

# Steamboat Springs Downtown Mural Opportunity

Installation of public art murals designed to visually differentiate Steamboat's Downtown Creative District and the city at large in a thoughtful, well-integrated, and compelling way. This 'The Great Outdoors' mural project will help enhance downtown vitality via original mural art that celebrates our authentic community. This program identifies buildings in the downtown area that are in need of color and are a good fit for a mural treatment. We are continually looking for great walls to paint with original artwork.

- There is an application process and modest financial investment for building owners to apply to be a site location for mural project. For additional information email: [kim@steamboatcreates.org](mailto:kim@steamboatcreates.org)  
This vibrant art experience within the Creative District in downtown Steamboat Springs will further celebrate creativity and work towards meeting the standards of the Creative District designation (an economic development tool enhancing creative industries in our community).

"The Great Outdoors - Routt County" mural project requires artists to enter a design for a jury to decide the final image. The designs submitted for consideration should relate to the theme of 'The Great Outdoors'. Additionally, we are looking for designs that are interactive or humorous in nature. If the design includes plants or animals, they should be an authentic reflection of the habitat found in Routt County. Designs should be original by the artist who is submitting the work, no reproductions will be accepted. Organized by Steamboat Creates, this buzz-worthy project will bring together creative activities from established and/or emerging artists utilizing techniques of urban art, street art, painted mural or relief installations.

**'Great Outdoors' Budget** \$5,000 = artist honorarium (with consideration of the size, design and detail).  
\$1,500- \$2,500 = supplies, etc. This budget is for all supplies and equipment. Steamboat Creates approves and pays for supplies and equipment that could include: respirator, scissor lift and/or ladders, power washer, paint, brushes or aerosol spray paint, drop cloths and graffiti resistant silicone sealant.

**Category** Arts, Culture & Humanities - Public Art Programs

**Target population** Adults (residents & visitors)  
Children and Youth  
Families  
General Public

## Submission Requirements:

1. Submit up to 3-5 design renderings (jpegs) focusing on the theme "*The Great Outdoors - Routt County*" *\*extra efforts of overlaying your design on the wall image (attached) is appreciated by the jury.*
2. Submit bio, website link and up to 5 samples of your artwork
3. Provide a cover letter that explains your interest and experience installing murals

**Public Art Maintenance** All attempts will be made to contact the original artist for repair and maintenance, if not available in a timely or affordable manner then we will hire a professional painter to do the work.

## Judging criteria

The success of design will be determined by three key measures:

- 1) artistic merit and quality of designs submitted
- 2) hits the mark with the theme 'The Great Outdoors' and contains interactive and/or humorous components
- 3) professional presentation of designs
- 4) experience installing murals

## Program success monitoring

The program success is monitored by a members of Steamboat Creates. Jurors will include a member of the City of Steamboat Springs Planning Department, Mainstreet Steamboat, Downtown Public Art Fund Advisors (Howelsen Place and Alpen Glow HOA representatives), and 2 Steamboat Creates representatives. The committee will also include the building owner and the Tennant of the building (if different than the building owner). They will either meet virtually or in person to review and jury 'The Great Outdoors' designs based on the above criteria. Artists who solicit and encourage community participation on the mural project will be viewed favorably.

## Examples of success

Evidence of success will include a variety of social media benchmarks and ultimately by the response from the public -- number of visitors (locals & tourists), feedback from the business community, input from downtown businesses -- as well as response from the creative community. See below: Artist - Jeff Roth, completed the iconic interactive wing mural on the west-facing wall of Kali's Boutique, June 2016. And is one of the most photographed murals to date. People love to take 'selfies' in front of the wings.



Creative lighting technique with Jeff Roth's Wing Mural by Yampa Valley Photography Club member, Zachary Shortway

## About the Wall

Building location: alley facing wall at 744 Lincoln Ave. Steamboat Springs, CO

Business(es) within the building: Straightline Sports

Condition of the wall: good - primed with dark brown paint, must incorporate all elements including: non-usable door, junction box, piping, etc



Before

Respectfully submitted by:

Kim Keith, Executive Director  
Steamboat Creates

