Integrity · Respect · Teamwork · Pride · Innovation · Diversity

222 GRAND VALLEY WAY ▪ PARACHUTE, CO 81635 ▪ (970) 285-7630

Call to Artists / Request for Proposals

Public Mural Project at 120 W. 1st Street, Parachute, CO

2027



SUBMISSION DEADLINE: Wednesday, January 20, 2027 at 12 noon

CONTACT:

Travis Elliott
Town Manager
(970) 665-1147
telliott@parachute.gov

INVITATION & INTRODUCTION

The Town of Parachute, Colorado invites qualified artists or artist teams to submit proposals for the design and installation of a public mural at 120 W. 1st Street in Parachute, Colorado. This Request for Artists / Request for Proposals is intended to support planning for a mural project anticipated to be installed around the spring of 2027.

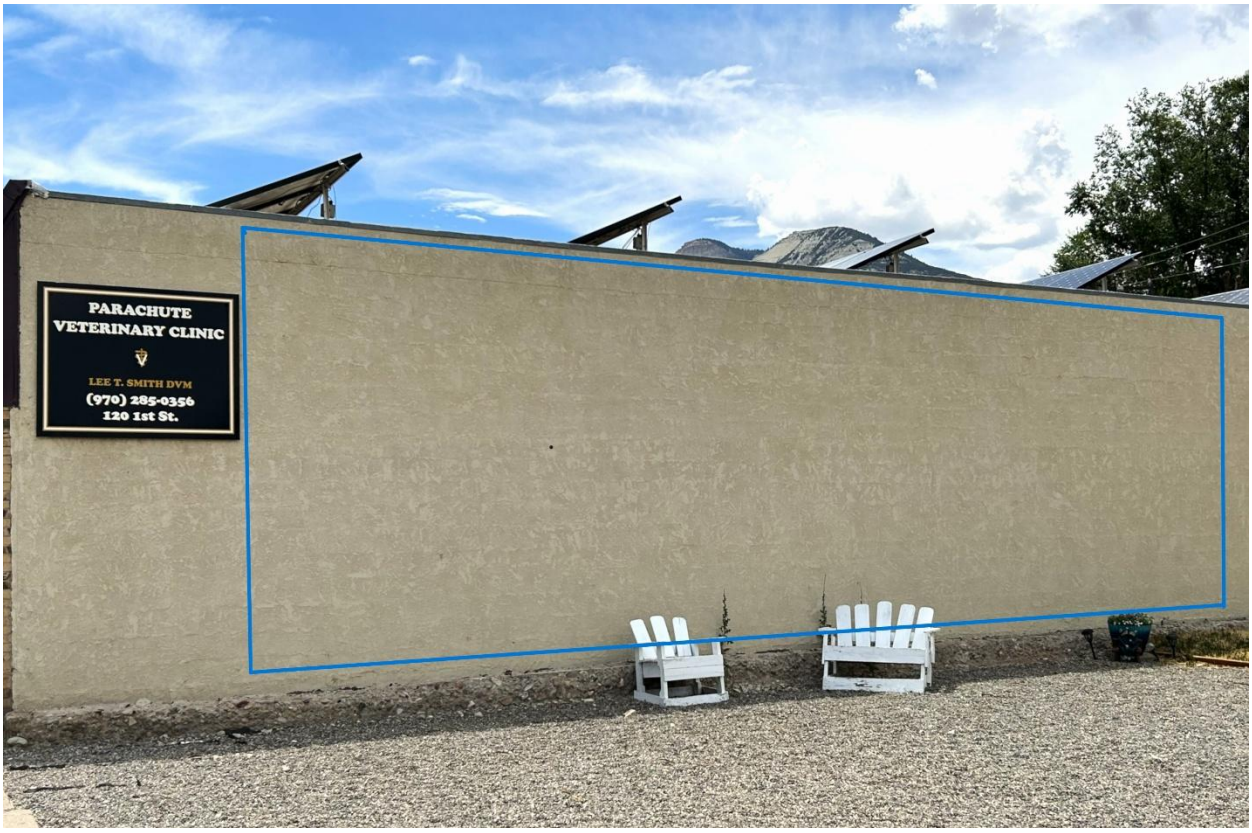
BACKGROUND

Parachute is a home rule municipality in Garfield County, Colorado, located along Interstate 70 between Grand Junction and Glenwood Springs. The community is positioned at the confluence of the Colorado River and Parachute Creek and is known as the "Western Gateway to the Rockies." The 1st Street corridor is a central focus of downtown revitalization efforts, including streetscape, lighting, landscaping, utility, roadway, and pedestrian improvements. The Town adopted the Downtown Development Master Plan in 2023, which can be found online here: Downtown Development Master Plan

The mural at 120 W. 1st Street is envisioned as a highly visible public art feature that contributes to downtown identity, strengthens community pride, and creates a welcoming visual landmark for residents, businesses, and visitors.

The property is a privately owned building that has long operated as the well-known Parachute Veterinary Clinic. The clinic provides both small and large animal care and serves as an essential regional resource for pet owners and livestock producers seeking veterinary services and medical care. This project is only possible with the support and permission of the owners Lee and Monica Smith, who will help guide the project and serve as key stakeholders throughout the process.




PARACHUTE
VETERINARY CLINIC
LEE T. SMITH DVM
(970) 285-0356
120 1st St.



BASIC INFORMATION ABOUT THE SITE

Address:	120 W. 1st Street Parachute, CO 81635
Dimensions:	Approximately 12' tall by 30' wide
Base Material:	Brick with stucco surface coating

Final mural dimensions, access requirements, and installation constraints should be confirmed by the Town before issuance of a contract award.

Artists should confirm wall material and surface condition, and assume that site preparation, materials, equipment, weather protection, and protective coating may be required as part of the project scope.

PROJECT GOALS

1. **Celebrate place:** Reflect Parachute's landscape, history, small-town character, outdoor recreation, river corridor, and role as the Western Gateway to the Rockies.

2. **Support downtown vitality:** Enhance the visual experience of 1st Street and complement planned downtown improvements and Downtown Development Master Plan.

3. **Encourage community connection:** Incorporate community input and create artwork that residents can identify with and take pride in.

4. **Ensure durability:** Provide a professionally executed mural suitable for Western Colorado weather conditions, sun exposure, and long-term public visibility.

5. **Welcoming:** Develop artwork that is inviting, family-friendly, culturally respectful, and accessible to a broad public audience.

SUBMISSION REQUIREMENTS

Interested artists or artist teams should submit the following materials for consideration:

1. Cover letter expressing interest in the project.
2. Artist or team biography, including identification of a primary contact and point person.
3. Statement of approach describing how the artist will respond to the site, community, and project goals.
4. Preliminary mural concept, sketch, mood board, and/or visual direction.
5. Three to five examples of completed murals or comparable public art projects.
6. Proposed community engagement approach.
7. Estimated project budget with line-item detail.
8. Proposed schedule and availability for project implementation in 2027.
9. References for at least two comparable projects.

SUBMISSION INSTRUCTIONS
Please submit your proposal electronically by email on or before Wednesday, January 19, 2027 at 12 noon to the email address below:

Travis Elliott
Town Manager
Email: telliott@parachute.gov
970-665-1147
Note: Town Hall is open Monday – Thursday, 7:30 am – 5:30 pm

The subject line should read: "120 1st Street Mural Proposal." File submissions should be provided in PDF format when possible. The proposer may submit files through a file-sharing method for large image portfolios, if necessary.

SCOPE OF WORK

Design Phase
- Meet with Town staff and designated stakeholders to review project goals, site conditions, schedule, and community input process.
- Develop a preliminary mural concept and a revised concept based on feedback.
- Provide a color rendering, written design narrative, proposed materials, maintenance considerations, and installation approach.
- Participate in at least one stakeholder presentation, if requested by the Town.
- Obtain Town and property owner's approval of the final design before fabrication or installation begins.

Installation Phase
- Prepare the mural surface as needed, subject to final approval.
- Provide all labor, materials, supplies, tools, equipment, scaffolding or lifts, safety controls, insurance, and incidentals required to complete the mural.
- Install the mural in a professional manner consistent with the approved design.

- Apply a protective coating suitable for exterior public art, including anti-graffiti protection where appropriate.
- Provide a brief maintenance guide, including recommended cleaning methods and anticipated maintenance needs.
- Coordinate installation to minimize disruption to adjacent businesses, pedestrians, traffic, and public access.

BUDGET
The anticipated project budget is $10,000, inclusive of all artist fees, design development, community engagement, materials, wall preparation, fabrication, installation, equipment, travel, insurance, protective coating, documentation, and all other costs necessary to complete the project. The Town reserves the right to negotiate scope, schedule, and fees with the selected artist or artist team.

TIMELINES AND SCHEDULES

This timeline is provided for planning purposes only. All dates are tentative, and the Town reserves the right to modify this timeline as necessary. All times shown are in Mountain Time (MT) and local to Parachute, CO.

Milestone	Target Date
RFP released	November 17, 2026
Optional site walk / pre-proposal meeting*	December 14, 2026
Questions due	January 14, 2027
Proposal Deadline	**January 20, 2027 at 12 noon**
Finalist interviews (if necessary)	February 8 – 11, 2026
Selection and contract approval	February 2027
Design refinement and stakeholder engagement	February - March 2027
Final design approval and award	March 29, 2027 at 6:30pm
Installation window	Commence April 2027

Note: The Town may adjust the schedule based on weather, funding, contract approval, site readiness, coordination with downtown construction activities, and artist availability.

***Optional site visit / preproposal meeting**

Monday, December 14, 2026 at 2pm
Beasley Park
100 1st St.
Parachute, CO 81635

Town staff will be available for an optional pre-proposal meeting and site visit to allow artists to tour the site, view the building, and inspect the surface of the wall. This date is being coordinated to minimize interruptions to the business.

ELIGIBILITY

This opportunity is open to experienced mural artists or artist teams legally able to contract for services in Colorado. Preference may be given to artists with demonstrated experience completing exterior public murals, working with local governments or public agencies, engaging communities, and delivering durable artwork in outdoor environments. The Town encourages applications from artists of diverse backgrounds and perspectives.

EVALUATION CRITERIA

Criteria	Points
Artistic merit, creativity, and quality of prior work	25
Responsiveness to Parachute, 1st Street, and project goals	20
Budget feasibility and project value	20
Experience with exterior murals and durable public art	15
Community engagement approach	10
Capacity and ability to meet the proposed schedule	10
Total	**100**

SELECTION PROCESS

1. Town staff will review submissions for completeness and responsiveness.
2. A selection committee may evaluate eligible proposals using the criteria listed above.
3. The Town may interview finalists and request artists to present their concepts. This is tentatively scheduled for the week of February 8th, 2027.
4. The selected artist or artist team will be invited to refine their design based on stakeholder engagement, negotiate a final scope, schedule, and budget.
5. The selected artist or artist team will be asked to present their final design for approval at the URA / Parachute Renewal Partnership Commission meeting on March 29, 2027 at 6:30pm at Town Hall. All meetings are open to the public.
6. Notice to proceed will be subject to Property Owner's approval and execution of a professional services or artist agreement with the Town.

The proposals will be considered public documents and may be published on the Town's website or in an official public meeting agenda.

The selected artist will be required to hold general liability insurance and indemnify the Town and property owner prior to commencing work.

QUESTIONS AND ANSWERS

All questions related to this Solicitation must be submitted in writing to the Town Manager via email to telliott@parachute.gov. All questions and answers will be posted to the Town's website for all interested parties to review. Proposers are responsible for checking the website regularly for updates.

Check for updates at: www.parachute.gov

LEGAL

Acknowledgment. By submitting a proposal and participating in this solicitation, the respondent acknowledges that it has read, understands, and agrees to be bound by the terms, conditions, requirements, and reservations of rights contained in this solicitation.

Public Record. All submissions may be published and are subject to public records, pursuant to the Colorado Open Records Act, C.R.S. Section 24-72-200.1 (CORA). All of the documents that are submitted to the Town of Parachute may be subject to examination and inspection by third parties. The Town of Parachute reserves the right, at its sole discretion, to release for inspection or copying any document, plan, specification, proposal or other writing submitted pursuant to an appropriately filed CORA request.

No Obligation to Award. The issuance of this solicitation does not obligate the Town to enter into an agreement, negotiate with any respondent, or proceed with any proposal or artist. The Town may terminate, suspend, modify, or withdraw this solicitation at any time without liability or obligation to any respondent.

Proposal Preparation Costs. All costs incurred in the preparation and submission of a proposal, participation in interviews, presentations, negotiations, or any other aspect of the selection process shall be borne solely by the respondent. The Town shall not be liable for any such costs.

Right to Negotiate. The Town reserves the right to negotiate terms, proposed concepts, and all other aspects of any proposal with one or more respondents. Submission of a proposal does not create any contractual rights or entitlements.

No Representation or Warranty. Information provided by the Town is believed to be accurate but is provided for informational purposes only. Respondents are responsible for conducting their own due diligence and investigations regarding the surface condition, suitability, safety, and any other factors relevant to their proposal.

Compliance with Laws. Any proposed use of the property shall comply with all applicable federal, state, and local laws, regulations, ordinances, permitting requirements, and zoning requirements. Selection of a proposal does not constitute approval of any permit, land use application, or regulatory approval that may be required.

Reservation of Rights. The Town reserves the right to request additional information, conduct interviews with respondents, seek clarification of any proposal, and verify information provided by respondents. The Town also reserves the right to reject any or all proposers or move forward any Proposer who, in its sole judgment, is in the best interest of the Town. The Town further reserves the right, in the best interest of the Town, to waive any technical defects or irregularities in any and all proposals submitted.

Final Approval. Selection of a proposal, if any, will be based upon the Town's determination of the proposal that best serves the public interest and the goals of the Town. Selection does not guarantee execution of an agreement and award of the project, which shall be subject to negotiation and approval by the Town.