

Downtown Mural Project Request for Qualifications

Project Overview

Rhineland is a vibrant Northwoods community known for its outdoor recreation, welcoming downtown, strong sense of community, and the legendary Hodag. The Rhineland Area Chamber of Commerce, in partnership with community stakeholders like the Rhineland Tourism & Marketing Committee, is seeking qualifications from artists interested in designing and installing a public mural in downtown Rhineland.

This mural is intended to be a visually engaging, interactive public art piece that encourages visitors and residents to stop, take photos, and share their experiences on social media. The project should celebrate the spirit of Rhineland while creating a memorable destination experience.

Project Goals

- Create a vibrant and welcoming downtown feature.
- Encourage visitor engagement and photo opportunities.
- Reflect the character and identity of Rhineland.
- Be appealing to visitors of all ages.
- Be durable and appropriate for Wisconsin weather.
- Contribute to downtown placemaking efforts.

Desired Artistic Direction

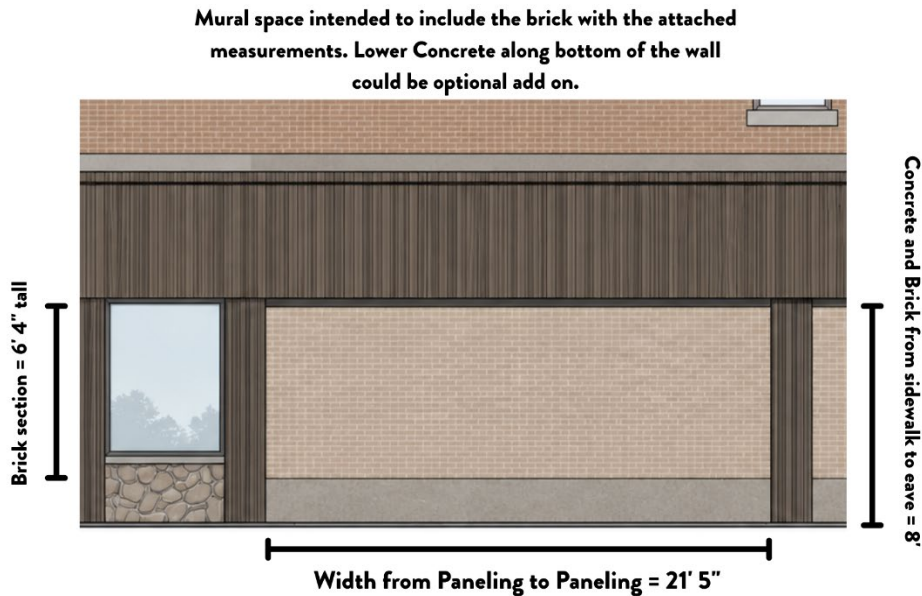
- Designs that encourage visitor interaction, photography, and social media sharing are strongly encouraged.
- Three-dimensional illusion concepts welcome
- Opportunities for people to become part of the artwork
- Family-friendly design
- Positive and welcoming tone

Artist Eligibility

- Open to professional and emerging artists.
- Individual artists or artist teams.
- Must be able to complete project within timeline.
- Ideally has experience with large-scale painting or public art.

Site Information

- Address & Surface Materials – 2 N Brown Street located on the southern exterior wall on the Davenport Side of the building.
- Approximate mural area: 21'5" wide by 6'4" high with optional stone addition.
- Open to designs that are traditionally painted murals or a paneled installation.



Budget

The current project budget is \$5,000. This budget is intended to cover all aspects of the project, including artist fees, design, materials, surface preparation, installation, travel, equipment rental, protective coatings, and any other associated expenses.

Additional funding opportunities are currently being explored. Should additional funds be secured prior to artist selection or project implementation, the project budget may be increased accordingly.

Selection Criteria

Applications will be reviewed by a committee consisting of representatives from the Rhineland Area Chamber of Commerce and community stakeholders. Applications will be evaluated based on the following criteria:

- Artistic Excellence & Creativity – Demonstrated artistic quality, originality, and ability to create visually compelling public artwork.

- Relevant Experience & Project Capacity – Experience completing murals, public art, or large-scale artistic projects, along with the ability to successfully manage and complete the project within the proposed budget and timeline.
- Community Impact & Visitor Engagement – Ability to create an interactive, memorable mural that encourages public engagement, photography, and social sharing while reflecting the character and spirit of Rhineland.
- Alignment with Project Goals – Demonstrated understanding of the project vision and ability to contribute to downtown placemaking and community pride.

Tentative Timeline

- RFQ Released: June 10
- Submission Deadline: July 5
- Finalists Selected: Week of July 20
- Artist Interviews & Design Review: Week of August 10
- Installation: September/October 2026

Submission Process

Interested artists should submit all required application materials through the online submission form by July 5, 2026.

Applicants will be asked to provide contact information, examples of past work, a brief statement of interest, relevant experience, and references. Concept sketches are welcome but not required at this stage.

Artist Submission Form - <https://www.surveymonkey.com/r/QHCWQ72>

Applicants are encouraged to review all submission requirements prior to applying to ensure their application is complete. Questions regarding the project or submission process may be directed to Lauren Sackett, CEO of the Rhineland Area Chamber of Commerce, at lauren@rhinelandchamber.com or (715) 365-7464.