

**2025 One Howard Street Mural RFP**  
**Submission deadline: April 4, 2025**



### **About Rogers Park Business Alliance**

Rogers Park Business Alliance (RPBA) is a nonprofit organization that has proudly served Chicago's diverse Rogers Park neighborhood for 30 years. RPBA works to cultivate and sustain a thriving economic environment in Rogers Park, serving businesses and residents with a variety of public events, public art initiatives, business/entrepreneurial programs and numerous Rogers Park strategic planning efforts. RPBA programs include the GROW/PROGRESANDO entrepreneurial training program, Chalk Howard Street Festival, Taco Crawl, Mile of Murals and the Glenwood Sunday Market farmer's market.

### **About One Howard Street**

One Howard Street is a collaborative effort between Rogers Park Business Alliance and the City of Evanston to develop a [unified corridor plan](#) for Howard Street between Sheridan Road and Western Avenue/Asbury Avenue. This community-driven planning process culminated in an action plan that charts a path toward a safe, welcoming, and prosperous Howard Street corridor.

This mural project is made possible by the Rogers Park Business Alliance (RPBA), the City of Evanston, and the generous support of the John D. and Catherine T. MacArthur Foundation. Collaboration is a guiding principle of the One Howard Street process, and the project team is committed to centering stakeholder and community voices in service of a stronger corridor on both sides of the street.

### **Project Overview**

This year, RPBA is commissioning two new murals:

1. On the west facing wall of the Fish Keg property located at 2233 W. Howard St. The building owner has requested that the mural incorporate nautical or ocean themes. The wall is a single panel measuring approximately 60 feet wide by 20 feet high. Proposed art may cover all or part of the wall. See image below:



2. On the east facing wall of the Seven Star Banquets property located at 2017 W. Howard St. The building owner has requested that this mural incorporate Caribbean themes. The wall consists of a single panel and is approximately 122 feet wide by 23 feet high. Proposed art may cover all or part of the wall. See image below:



We are seeking a single artist or team for each mural. Artist stipend is \$10,000 for each wall. Applicants may submit proposals for either or both walls. The selected artist(s) will be responsible for preparation of the wall, priming, design and materials including; paint, tools, equipment rentals if needed, and sealing the wall with anti-graffiti coating once the mural is completed.

Artis(s) should plan to make themselves available, when possible, for media interviews, a ribbon cutting and any other promotional activities. Please note that artists will need to provide their own insurance and that there is no additional stipend for travel or accommodations.

### Goals

- Create an impactful public art piece for the community to enjoy that represents the history and cultural diversity of Howard Street and provides opportunities for thoughtful conversation and activation of the corridor
- Promote the Howard Street corridor as an artistic and multicultural destination
- Catch the eye of pedestrians and vehicular traffic passing by the mural
- Incorporate elements of the One Howard Street brand and desired themes (Logos & colors provided below)



### HEX AND PANTONE VALUES

HEX: #f2e34d

CMYK: 1, 0, 80, 6

RGB: 242, 227, 77

## Selection Criteria

Preference will be given to artists from Rogers Park and West Ridge. Each application will be reviewed by the property owner, RPBA staff, and One Howard Street steering committee participants and considered with the following criteria in mind:

- Experience and qualifications of the artist(s)
- Thoughtful and creative interpretation of the themes
- The sketch/rendering must be original
- Capability to carry out the project

## Project Timeline

April 4, 2025: Deadline for RFP submissions

+45 days Artists notified on acceptance status

+10 days Contract is signed with all required documents, first payment is made (50%)

+ 2 weeks Final mural design is due if revisions are requested

+ 6 weeks Wall is to be completed. Final artist payment made (50%)

## How to Apply

All components of the application must be in digital format and sent in one email if possible. Applicants may submit for either wall or both walls. Artist(s) must submit their sketch/rendering as a PDF or JPG. Incomplete applications will not be reviewed and/or accepted.

Email completed proposals to [abermudez@rpba.org](mailto:abermudez@rpba.org). Please use the subject "One Howard Street Murals 2025\_Lastname\_First Name" (Ex: One Howard Street Murals 2025\_Alvarez\_Carmen).

The parts of your proposal are as follows and should be labeled as indicated:

- Application form (see next page), typed
  - o Label as "LastnameFirstname\_2025OneHowardMurals\_location"  
(Ex: AlvarezCarmen\_2025OneHowardMurals\_FishKeg)
- 4- 6 images of past 2-D artwork for each artist. Include mural work.
  - o Label as "LastnameFirstname\_Work#"  
(Ex: AlvarezCarmen\_Work1, AlvarezCarmen\_Work2)
- Professional resume for each artist
  - o Label as "LastnameFirstname\_Resume"  
(Ex: AlvarezCarmen\_Resume)
- Color sketch/rendering of mural to scale
  - o Label as "LastnameFirstName\_Design"  
(Ex: AlvarezCarmen\_Design)

If you have questions, please email Ana Bermudez at [abermudez@rpba.org](mailto:abermudez@rpba.org).  
The deadline to submit proposals is April 4 at 5 p.m. (CT)

## ONE HOWARD MURAL 2025 APPLICATION FORM

CONTACT INFO FOR LEAD ARTIST OR ARTIST TEAM

<b>Name</b>		<b>Email</b>	
-------------	--	--------------	--

<b>Street Address</b>		<b>Phone</b>	
-----------------------	--	--------------	--

<b>City</b>		<b>State</b>	
-------------	--	--------------	--

<b>Zip Code</b>		<b>Website</b>	
-----------------	--	----------------	--

If applying as an artist team, please list the names of the artists below.


## NARRATIVE QUESTIONS

**Please describe your work as an artist or team, specifically your experience painting murals.** You may include part of your artist statement, your history, personal philosophy, aesthetics, etc.

**Please describe how you are approaching the theme:** Build in interactivity to create reasons for people to visit Howard Street and reinforce the corridor as an unexpected, eclectic experience.

**Do you have any conflicts with the schedule as outlined in the project description? Please explain. (500 characters max)**

#### ADDITIONAL MATERIALS

**Please submit the following items with this application form:**

- 4 to 6 images of your 2-D artwork for each artist (please include murals)
- Resume/s for each artist
- Color sketch of mural

*Please refer to page 3 of the RFP for file labeling instructions. Send all materials in one email, if possible, to [abermudez@rpba.org](mailto:abermudez@rpba.org), with the subject line, One Howard Street Mural 2025\_Lastname\_First Name" (Ex: One Howard Street Mural 2025\_ Alvarez\_Carmen).*

*If necessary, you may send it as a Google Drive or Dropbox link.*