



CALL FOR ARTISTS

West Fourth Street Small Walls Program Murals

Reno, Nevada

Deadline: Wednesday, September 30, 2026, at 11:00 p.m.

Budget: \$2,000 to \$3,500 per wall

Summary:

The City of Reno and Arts and Culture Advisory Board is accepting proposals from artists on the Small Walls Roster for a mural project along sections of a large wall on West 4th Street between Stoker Avenue and Solitude Trail. There are 15 small walls available for murals in varying heights and widths. The murals should be site-specific and designed to reflect the natural, cultural, or social environment of Reno and/or the local neighborhood.

Artist Qualifications and Eligibility:

This opportunity is open only to eligible artists on the Small Walls Roster who reside in the Reno/Sparks metropolitan area and are aged 18 years or older. This project is open to any artist regardless of race, color, creed, gender, gender variance, national origin, age, religion, marital status, political opinion or affiliation, or mental or physical handicap. Artists may only apply for one wall each. Multiple proposals from individual artists will not be accepted. Artists on the Small Walls Roster may choose to apply as a team under one application. If artists are applying as a team, they may also submit an individual application/proposal that is distinct and separate.

Project Description:

The City of Reno Arts and Culture Advisory Board (ACAB) seeks multiple artists from the Small Walls Roster to design and paint one-of-a-kind two-dimensional artworks along the retaining wall along West 4th Street between Stoker Avenue and Solitude Trail. The wall is divided into 15 sections. Artists may give preference for a specific section, but the selection of wall space will ultimately be at the discretion of the Arts and Culture Advisory Board and City of Reno staff.

- Walls 1 and 15: unique tail walls ranging in height from 10' to 3' and 40' wide. Budget: \$2,000
- Walls 2 – 5 and 13 – 14: approximately 12' x 20'. Budget: \$2,750
- Walls 6 – 12: approximately 12' x 30'. Budget: \$3,500

Artists may opt to paint higher along the wall in their assigned section where the height exceeds 12' but funding is not available for additional square footage or special equipment rentals.

The goals of this project include creating a unique character for a specific area of town, increasing public awareness of art, broadening viewers' perspectives of public spaces within the city, and fostering a sense of place in Reno.

Artwork will be selected based on the quality of design, concept, and artist(s) ability to complete the project. Proposals should consider aesthetically pleasing use of color and form and thoughtful consideration of location and site specificity. The appropriateness and quality of proposals is determined by the Reno Arts & Culture Advisory Board (ACAB) for final artist selection. Materials, colors used, and design will be at the approval of the City of Reno. The walls will be prepared and primed by RTC Washoe as part of the street improvement project. The City of Reno will apply protective coating after completion.

The \$2,000, \$2,750, or \$3,500 commission will cover all artist services from design through final installation/implementation, including artist fee, fabrication, insurance, transportation, travel fees, equipment, and installation. Final selection of artists or teams will be made by the ACAB.

Location:

The murals will be painted along the retaining wall on West 4th Street between Stoker Avenue and Solitude Trail. The neighborhood is nearby to residential and commercial buildings, the railroad, river, local parks, and is also a travel thoroughfare for those entering or exiting Reno's metropolitan center. [View the retaining wall on Google Maps.](#) See site images below.

Budget:

Projected budget is not to exceed \$45,000 for the entire project distributed between 15 artists or artist teams to paint 15 Small Walls Program murals in increments of \$2,000, \$2,750, or \$3,500 determined by wall section assignment. This budget is inclusive of all costs associated with the design, planning, materials, fabrication, installation, and completion of the project. This budget includes all travel costs and insurance. Artists who choose to paint higher along the wall than 12' must account for any additional square feet or any special rental equipment in their total budget as additional funds are not available beyond the commission offered.

Submission Requirements:

- Project Approach: Include a written design concept for the mural including information about the artists approach, inspiration, materials, and how the design connects to this site specifically. Successful applications connect the design, concept, and location with as many details as possible for the selection committee.

- Visual representation of project proposal or design. This can be an initial sketch that can be refined if selected.
- Imagery created solely through AI is not acceptable as work samples or proposed commissioned artworks because they are not protected by copyright.

Application materials must be submitted via Submittable by September 30, 2026, at 11:00 pm. The application is not available unless using the direct access link.

Selection Process and Criteria:

The ACAB will select 15 artists for a total of 15 sections along the wall. Each selected artist will receive an artist commission of either \$2,000, \$2750, or \$3,500 depending on the size of the wall they are assigned.

Selection will be based on the following criteria: quality of initial concept, quality of work samples, and ability to complete the project based on previous professional artistic accomplishments.

Preference will be given to artists not previously selected for the RDA Small Walls Program.

Timeline:

Wednesday, September 30th, 2026, at 11:00 pm - Application deadline

October 2026 – ACAB reviews and approves artist/s and artist is notified

November 2026 – Artist paints mural on Fourth Street Small Walls Project

For any questions related to the call, please contact Erica Hill, Public Art Coordinator, at hille@reno.gov or 775-689-8459. For questions or issues with the application form or Submittable, please contact [Submittable Tech Support](#).



Pictured: West 4th Street Retaining Wall Showing 15 Sections for 2026 Small Walls Program