

# Steamboat Springs Downtown Public Art Opportunity

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

- Building owners: if you are interested in acquiring a mural or public art for your business, you can reach out to Kim Keith for additional information: [kim@steamboatcreates.org](mailto:kim@steamboatcreates.org) Public art celebrates creativity and work towards meeting the standards of the Creative District designation (an economic development tool enhancing creative industries in our community).

This public art project will feature original artwork on the street facing wall of Off the Beaten Path, Steamboat's only independent bookstore. The theme of this project is 'Portal to Imagination'. Your design should be a celebration of imagination and creativity. Your submission should be art for art's sake and **NOT** overtly represent the products or services within the building, books. Successful concepts will be professionally presented, contain original ideas, be eye-catching from a distance, incorporate the portal component of the theme and be interactive for the public. Consider including a visual representation of various art genres like performing arts, dance, theater, music, visual arts, fine craft, writing, poetry, our artistic heritage, etc. 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.

## 'Imagination' Budget

- Budget is between \$3,500 to \$7,500 (determined based on size, complexity of the design and amount of detail)
- Artist is expected to prep the wall for installation, create and install original artwork, apply SC logo in bottom right corner of design, apply a UV sealant, pay for all supplies including: paint, materials, brushes, drop cloths, etc
- Steamboat Creates will manage equipment rental including: respirator, scissor lift and power washer plus any applications or permitting.

## Category:

Arts, Culture & Humanities - Public Art Programs

## Target population:

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

## Submission Requirements:

Submit up to 3-5 design renderings (jpegs) focusing on the theme *"Portal to Imagination"* *\*extra efforts of overlaying your design on the wall image is appreciated.*

Submit bio, website link and samples of artwork

Provide a cover letter that explains your interest and experience installing murals or public art

## 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 the building owner will hire a professional to do the work.

**Timeline:** Deadline for Proposals - October 1st, 2023

Installation - October 30, 2023 \*Negotiable

### Judging criteria:

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

- 1) artistic merit and design
- 2) hits the mark with the theme 'Portal to Imagination'
- 3) professional presentation of designs
- 4) experience installing murals

### Program success monitoring:

The program success is monitored by a members of Steamboat Creates, Yampa Valley Community Foundation, Downtown Public Art Fund Advisors, that includes Howelsen Place and Alpen Glow HOA representatives. The committee will also include the building owner to review and jury designs. 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. Below artist, Jeff Roth, completed the iconic interactive wing mural on the west-facing wall of Kali's Boutique (2016).

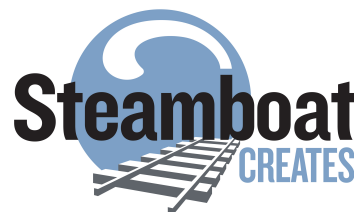


Creative lighting technique with Jeff Roth's Wing Mural by Yampa Valley Photography Club member, Zach Shortway

Respectfully submitted by:



Kim Keith, Executive Director  
Steamboat Creates



Street facing west wall housing Off the Beaten Path Bookstore at 68 9th Street, Steamboat Springs  
Approximate dimensions: 17 ft tall from concrete to roof  
and 19.5 ft wide from neighboring building to the window (see illustration)



19.5''

