



Downtown SmART Streets (DSS) Project

Call to Artists - Request for Qualifications Curb Extension Murals for Downtown Rochester, NY Spring/Summer 2025

Application: Submit an [online application](#)

Apply by: **Saturday March 22, 2025 11:59pm EST**

Locations: East Main St & Gibbs St and Broad St & Fitzhugh St - one artist awarded per site

Compensation: \$3,000 per location

Eligibility

Artists living in Monroe County and over 18 years of age are encouraged to apply. Preference will be given to artists with experience in public art such as wall/street murals or are otherwise comfortable installing art in a public environment.

Hired artist(s) are considered independent contractors and will be required to provide a W-9 form.

Project Description

We're excited to kick off our Downtown SmART Streets curb extension murals project! Click [here](#) to learn more about the project!

Downtown Rochester has a rich history and is home to many businesses and institutions both old and new. We are looking for mural designs that pay homage to each location's history and/or identity

Artists selected to be finalists will be commissioned to submit a design concept. These finalists will be provided themes, contextual information, and/or historical significance of the appropriate location that can be used to inspire their design concept. Under the guidance of the artist curator, a project Community Advisory Committee (CAC) will review design concepts to select an artist for each location. Artists who are not selected for hire will be compensated \$250 for time spent producing the design concept.

Additional Considerations

- The final design sketch produced by the selected artist(s) will undergo an approval process from the City of Rochester. Once approved, the artist must install a mural design that was approved and may not make any drastic changes. Artist will be informed of and must agree to adhere to any compliance guidelines the City of Rochester sets (e.g. no words in mural design, paint may not touch or go into the crosswalks, etc.)
- The artist may choose to involve volunteers to assist with the on-street installation of the murals, Reconnect Rochester will not be responsible for coordinating or issuing compensation for volunteers

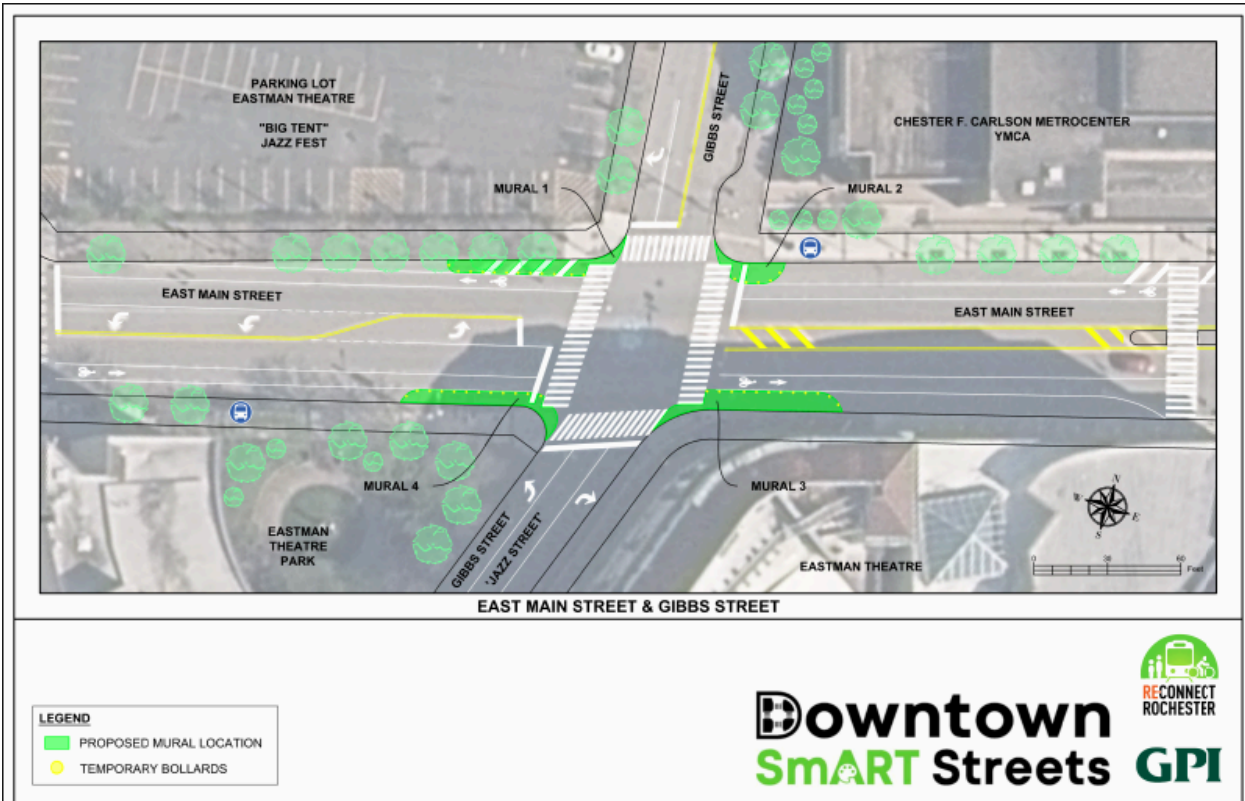
Locations and Artist Compensation

****Supplies and materials (paint, brushes, permits, etc.) will be provided:*** artist(s) is not responsible for the purchase or payment of these out of their compensation.

Site A: East Main Street & Gibbs Street

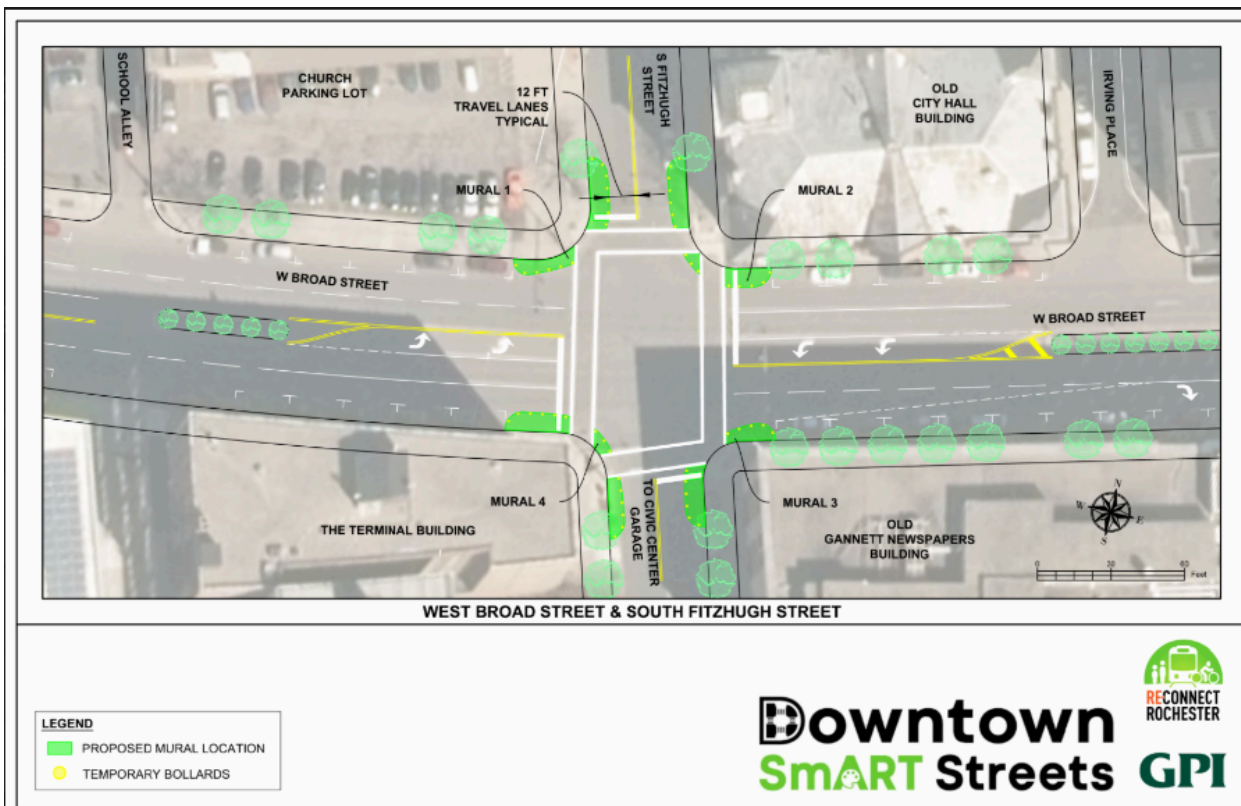
- **Total artist compensation:** \$3,250
 - \$3,000 for art installation labor
 - \$250 for design concept submission during finalist phase of the selection process
- Mural information:
 - Four mural areas
 - Total mural surface area: 1285 sq ft

[continue to next page for Site A images]



Site B: West Broad Street & Fitzhugh Street

- **Total artist compensation: \$3,250**
 - \$3,000 for art installation labor
 - \$250 for design concept submission during finalist phase of the selection process
- Mural information:
 - Ten mural areas
 - Total mural surface area: 1280 sq ft





Timeline

Application opens: March 1, 2025

Deadline to apply: March 22, 2025 11:59pm EST

Artist finalists selected and applicants notified: by April 2, 2025

Finalists' design concepts due: two weeks after being notified

Artist(s) notified and commissioned artist(s) contracted: by the first week of May

Design sketch submitted to City's Traffic Control Board: May 7, 2025

On-street mural installation: June or July 2025, specific date TBD

Selection Process

Submitted applications will be reviewed by the Artist Curator, Shawn Dunwoody, along with key Reconnect Rochester staff to determine artist finalists. Finalists will then be notified and asked to provide a concept design for their respective location. All finalists will be compensated \$250 for their design concept.

Artists who apply for both locations will have the possibility of being selected for both locations or a singular location.

Selection Criteria

- Artist demonstrates ability to work at the scale required
- Artist has experience working in a public area or outdoors
- Artist has experience working implementing asphalt art / street murals / wall murals
- Overall quality of artist's previous body of work
- Artist has the ability to reflect provided themes, historical, or environmental context into their artistic designs

What to Provide

The online application will ask for:

1. Contact and personal information
 - a. Full name
 - b. Preferred name and pronouns
 - c. Phone number
 - d. Email address
2. Upload image samples of previous work (up to 6 art pieces) or provide links to any online presence showcasing the artist's past artwork
3. Which location(s) you are applying for
4. Artist questionnaire:
 - a. Please describe any experience you have with asphalt art or with large scale painted artwork you've created.
 - b. The mural art should be appropriate for and compliment the surrounding location. How have you transformed client-provided themes into your artwork in the past?
 - c. What interests you about this opportunity?

How to Apply

Complete and submit the [online application](#) by 11:59 p.m EST. on Saturday, March 22nd, 2025.

Questions? Contact Lourdes Sharp, Project Manager, Reconnect Rochester:

Lourdes@reconnectrochester.org or 585.210.9716.

Commitment to Inclusion:

Studies have shown that women, trans folx, non-binary folx, people of color, and disabled people may be less likely to apply for jobs unless they believe they meet every qualification in a job posting. At Reconnect Rochester, we are committed to building diverse and inclusive organization and strongly encourage you to apply, even if you don't believe you meet every qualification. Reach out if you require special assistance accommodation to apply.

Whether by bus, by rail, on bike, or on foot, Reconnect Rochester champions transportation choices that enable a more vibrant and equitable community.

We envision a community connected by a robust transportation network that makes it easy for everyone—regardless of physical or economic ability—to get around.