Call to Artists: West Side Market – Utility Yard Mural

Submissions Deadline is December 18, 2026

Overview

Cleveland Public Market Corporation (CPMC) and Destination Cleveland are jointly seeking proposals for a mural to be installed on the exterior of the new Utility Yard at the West Side Market. This project will select one (1) artist or team.

This call seeks artists to create a site specific, photo-worthy mural expression to wrap the Utility Yard at the West Side Market. Scope includes a continuous design 8' 8" tall wrapping 16 linear feet on the north side of the utility yard, 42 feet on the east side of the utility yard, and 102 feet on the south side of the utility yard. Total design area equals approximately 1,385 square feet. (See Attachment A)

The design should embody the principles of what makes Cleveland unique, including the values of connection, creativity, and determination and a fun unpretentious attitude. It should consider the use of the site as a public market as well as the history and culture of the Ohio City neighborhood. Within the mural, the artist will be required to utilize Destination Cleveland's Script Cleveland wordmark. This wordmark will be provided as a digital file to be overlaid/incorporated into the final design file. The Cleveland Script must appear in solid black or white and in its original orientation.

Artwork will be installed as heat-applied vinyl (rough wrap). Final designs may be either digital or able to be digitized for large-format printing. Artist commission is $20,000. This project is a work-for-hire and all rights to the final work will remain with Destination Cleveland.

Cleveland Public Market Corporation

Cleveland Public Market Corporation (CPMC) is a non-profit focused exclusively on Cleveland's iconic public market. Under the direction of a committed Board of Directors, the nonprofit Cleveland Public Market Corporation ("CPMC") is seeking to make West Side Market the nation's premier public market by meeting the evolving needs of merchants, customers, and the community. CPMC's mission is to preserve the city's public market tradition while making the local food system more accessible, equitable, and diverse.

Destination Cleveland

Destination Cleveland is the non-profit destination marketing and management organization for Cuyahoga County. Our primary job: We spend every day helping more people discover the real Cleveland. As unapologetic promoters of Cleveland, we work to fulfill our mission to stimulate economic growth by attracting people and connecting them to experiences that illustrate Cleveland's diversity, creativity and contagious passion.

Sense of Belonging Commitment

Destination Cleveland and CPMC are committed to cultivating an authentic sense of belonging, where residents, visitors, partners, stakeholders, and team members feel valued, welcomed, and connected to

Cleveland's people, culture, and purpose. We believe diverse perspectives, experiences, and voices strengthen our community and the stories we share. We encourage artists from all backgrounds to bring their creativity and unique viewpoints forward as we celebrate the richness, vibrancy, and authenticity of Cleveland.

Process
Selection of an artist/team will be a two-stage process.

Stage 1 Portfolio Submission - Interested artists / designers should submit a portfolio including a resume / CV along with a PDF containing photos / examples of past artistic work. Please note if past work was completed as a team.

A committee consisting of representatives from Destination Cleveland, Cleveland Public Market Corporation, and other local stakeholders will screen portfolios and recommend up to three (3) artists to develop specific design proposals.

Stage 2 – Design Proposals The selected artists will create a specific design proposal for this site based on a nominal area of 10’ tall by 20’ wide. This represents only a small fraction of the total mural site, but the proposal should represent the style and theme intended for the entire work. Upon delivery of this specific design proposal, the artist or team will receive a $1,000 design stipend.

A committee consisting of representatives from Destination Cleveland, Cleveland Public Market Corporation, and other local stakeholders. will convene and select an artist or team with whom to execute the project.

Execution and Compensation
Taking feedback from the committee, public engagement or surveys, and local design review committee, the selected artist or team will develop a full design for the extent of the mural. A progress payment of $5,000 will be made upon delivery of an initial full-scope design.

A second progress payment of $5,000 will be made upon delivery of a revised design which can be presented for City permits and entitlements. A final payment of $10,000 will be made upon delivery of final print-ready files meeting the specifications provided by the printer/installer for a total artist commission of $20,000. This project is a work-for-hire and all rights to the final work will remain with Destination Cleveland.

Project Eligibility
This call is open to any artist at any stage of their artistic career. CPMC and Destination Cleveland strongly encourage submissions from artists residing in the City of Cleveland and elsewhere in Northeast Ohio.

Application Requirement and Submission
Artists should submit their application materials (see below) to CPMC@WestSideMarket.org by December 18, 2026.

Application Materials
All applications should include the following:
- Name of Artist / Artist Team with contact information (email, phone, and mailing address)
- Website and Social Media Handles
- Resume / CV (if a team, one for each member)
- A PDF document containing images of past work as detailed below
- Optional: Professional References from past projects

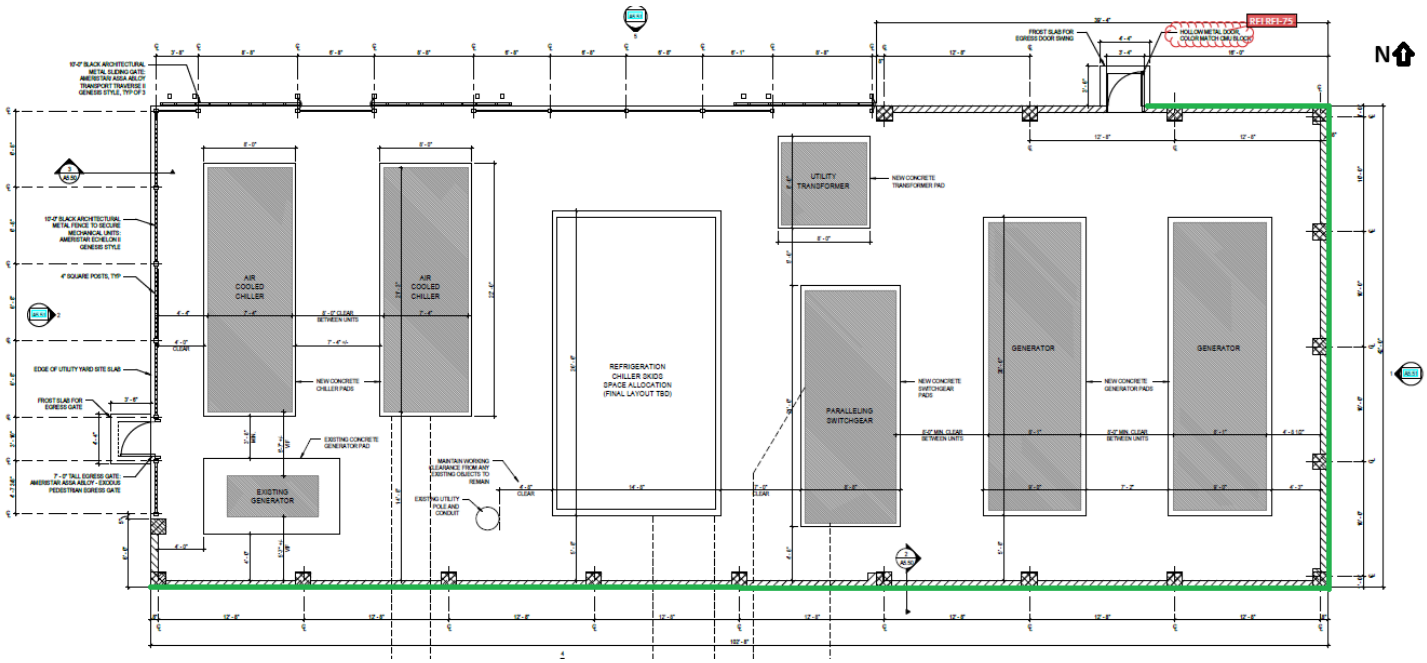
Within the PDF document, please include up to 10 images of previous work alongside a corresponding, numbered, annotated image list with title, media, dimensions, location, brief description, date of work, and project partners if applicable.

PLEASE NOTE: Specific design proposals will **not** be accepted at this point in the process.

Project Timeline
November 9, 2026: Call to Artists released
December 18, 2026: Responses due
January 15, 2027 - Short List Selected
February 5, 2027 – Site Specific Proposals due back.
February 19, 2027 - Final artist selected by committee
(~8 weeks to produce final design)
March 19, 2027 - Progress check-in
April 16, 2027 - Full Design Due
May 2027 – City Entitlements (Design Review / Landmarks, Planning Commission)
June 7, 2027 - Final Files to Printer
June 14 - 26, 2027 - Installation Window

Project Contact
If you need assistance with your application, please contact CPMC@WestSideMarket.org

Attachment A
Project Extent



_____ = Mural Extent



East and North (to door opening) Walls



South and East Walls