



REQUEST FOR PROPOSAL (RFP)

Outside Mural Artist – Upper Village BIA

Project Title: Movement & Momentum

Location: 912 Eglinton Ave W (Green P Carpark 131)

Proposal Due Date: Tuesday, July 8, 2025 at 5:00 PM (ET)

Overview

The Upper Village Business Improvement Area (BIA) invites qualified artists to submit proposals to design and execute a vibrant public mural at Green P Carpark 131. Funded through the 2025 Outside Mural and Street Art Grant, the mural will support community revitalization, economic development, and public art.

Project Theme: Movement & Momentum

The mural should reflect the spirit of motion and change, inspired by the new Eglinton LRT and the Upper Village's evolution into a more connected and pedestrian-friendly neighbourhood. Artists are encouraged to interpret this theme creatively using bold colors, silhouettes, and elements of urban energy.

Eligibility

Proposals are welcome from:

- Local and Toronto-based artists or collectives
- Emerging and youth artists
- Artists with experience in murals or public-facing art

Budget

Total Budget: \$7,500 CAD

This must cover all associated costs, including:

- Artist fees
- Materials and supplies
- Transportation
- Assistant or labor costs
- Equipment rentals (if any)
- Application of anti-graffiti coating

Finalists must provide a detailed breakdown of costs and will be required to submit receipts and invoices for grant compliance.



Deliverables

- Completed full-color mural at the designated site
- Anti-graffiti coating applied by artist
- Participation in community unveiling event
- Social media engagement during production

Selection Process

Proposals will be reviewed by a panel composed of BIA board members, local residents, Toronto Parking Authority (TPA) representatives, and community stakeholders. The selection will consider:

- Alignment with the theme
- Artistic vision and originality
- Community relevance
- Feasibility and execution plan
- Long-term durability

Maintenance Plan

Artists are required to submit a brief plan detailing how the mural will be preserved over a minimum of 3-5 years. This plan should include:

- Recommended materials and finishes to ensure durability
- Maintenance tips and potential touch-up schedule
- Approach for protecting the mural from graffiti and weather
- Willingness or availability to conduct touch-ups if needed

How to Apply

Please submit:

1. Artist bio and CV
2. Portfolio (up to 5 relevant works)
3. Project proposal including:
 - Concept narrative (max 500 words)
 - Visual rendering or sketch
 - Materials and production timeline
 - Detailed budget
 - 3-5-Year Maintenance Plan
4. Optional: references or community experience

Submit To:

hello@uppervillageto.com

Subject: Upper Village Mural RFP Submission – Your Name

Deadline:

Tuesday, July 29, 2025 at 5:00 PM (ET)