



**January 12, 2026**

**Call for Submissions:** Alleyway Mural Project- Downtown Boone 681 W. King Street (Off the Rack Building)

### **Project Intent and Theme**

The Downtown Boone Development Association invites artists to submit proposals for a mural to be installed at the front painted entrance of the alleyway located at **681 W. King Street**, adjacent to Off the Rack in downtown Boone.

This mural will serve as a welcoming visual anchor for the alley and as a complementary backdrop to a series of rotating public art panels that will be installed further down the alleyway. As such, we are seeking a design that is visually engaging while also allowing space for other artwork.

This mural is envisioned as a celebration of Boone's natural environment and/or the rich history of our downtown. Artists are encouraged to interpret these themes broadly and creatively. Possible inspirations may include (but are not limited to):

- The High Country landscape and native flora and fauna
- Boone's cultural heritage and sense of place
- Stories, symbols, or moments that reflect the community's past and present

Because this mural will share space with rotating public art installations, selected designs should be complementary in tone, color, and composition, rather than overly dense or visually dominant. Artwork that provides a strong sense of place while remaining adaptable and harmonious with changing art nearby is especially encouraged.

Downtown Boone is home to a locally designated Historic District, established to preserve the architectural character, cultural heritage, and sense of place that define the heart of our community. The goals of the Boone Historic District include encouraging thoughtful, compatible improvements while allowing for creative expression that reflects both historic context and contemporary use. As this project is located within the Historic District, all applicable Historic Preservation Commission (HPC) requirements must be met. The Downtown Boone Development Association will serve as the lead applicant for the required Certificate of Appropriateness. The selected artist will work in collaboration with DBDA staff throughout this process and will be invited to participate, either in person or virtually, in the HPC application review as part of the project's overall design development and approval process.

## Location & Context

- The mural will be installed at the painted front portion of the alley, making it highly visible from W. King Street. The area to be painted is roughly 20 feet wide by 12 feet high for an approximate size of 240 square feet.
- The mural should function as a long-term installation that helps frame and elevate the broader public art experience within the alley.
- All submissions will be required to meet the requirements of Appendix D Downtown Boone Local Historic District Design Standards and Handbook [found here](#). **We strongly encourage you to review the Public Art Standards found on page 114 of the Appendix.**



## Eligibility

This call is open to local and regional artists. Both emerging and established artists are encouraged to apply.

## Submission Requirements

Artists will be asked to submit:

- A brief artist statement or concept description outlining how the proposed mural reflects the project themes
- Preliminary sketches or digital mockups of the proposed design
- Examples of past work
- A short artist bio or resume

## Budget & Costs

As part of the submission requirements, artists must include a proposed project budget outlining the full cost of the mural, including but not limited to design, materials, labor, equipment, installation, and any additional expenses associated with completion of the work.

An artist honorarium and project budget will be provided to the selected artist, and final budget details will be confirmed prior to contracting. Submission materials (including concept sketches or mockups) are provided at the artist's own expense and will not be reimbursed. Applicants are encouraged to submit concepts that are thoughtful and well-developed, but not overly time- or cost-intensive at this stage.

Artists are encouraged to propose concepts that are achievable within a reasonable budget and appropriate for the scale and context of the project.

Organized and sponsored by the Downtown Boone Development Association (DBDA):

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**Entry Deadline:** Please submit all materials to [this application link](#) by Friday, February 13, 2026 at 5:00 p.m.  
**You may direct all questions to the email or address above.**

#### **Selection Process**

Submissions will be reviewed by The Design Committee of the Downtown Boone Development Association. The final mural design will be selected based on artistic quality, relevance to the project themes, and its ability to complement the rotating public art installations within the alley.

Questions – please contact the Downtown Development Coordinator, Lane Moody at 828.268.6283, or by e-mail at [lane.moody@boonenc.gov](mailto:lane.moody@boonenc.gov)