



Painted and Vinyl Mural at 1601 Main Street

Niagara Falls, NY

Request for Proposals

Issued: June 10th, 2025

Issued by: Niagara Falls National Heritage Area

Deadline: July 7th, 2025



Project Overview

The Niagara Falls National Heritage Area (NFNHA) is issuing this Request for Proposals (RFP) for the design and creation of a painted and vinyl mural at 1601 Main Street, Niagara Falls, NY 14305. The budget for this project is up to **\$22,000.00**, and the mural must be installed by **September 30th, 2025**. *Please note that the budget is inclusive of all costs, including stipend, insurance, medium, lift, and supplies.*

The Niagara Falls National Heritage Area preserves, protects, and promotes the historic, natural, and cultural resources in a 13-mile expanse that stretches from Niagara Falls State Park in Niagara Falls, NY to Old Fort Niagara in Youngstown, NY. Designated by Congress in 2008, the NFNHA is one of 62 National Heritage Areas across the United States. Each National Heritage Area is a place where natural, cultural, historic, and recreational resources combine to form a cohesive, distinctive, and nationally significant landscape. The NFNHA tells these nationally-important stories that celebrate the diverse heritage of Niagara Falls.



Photograph courtesy of Alana Adetola Art Photography

At the heart of all NFNHA projects is community engagement and collaboration. With nearly 40 public art projects since 2019, the NFNHA has created an inclusive process that prioritizes the input and feedback of community members, particularly in the Highland Community, where the majority of these projects are located. The process employed by the NFNHA values community input and feedback at each step of the project, from the creation of subject matter and themes, to the selection of the artist, to the proposed designs themselves.



Public art projects foster pride in communities, assist with neighborhood revitalization, and build appreciation for our community, culture, and heritage. The Niagara Falls National Heritage Area has fostered deep relationships within the community, and has proven experience implementing public art projects, including the mural corridor at Main & Depot and the murals along Main Street. The NFNHA will administer this project and work with the community to create a meaningful story that reflects the Niagara Falls community.

Mural Specifics

The mural will be located on the front and side of 1601 Main Street in Niagara Falls. This location is near the iconic and highly visited DiCamillo Bakery, sees a significant amount of vehicle and pedestrian and foot traffic each day, and is on the main thoroughfare in Niagara Falls.

The mural design must be **cohesive** throughout two distinct areas: the upper transom windows along Main Street, measuring 3' high x 3' wide, and the painted brick side of the building, the wall area measuring 14' high x 20.5' wide. *Please note, the large trailer can be painted around, but not moved. Please take this into consideration when creating your design. Full wall width 80.5' wide x 14' high.*

The upper transom windows must have the mural attached using vinyl window treatments. Artists may select their own company for vinyl fabrication and installation, or utilize the NFNHA's suggestion.



NIAGARA FALLS NATIONAL HERITAGE AREA



Front of Building. Mural Dimensions: 3' x 3' for each section.



Side of building. Please note, the unpainted bricks at the front edge cannot be painted, per SHPO regulations. Wall Mural Dimensions: 14' high x 20.5' wide. Full Wall Dimensions: 14' high x 80.5' wide.



Goals

The NFNHA is seeking a mural that will celebrate the community of Niagara Falls gathering together to form the “Heartbeat of the Community.” Through dynamic art, our goal is to showcase the incredible gathering space at this location. Specifically, the mural should:

- Be a vinyl and wall mural for the front and side of 1601 Main Street in Niagara Falls that celebrates the “Heartbeat of the Community.”
- Reflect the operations of the building as a community gathering space, where entertainment and family values come together to form a safe space for poetry readings, paint nights, exhibit openings, and more.
- Be relevant and meaningful to the community members who utilize this arts and gathering space on a daily basis, and should reflect stakeholder input in the creation of the mural.
- Feature colorful designs that energize and enhance this emerging arts space on Main Street.

Eligibility Criteria

Qualifications for the mural, located at 1601 Main Street, will be reviewed by the business owner and the Niagara Falls National Heritage Area.

Applicants will be judged by the eligibility criteria listed below:

- Complete application submitted by the proposal deadline.
- The submitted application demonstrates evidence of professional competence.
- Eligible artists should have a record of successfully completed permanent and/or temporary public art commissions in public and/or private development.
- Creative approach to the proposed mural concept that is reflective of the stated vision and listed project goals.
- **AI-based or AI-enhanced artworks are not accepted at this time. All artists are required to disclose the usage of AI-enhancements in their final submission, if any.**
- Digital artwork is acceptable, and digital artists are encouraged to apply. If utilizing digital artwork, please include a brief explanation of your medium in your Statement of Intent. Please note that the budget is inclusive of all costs, including stipend, insurance, medium, lift, and supplies.
- The contracted artist is required to be flexible, accountable, and work collaboratively with the NFNHA teams.



Proposal Requirements

- 1.) Artist Statement, that outlines your interests, describes your art practice, provides a summary of your professional experience as an artist, and addresses how that experience may qualify you for public art commissions.
- 2.) Current Resume, including public art commission, exhibition, and publication history. Links to online portfolios are encouraged.
- 3.) Images of previous work, including most recent commissions and realized projects. Please submit only successfully completed projects or renderings for projects that are in process.
- 4.) Statement of Intent, that outlines a proposed approach to this project.
- 5.) Proposed Design, that includes an image, dimensions, and preliminary materials list.
- 6.) Itemized Budget, including artist fee, supplies, travel, insurance, and any other requirements. *Please note that the budget is inclusive of all costs, including stipend, insurance, medium, lift, and supplies.*
- 7.) Proposed Timeline, that includes revisions, preparation of mural space, installation of mural, and any additional work needed.

Deadline and Budget

Proposals will be accepted between **June 10th and July 7th**. Applicants will be notified following the deadline whether or not they have been accepted for the project. **The mural project must be completed by September 30th, 2025.**

The maximum budget for this project is **\$22,000.00**. Applicants should detail the use of funds in the budget section of their proposal. *Please note that the budget is inclusive of all costs, including stipend, insurance, medium, lift, and supplies.*



Proposal Submission

Applicants should submit their application materials to Tyshaun Tyson, NFNHA Artist Development Manager, at tyshaun@discoverniagara.org by the deadline of **July 7th, 2025**. For additional information, please visit discoverniagara.org.