



## REQUEST FOR PROPOSAL (RFP)

*Vinyl Mural Installation – Visit Colorado Springs*

**Issued by:** Visit Colorado Springs

**Project Location:** 515 S. Cascade Ave. – [Visitor Center Wall](#)

**Proposal Due Date:** August 25, 2025

**Installation Date:** October 2025

**Budget:** \$20,000 (inclusive of all artist fees, materials, installation, equipment rentals and permits)

### PROJECT OVERVIEW

Visit Colorado Springs is commissioning a large-scale vinyl mural for our Visitor Center to honor the legacy of our late building owner, Dr. Hamilton, while showcasing the spirit, landmarks and cultural heritage of the Pikes Peak Region. The mural will be installed on a prominent exterior wall with windows and must be printed on vinyl material to accommodate that surface.

The selected artist must create a **collage-style mural** that is vibrant, cohesive and rich in narrative – blending iconic imagery with layered storytelling to engage both locals and visitors alike.

### DESIGN REQUIREMENTS

The mural must:

- Be designed for production on vinyl and is suitable for installation over windows.
  - Artist is responsible for managing the printing/installation process
- Be **layered yet cohesive**—a collage that guides the viewer’s eye and creates a connection between all visual elements.
- Integrate **recognizable Colorado Springs and Pikes Peak Region landmarks**. These could include, but are not limited to:
  - **Pikes Peak**
  - **Garden of the Gods**
  - **Cheyenne Mountain Zoo**
  - **The Colorado Springs Pioneers Museum**
  - **Royal Gorge Bridge**
  - **Hot Air Balloons** (as an ode to Labor Day Lift Off)
  - Inclusion of **Dr. Hamilton**, with a respectful depiction of him on horseback. \* **This is a required inclusion.**
    - (reference photo available)
  - Represent the **Western heritage and Native American history** of the region in a meaningful and culturally sensitive manner.

### ARTISTIC DIRECTION

The mural should:

- Be **clean, warm and accessible**—distinct from abstract or overly symbolic styles.

- Use **intentional composition techniques** to avoid clutter or visual noise.
- Evoke **connection, exploration, and pride** in the Pikes Peak Region.
- Encourage interaction and photography without relying on text or overt branding.

## INSPIRATION



## LOCATION

Visitor Center Wall – [click link to see where the mural will go](#). Please note that the yellow area depicts the space where artwork can go, but it is not required to take up the entirety of the space. This can be dependent on the artwork. We do not want the art to be rigid and confined in hard angles that cut off. We would like the artwork to flow and feel more organic/natural in its boundaries.

## STYLE

VCOS is open to various proposed art styles as long as:

- The artwork is clean and accessible to the masses (ie – not overly abstract, interpretive)
- Landmarks must be recognizable
- Depictions of people need to be recognizable and respectful

## ELIGIBILITY CRITERIA

To be considered, artists must:

- Reside in **Colorado Springs/The Pikes Peak Region**.
- Have experience designing and installing **at least one completed public-facing mural**.
- Be capable of managing the design, print file delivery and coordination with a vinyl production vendor (or managing vendor communications directly).
- Demonstrate a strong artistic portfolio with relevant experience and style alignment.



## PROPOSAL SUBMISSION REQUIREMENTS

Artists must submit the following in a single PDF (10MB max) to [Melissa@VisitCOS.com](mailto:Melissa@VisitCOS.com) by **August 25, 2025**.

### 1. Artist Info

- Name, phone, email, and city of residence
- Website and/or portfolio link

### 2. Statement of Interest (1 page max)

- Why this project aligns with your artistic practice and your connection to Colorado Springs

### 3. Professional Bio or Resume (1 page)

- Focused on public art, mural work and relevant collaborations

### 4. 3–5 Samples of Past Work

- At least one example must be a completed public-facing mural
- Include brief descriptions, locations and dates

### 5. Proposed Budget Breakdown

- Include estimates for: artist fee, vinyl production, installation, supplies, equipment or other project needs (total not to exceed \$20,000)

### 6. References

- Two professional references familiar with your public art or mural work (name, title, email, phone)

## TIMELINE

- **RFP Released:** August 1, 2025
- **Submissions Due:** August 25, 2025
- **Artist Selected:** September 12, 2025
- **Final Design Due:** October 3, 2025
- **Installation Completed By:** October 2025

## EVALUATION CRITERIA

Submissions will be reviewed by the Visit Colorado Springs Mural Committee based on:

- Relevance and alignment with project vision
- Artistic quality and originality
- Demonstrated mural experience
- Feasibility of execution (budget, materials, timeline)
- Connection to and understanding of the Colorado Springs community

## QUESTIONS + SUBMISSION CONTACT

For questions or to submit your proposal:

**Melissa Williams**, Director of Marketing

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