

Mural Program
JORDAN RIVER PARKWAY
REQUEST FOR QUALIFICATIONS (RFQ)

DEADLINE FOR SUBMISSIONS

Sunday, July 5, 2026
11:59pm (MT)

APPLY ONLINE:
[CLICK HERE](#)

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](#)

COMMISSION BUDGET: Variable (\$8,000 - \$16000) 4 commissions available (*limit of one commission per individual artist or artist-led team*)

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.

APPLICATION LINK: https://artist.callforentry.org/festivals_unique_info.php?ID=17611

LAND ACKNOWLEDGEMENT

We acknowledge that the land upon which the Salt Lake City Public Art Program operates – the land where we gather, create, and appreciate art – is the traditional and unceded territory of the Shoshone, Goshute, Paiute, and Ute Peoples. The history of this land predates the establishment of Salt Lake City, and we honor the Indigenous Peoples who have stewarded this land for generations. Let us actively work towards dismantling systems of inequality and injustice, as we strive to create a more inclusive and equitable future together.

PROJECT SCHEDULE**

Request for Qualifications opens	Thurs. June 4, 2026
Virtual Info Session for Interested Applicants*	Tues. June 16, 2026, at 12:00 PM MT
RFQ submission deadline	Sun. July 5, 2026, by 11:59 PM MT
Notification of finalist selection	Early August 2026
Pre-Proposal Meeting with Finalists	Mid August 2026
Artwork proposal development	August/September 2026
Artwork proposals due	Weds. September 30, 2026, by 5:00 PM MT
Final Artwork Presentation to Art Design Board	Weds. October 7, 2026
Notification of artist selection for commission	Early October 2026
Contracting	October/November 2026
Commission Announcement	Winter 2026
Mural Installation	Spring 2027
Installation completion & ribbon-cutting	Spring 2027

** Attendance to Virtual Info Session is encouraged but it is not an application requirement.*
*** 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 above dates in no way represent final approved schedules and are subject to change through future iterations of design and construction phases.*

PROJECT BACKGROUND

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.

The Jordan River Parkway is the longest paved urban trail in the United States, extending more than 60 miles from Utah Lake to the Great Salt Lake. Within Salt Lake City, the trail runs from 2100 South to 2500 North, connecting neighborhoods, parks, and recreational destinations while providing access to the Jordan River’s natural landscape. The Parkway supports a wide range of native wildlife, including deer, beaver, fox, and numerous species of birds, fish, reptiles, and amphibians. It also flows past a variety of historical, ecological, and recreational landmarks, offering both active and passive experiences for residents and visitors.

As a key public asset on the City’s Westside, the Parkway plays an important role in connecting communities, supporting outdoor recreation, and fostering environmental stewardship. It provides opportunities for people to engage with nature while helping protect and sustain wildlife habitat.

This project is inspired by the Public Lands’ Emerald Ribbon Action Plan, which outlines a vision for the future of the Jordan River corridor that acknowledges its evolution from a natural waterway to an industrial corridor, and now to a vibrant and diverse community destination. The plan is guided by three interconnected themes of nature, culture, and care. Together, these

themes support ecological restoration, improve safety and access, encourage multigenerational use, and promote the corridor as a well-maintained natural and cultural sanctuary where both wildlife and people can thrive.

The Jordan River Parkway Mural Program will contribute to this vision by activating key locations along this natural landmark. The murals will transform selected sites into welcoming, visually engaging destinations that reflect the character of the Rose Park neighborhood, highlight the importance of the river's ecosystem, and foster meaningful connections between people, place, and the evolving Jordan River Parkway.

PROJECT SCOPE & SITE DESCRIPTION

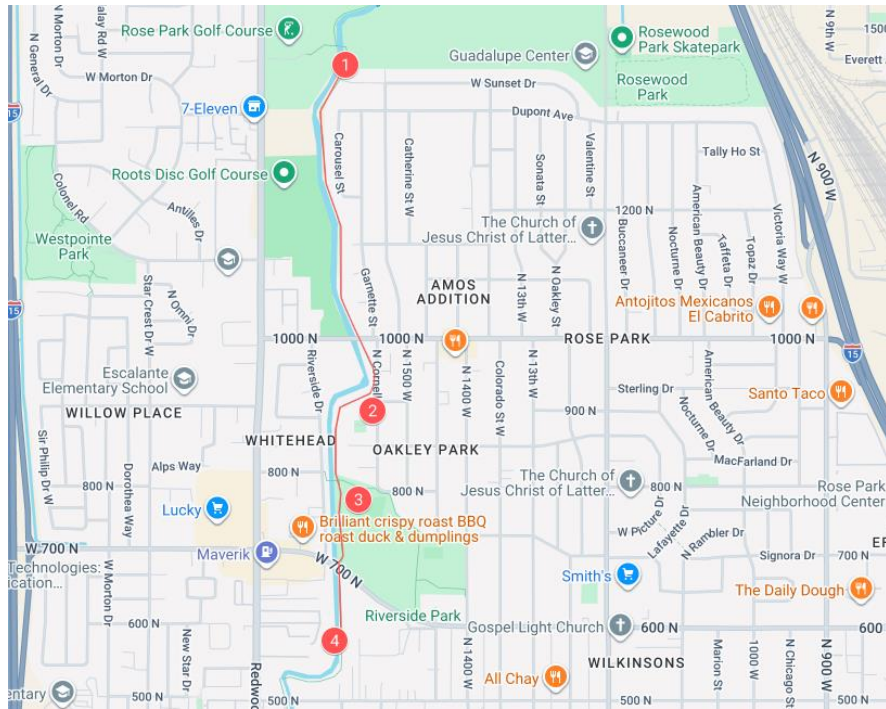
The four (4) selected artists or artist-led teams will be responsible for creating original, site-specific murals at four (4) distinct mural site locations along the Jordan River Parkway. Each artwork should respond to the unique qualities of its site while reflecting the character of the Rose Park neighborhood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

Locations & Approximate Measurements:

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

Site Images & Photos: Click [here](#) to view images of the site.



ARTWORK GOALS

The Salt Lake Art Design Board seeks to commission four (4) artists or artist-led teams to create original, site-specific murals for the Jordan River Parkway in the Rose Park neighborhood that meet 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.

ARTWORK COMMISSION BUDGET

The total budget for each mural will be determined based on the square footage of its respective site. Commission budgets range from \$7,000 - \$16,000. This commission amount is inclusive of all costs associated with the project, including but not limited to: the artist's fee for proposals; artist-provided insurance (including Utah Workers Compensation); tools and materials; transportation, and installation; and a recommended contingency fund to address unexpected expenses (recommended to be set at 10%).

The selected artists are responsible for applying an anti-graffiti coating upon completion of the mural. This expense will be paid by the City and is not included in the project budget. The mural is expected to remain in place for a minimum of five years.

ARTIST QUALIFICATIONS AND SELECTION PROCESS

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.

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 site-specific 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.

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. 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.

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. The selected artist will be expected to install the artwork within a pre-agreed, limited timeframe established between the artist(s) and the City in order to implement safety and measures for the artist(s).

MURAL DESIGN PROCESS & ARTWORK PROPOSAL PRESENTATION

Selected artists or artist-led teams will be required to attend a meeting to learn more about the project, meet with Arts Council and Public Lands staff, and engage with project stakeholders. Finalists will also receive supplemental materials, including access to summaries of prior community engagement efforts to further inform their designs.

Artists will develop mural proposals for their assigned locations. Proposals should communicate their concept through scaled drawings, renderings and/or models, and include a written statement describing the project's intent, materials, installation approach, project schedule, and an itemized budget. Proposals must also describe how the artwork connects to the Jordan River Corridor and the Rose Park neighborhood.

A PDF of the proposal must be submitted via email to the Salt Lake City Public Art Program by Wednesday, September 30, 2026, by 5:00 p.m. MT. Submitted materials will be distributed in advance to the Salt Lake Art Design Board and project partners.

Artists will present their proposals in person on Wednesday, October 7, 2026.

SUBMISSION REQUIREMENTS

Artist qualifications 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. Artist-led team applications are also welcomed. If applying as a team, indicate the name and contact information of the team's representative.

To be considered for this project, applicants must submit all the required materials via the [CaFÉ \(www.callforentry.org\)](http://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.

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.

1. LETTER OF INTEREST

A **letter not to exceed one page** (500 words) outlining your interest, perspective, strength, and experience for this project. Letter must include address, email, phone number, and website of artist.

- Describe how your previous work has addressed or considered site-specificity and similar artwork goals as stated for this project;
- If applicable, please provide specific examples of your previous experience for projects of a similar site, scope, themes, and/or scale;
- **Do not submit a proposal for a new commission at this time.**

2. RÉSUMÉ OR CV

A résumé or CV, **not to exceed two pages**, that outlines professional accomplishments and **includes two professional references** (name, affiliated organization, email address, and phone number) for both individual applicants and teams.

- If applying as a team, submit a two-page résumé for each team member combined into one PDF.
- References will only be contacted during the interviewing process for the artists/teams selected as finalists.

3. IMAGES OF PAST WORK

These images are the primary way the quality of your work is judged. Five to ten (5-10) visuals (up to two videos) of past artwork that demonstrate your qualifications for this project.

- Provide the following information for each: title, year produced, dimensions, budget, medium, location, and a brief description.
- Images of designs for previously proposed projects that were not developed to completion may be submitted but should be clearly marked as such. Previous proposals cannot account for more than 3 of the requested 10 images.
- If applying as a team and the team has not collaborated previously, images of work from all team members as appropriate should be included (please note that teams are limited to 10 visuals total).

Complete all fields in the CaFÉ portfolio section and upload through the "CHOOSE WORK SAMPLES" section. Instructions on how to format images to CaFÉ specifications may be found at <https://www.callforentry.org/artist-help-cafe/uploading-media/>

ARTIST AGREEMENTS & PROJECT ASSUMPTIONS

Selected artists or artist-led teams will enter into an agreement with the Salt Lake City Arts Council for proposal development.

Following presentation and review, the Salt Lake Art Design Board will recommend proposals for approval by the Mayor. Upon final approval, each artist or artist-led team will enter into a separate Artist Commissioned Work Agreement with Salt Lake City for the installation of the approved mural.

Selected artists or artist-led teams will be required to carry general liability and automobile insurance during the active installation period and must either provide proof of Workers' Compensation coverage or obtain a Workers' Compensation waiver, as applicable.

Salt Lake City reserves the right to remove or relocate the artwork if deemed necessary. Artists will retain copyright of their work while granting the City rights to reproduction. All work must comply with applicable Salt Lake City requirements, laws, codes, ordinances, and regulations.

View a sample [Artist Commissioned Work Agreement here](#).

RFQ INFORMATION SESSION, QUESTIONS, AND APPLICATION SUPPORT

All questions regarding this Request 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.

Email: publicartprogram@slc.gov

Website: <https://publicart.slc.gov/for-artists/calls-for-artists/>

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, such as translation and interpretation services into languages other than English, please email publicartprogram@slc.gov for assistance.** Please note: translation and interpretation services require additional time to coordinate, so we encourage artists to reach out as early as possible to ensure support can be provided.

Information session: Interested applicants are invited to attend an online info session, via Zoom, on Tuesday, June 16, 2026 at 12:00 PM MT:

Webinar link:

<https://us02web.zoom.us/j/85083591789?pwd=qrSXGWzDB3gmHX2YIBjag3bpZVHRTy.1>

Password: 1234

Attendance at this information session is not required to apply. A recording of the info session will be published on our website afterwards.

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.
- [Emerald Ribbon Phase Two Community Engagement Summary](#)– The Emerald Ribbon Action Plan was shaped by three phases, each offering opportunities for public engagement.
- [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: 2023 Mayor’s Goal Engagement Report](#) – Developed by the Salt Lake City Arts Council and Salt Lake City’s Civic Engagement team, this document presents the data and stories collected during the initial round of engagement and helped guide the project structure for the West Side commissions
- [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.
- [Rose Park Community Council](#) – Recognized community organization and stakeholder in this public art project, providing local insight and input.

ABOUT THE SALT LAKE CITY PUBLIC ART PROGRAM AND THE SALT LAKE ART DESIGN BOARD

The Salt Lake City Public Art Program, which commissions artists' work for City-owned buildings and public spaces, was established by ordinance in 1984. The Program resides in the Salt Lake City Arts Council, a Division of the Department of Community & Neighborhoods. The Salt Lake Art Design Board is directed, by ordinance, to select artists for public art commissions in Salt Lake City and recommend those artists to the Mayor for final approval.

SALT LAKE CITY CORPORATION ADDITIONAL POLICIES

The City may accept Request for Qualifications (RFQ) submittals as deemed to be in the public interest; proceed with further selection processes; reject any and all submissions; or may waive any irregularity, informality, or technicality in submittals received. The Art Design Board and the Public Art Program will determine, in their sole discretion, from the submitted information the most qualified Applicant to meet the stated duties as evaluated under the criteria set forth herein. The determination of the most advantageous proposal shall be final and conclusive.

The issuance of the RFQ and the receipt and evaluation of the submittals does not obligate the City to select an applicant submission or enter into any agreement. The City will not pay costs incurred in responding to the RFQ unless specified in the RFQ. The City may cancel this process at any time prior to the execution of any agreement without liability.

The City reserves the right to revise the evaluation process. Such revision will be announced in writing to all RFQ respondents or short-listed teams, depending on the timing of the change. The City also reserves the right to reject any and all RFQ responses at any time, or to terminate any negotiations implied in this RFQ or initiated subsequent to it. If the Artist Selection Committee receives a submittal it deems incomplete or ambiguous, it reserves the right to request additional information or to reject the submittal.

The Art Design Board and Salt Lake City Corporation reserve the right to reject any or all applications, to reissue this RFQ, or to terminate the selection process or project at any time without prior notice. No applicant shall have the right to make a claim against the Salt Lake City Corporation in the event the RFQ is canceled, or the City decides not to proceed with the selection or commissioning process with the selected artist or the alternate artist, awards a contract, or determines not to award any or all contracts specified in this document. No protests will be accepted or reviewed. All submissions are subject to [City Code 2.44](#), governing conflicts of interest. The City reserves the right to, at any time and for any reason, discontinue negotiations with any initially selected Applicant and to pursue negotiations with an alternative team. Applicants or their agents are instructed not to contact Art Design Board members, City officials or employees or attempt to externally manipulate or influence the procurement process in any way, other than through the instructions contained herein, from the date of release of this RFQ to the date of execution of an agreement resulting from this solicitation. City, in its sole discretion, may disqualify applicants who violate this paragraph.