed by the Salt Lake City Arts Council, Union Creative (community engagement consultant), and artist Matthew Mazzotta in support of the sister West Side public art commission at Glendale Park, this engagement focused on listening deeply to residents' perspectives on place, identity, and belonging.

[\\*Check out the full RFQ for more resources.](#)

# Questions?

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All questions regarding this *Requests for Qualifications (RFQ)* may only be directed to Salt Lake City Public Art Program staff at the email address listed below. Artists may be disqualified if any unsolicited contact related to this *RFQ* is made with a member of the Art Design Board or project stakeholders other than the Public Art Program staff during the selection process.

We do our best to respond to inquiries quickly, however we may not be able to respond in a timely manner during the final days prior to deadlines stated above. **Please give yourself ample time to consider your participation in this project and reach out to our staff, at any stage in the process, with any questions or concerns.**

**Amy Childress/ Salt Lake City Public Art Program**

**[Amy.Childress@slc.gov](mailto:Amy.Childress@slc.gov)**

**[publicartprogram@slc.gov](mailto:publicartprogram@slc.gov)**



# Thank you!

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For a recording of this info session, to access these slides, and review entire RFQ, please visit:

- **Application page:** <https://publicart.slc.gov/jordan-river-mural-program-rfq-2/>
- **PDF:** <https://publicart.slc.gov/wp-content/uploads/2026/06/Jordan-River-Parkway-Mural-Program-RFQ.pdf>
- **Direct link to application:** [https://artist.callforentry.org/festivals\\_unique\\_info.php?ID=17611](https://artist.callforentry.org/festivals_unique_info.php?ID=17611)