



REQUEST FOR PROPOSALS (RFP) Community Mural Project in Wytheville, Virginia

Issued by: 'Round the Mountain Artisan Network
Funded by the Appalachian Regional Commission (ARC)

Proposal Deadline: Friday, November 21, 2025 – 11:59AM
Project Location: 110 East Main Street, Wytheville, VA 24382

I. Overview

'Round the Mountain: Southwest Virginia's Artisan Network (RTM) is seeking proposals from qualified **mural artists or artist teams** to design and install a site-specific mural in Wytheville, Virginia. This project is part of an Appalachian Regional Commission (ARC)-funded initiative to support community revitalization, enhance public spaces, and celebrate Southwest Virginia's rich culture and heritage through public art.

The mural will be developed in partnership with the local community and installed at a highly visible location identified by the Town. The final artist will be selected following a two-phase process that includes design stipends for up to three finalists.

II. Project Goals

- Celebrate the local heritage, identity, and creative spirit of the community
- Engage residents in the mural design process
- Enhance visibility and vibrancy of a key public space
- Support regional tourism and place-based economic development
- Align with the broader goals of the Southwest Virginia creative economy - <https://roundthemountain.org/about/>

III. Mural Site Description

- **Location:** 110 E Main St., Wytheville, VA 24382
- **Dimensions:** Approximately Min 15'x40', Max 30'x40'
- **Surface Material:** painted brick
- **Public Visibility:** High
- **Site Notes:** 6 ft from the street, lift and or scaffolding could be utilized in this area with a street closure.

A high-resolution photo of the wall and a street-level view are included in **Attachment A**.

IV. Artist Selection & Design Proposal Process

The selection process will take place in two phases:

Phase 1: Request for Qualifications (RFQ)

RTM and a local selection committee will review submitted proposals and select up to three (3) finalist artists or artist teams based on qualifications, style, and alignment with the community's vision.

Phase 2: Design Proposal & Stipend

Finalists will each receive a \$500.00 stipend to develop a site-specific mural concept.

- Artists will be asked to submit their completed design within 30 days of the request.
- Final concepts will be reviewed by the selection committee and shared with the community for input.

Final Selection

One artist will be selected to complete the mural based on:

- Artistic merit of the proposed design
- Feasibility of execution
- Responsiveness to community identity and feedback
- Reasonableness of budget

The selected artist will enter a fixed-fee contract with RTM to complete the mural.

V. Scope of Work

The selected artist will be responsible for:

- 1. Community Engagement:**
 - Participate in two local public design sessions (virtual or in person)
 - Integrate feedback into the final design
- 2. Design:**
 - Develop final artwork with community and RTM input
 - Submit final concept for approval
- 3. Implementation:**
 - Prepare the mural site (as needed)
 - Purchase all materials and equipment
 - Complete mural installation, including sealing and weatherproofing
- 4. Final Deliverables:**
 - Photo documentation of mural and installation
 - Participation in unveiling event (as available)

VI. Budget

Artists must submit a detailed project budget with their application. The budget should include:

- Artist fee
- Paint, sealants, brushes, and materials
- Equipment rental (e.g., lift, scaffolding)
- Travel and lodging (if needed)
- Insurance
- Any subcontractor or assistant costs

This will be a fixed-fee contract. The selected artist must manage all expenses within their proposed budget. RTM will not purchase materials directly.

Proposals should be realistic and reflective of public mural standards. Budgets that are significantly under- or over-estimated may be disqualified.

RTM reserves the right to negotiate final budget terms with the selected artist. Federal procurement and ARC compliance requirements apply.

VII. Timeline

Milestone	Date
RFP Released	October 17, 2025
Proposals Due	November 21, 2025
Finalists Selected & Notified	December 5, 2025
Design Proposals Due	January 5, 2026
Final Muralist Selected	January 12, 2026
Installation Period	January 19, 2026 – June 5, 2026
Unveiling Event	June 2026

VIII. Selection Criteria

Proposals will be evaluated based on:

- Artistic excellence and originality
- Experience with public art and/or community-based projects
- Strength of past work samples
- Alignment with community vision
- Feasibility and completeness of proposed budget
- Professionalism and clarity of submission

IX. Submission Requirements

Please submit the following as a **single PDF file**:

1. **Letter of Interest** (max 2 pages)
2. **Resume or CV** (individual or team)
3. **Portfolio**: 5–10 images of completed public art projects with brief descriptions
4. **Concept Statement**: How your work connects to Southwest Virginia and community identity
5. **Preliminary Budget Proposal**: Line-item breakdown of project costs
6. **Three References** (name, title, phone, email)

X. Eligibility

This opportunity is open to professional muralists and artist teams based in the United States. Artists must be at least 18 years old. Priority may be given to artists with experience working in rural, Appalachian, Southwest Virginia, or historically underserved communities.

XI. Submission Instructions

Submit your proposal by **11:59 AM ET on Friday - November 21, 2025** via email to:

Erin Simons

Artisan Engagement Specialist

'Round the Mountain Artisan Network

Email: esimons@myswva.org

Subject Line: *Wytheville Mural Proposal – [Your Name]*

XII. Questions

For site visit scheduling or questions, please contact:

Erin Simons

Email: esimons@myswva.org | Phone: 276-698-6922