



REQUEST FOR ARTIST PROPOSALS

Interior Walnut Street Garage (WSG) Mural Project

PROPOSALS DUE: April 30, 2026, by 11:59 PM

Public Art Project funded through the Bethlehem Parking Authority (BPA), an independent municipal authority supporting the growth and development of the City of Bethlehem by efficiently managing and administering parking resources that contribute to a safe, accessible, and sustainable community.

I. Project Description

This project seeks to create an attractive interior mural in the new [Walnut Street Garage](#) (33 W Walnut St, Bethlehem, PA), a 3,000 sq. ft., 517 spot parking deck in Historic Main Street Bethlehem. Just steps away from Historic Main Street Bethlehem and within the City’s Historic District, this mural – at the entrance and exit of the WSG – is poised to add vibrancy to our successful and unique Downtown.

Historic Main Street Bethlehem is the heart of the City - a vibrant, walkable corridor where 18th- and 19th-century architecture meets a lively mix of shops, restaurants, galleries, and cultural attractions. Lined with beautifully preserved buildings, the street reflects [Bethlehem’s Moravian roots](#) while serving as a modern gathering place for residents and visitors alike.

From locally owned boutiques and cafés to historic landmarks like the Moravian Book Shop and nearby Colonial Industrial Quarter, Main Street offers a rich blend of history, arts, and everyday life. Seasonal festivals, outdoor dining, and community events keep the street active year-round, making it not just a destination, but a living centerpiece of Bethlehem’s heritage and contemporary culture.



The mural should look to accomplish the following goals:

- It will create an inviting and attractive entry point to the Walnut Street garage.
- It will encourage resident and tourist exploration.
- It will increase community pride.

The BPA highly encourages, but does not require, submissions that are abstract in nature and align with a multimodal theme or incorporate multimodal elements.



II. Project Specifications

- Wall dimensions: 90' wide x 12' high
- Wall material: concrete
- 6 E/V chargers are located along the wall and could be incorporated into the mural. The chargers themselves cannot be painted as part of this project.
- **Inquiries as to additional specifications should be directed to: donna@taggartassociates.com*

III. Application Requirements

Deadline for Questions: Thursday, April 9, 2026, by 4:00 PM

- Any and all questions should be directed to donna@taggartassociates.com

Question Responses By: Thursday, April 16, 2026, by 4:00 PM

Submission Deadline: Thursday, April 30, 2026, by 11:59 PM

This Request for Artist Proposals is open to experienced mural artists, as well as artists who have experience installing outdoor murals using other media. Artists are asked to submit the following for consideration:

- Artist background and experience (250 words or less)
- Scope of Work (800 words or less)
 - Design proposal or initial design rendering
 - Proposed detailed budget
 - Proposed timeline for project installation
 - Proposed size
 - Special materials or installation needs (*incl. site preparation*)
- Artist Statement (400 words or less)
- Summary of your approach for planning and executing this project (250 words or less)
- Summary of your approach to community outreach for this project - **estimated 2-3 hours minimum* (250 words or less)
- A detailed plan for the long-term preservation of the completed work (250 words or less)
- No less than five (5) images of your previous and related work (PNG, JPG, TIFF, PDF formats accepted)

**There is no cost for artists in applying. The BPA is not responsible for any costs incurred by prospective bidders in responding to this Request for Artist Proposal.*

IV. Selection Process

All applications and designs will be reviewed and voted on by a committee composed of representatives from the Bethlehem Parking Authority, City of Bethlehem, Bethlehem Fine Arts Commission, and other community stakeholders, including, but not limited to City residents and business owners.

The selected artist(s) will receive a maximum stipend of \$10,000 to cover the purchase of materials, insurances, and licenses necessary and to successfully finalize design and implement the project. Review of proposed mural concepts will prioritize local artists who meaningfully engage the community - such as local students, residents, and area nonprofit organizations – to add to the design process and be involved in the implementation of the mural. A documented record of meaningful additional community engagement by the selected artist, as part of the mural’s final planning process, is required. Community engagement includes, but is not limited to, community meetings, surveys, pop-up events, social media feedback, etc. The BPA will help to facilitate this engagement, and the artist(s) should be prepared to gather community feedback that helps to mold and guide the final design of the mural. The BPA will act as a partner to the artist(s) to assist, guide, and manage the execution of the

project to ensure its completion. Sources of inspiration - particularly references to other works of art and any AI models used - must be disclosed as part of this submission. The selected artist will be required to confirm that all imagery is original to the artist and that no copyrighted or AI-generated content is used without written permission.

The City of Bethlehem, prior to implementation of the mural by the selected artist, will perform an additional evaluation and assessment of any safety risks.

Entries will be evaluated on the following:

- Theme
- Originality & creativity
- Artistic merit
- Appropriateness for site
- Relevance to community interests
- Proposed approach to community engagement
- Durability in an outdoor setting
- Project budget

The ideal proposal is one that best illustrates all the criteria listed. All applicants will be notified if they are selected or not selected for this project. The selected artist(s) should be prepared to enter an agreement with the BPA based on the terms as presented here.

Ownership of all designs submitted will remain the sole property of the applicants, until the final selection has been made and an agreement signed. After such agreement has been executed, the initial design, all future design renderings, and the completed work will be retained and become the property of the Bethlehem Parking Authority. Images and depictions of the work may be used in publicity for the City of Bethlehem and the Bethlehem Parking Authority.

- Selected artist(s) would be required to complete the Bethlehem Fine Arts Commission (BFAC) Public Art Permit.
- Selected artist(s) will need proof of personal liability insurance. The Bethlehem Parking Authority will provide guidance to help the artist(s) retain these documents.
- Selected artist(s) will need a Business Privilege License (BPL) as required by all persons and/or businesses that engage in a business, profession, or other commercial activity within the City of Bethlehem. Information on attaining a BPL can be found here: <https://www.bethlehem-pa.gov/City-Government/Taxes/Business-Privilege-and-Merchantile-Tax#:~:text=Licensing,the%20start%20of%20conducting%20operations>.
- Selected artist(s) will be required to execute an Access License and Hold Harmless Indemnification Agreement, provided by the BPA, prior to starting the project. A copy of that Agreement is attached to the end of this RFP.

**The selection committee reserves the right to reject any proposals without penalty and at its sole discretion.*

VI. Estimated Project Timeline:

- **April 30 by 11:59 PM:** Submission Deadline
- **May 15:** Announcement of Selected Artist(s)
- ***May 18 - June 19:** Contract, Permitting, and Insurances Completion
- ***June 1 - June 12:** Community Engagement by Artist
- **June 8 - June 26:** Supply Purchase & Location Prep
- **June 29 -July 17:** Project Installation
- **TBD:** Community Celebration & Unveiling

**Steps to run concurrently*

**ACCESS LICENSE AND HOLD HARMLESS
INDEMNIFICATION AGREEMENT**

THIS AGREEMENT, made this ____ day of _____, 2026, by and between **BETHLEHEM PARKING AUTHORITY**, a Pennsylvania parking authority, with an address at 85 West North Street, Bethlehem, PA 18018 (“BPA”) and _____, with an address at _____ (“_____”).

RECITALS

A. BPA is the fee simple owner of a certain public parking garage located at 33 West Walnut Street in the City of Bethlehem, Pennsylvania (“Parking Garage”).

B. _____ has requested that the BPA grant _____ a license to access the Parking Garage for the purpose of creating a mural at the entrance and exist of the Parking Garage (the ‘Project’).

C. The BPA is willing to consent to the license to access the Parking Garage in accordance with the terms and conditions of this Agreement.

NOW, THEREFORE, for and in consideration of the mutual promises and covenants contained herein, and intending to be legally bound, the parties hereto agree as follows:

1. All “RECITALS” are hereby incorporated by reference as if the same were fully set forth here at length.

2. BPA hereby grants to _____, its employees and representatives, a license to access the Parking Garage for the sole and limited purpose of creating the Project under the following conditions:

(a) _____, its successors and assigns, hereby agrees to hold the BPA harmless and indemnify the BPA from and against any and all claims, actions, damages, suits, expenses (including reasonable attorney's fees), liabilities and the like, in law or in equity, and of any kind and nature, in connection with loss of life, personal injury and/or damage to the Parking Garage or to any person arising from or in any way, directly or indirectly, associated with or caused by _____'S access onto the Parking Garage in furtherance of the purposes of the Project, except to the extent such claims, actions, damages, suits, expenses or liabilities are caused by the negligence or willful misconduct of the BPA;

(b) In the event the BPA is made a party to any litigation commenced by or against the BPA in connection with paragraph 2(a) above, then _____ shall protect and hold harmless the BPA and shall pay all costs, expenses, and attorney's fees incurred or paid by the BPA in connection with any such litigation;

(c) _____ shall, throughout the time of accessing the Parking Garage, carry with insurance companies acceptable to the BPA, comprehensive liability insurance, including where applicable contractual liability insurance, in which _____ insures the liability which it has assumed under this Agreement, which coverage shall be at least Three Million Dollars (\$3,000,000.00) for property damage, naming the BPA, its officers, appointees, employees, agents, independent contractors or assigns, as additional insureds in order to protect and insure said parties against any and all liability with respect to _____'S access to the Parking Garage, and shall, upon request, furnish the parties with a Certificate of Insurance evidencing _____'S compliance with this requirement;

3. This Agreement shall be binding upon _____, its successors, and assigns, and shall inure to the benefit of the BPA, its successors and assigns.

4. This Agreement contains the entire understanding between and among the parties and supersedes any prior understandings and agreements among them respecting the subject matter of this Agreement.

5. The parties hereto covenant, warrant and represent to each other good faith, complete cooperation, due diligence and honesty in fact in the performance of all obligations of the parties pursuant to this Agreement. All promises and covenants are mutual and dependent.

6. The waiver by either party of the breach of any provision of this Agreement by the other party shall not operate or be construed as a waiver of any subsequent breach.

7. This Agreement shall be governed by and construed in accordance with the laws of the Commonwealth of Pennsylvania.

IN WITNESS WHEREOF, the parties hereto have set forth their hands and seals on the date first above written.

BPA:

BETHLEHEM PARKING AUTHORITY

By: _____
Print Name: _____
Title: _____

By: _____
Print Name: _____
Title: _____