



## ARTIST/DESIGNER SCOPE OF WORK OVERVIEW

- Meet Minneapolis Organization Overview
- Artist Wanted: Map Visualization Project Background
- Design Considerations
- Deliverables
- Completion Timeframe
- Proposal Guidelines
- Artist Selection Process and Key Dates
- Contact Information

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## MEET MINNEAPOLIS ORGANIZATION AND DESTINATION MASTER PLAN OVERVIEW

At Meet Minneapolis, our mission is to positively impact the economic and social prosperity of our Minneapolis community by attracting visitors, meetings and events that directly support jobs and local businesses and generate critical revenues.

In 2025, Meet Minneapolis published *Destination Minneapolis*, its 2<sup>nd</sup> 10-year tourism master plan. This plan was developed with extensive community and stakeholder engagement with an objective to optimize Minneapolis' visitor economy to ensure year-round vibrancy, a thriving downtown, and radiant cultural hubs.

Initiatives in the Destination Master Plan include a call for Meet Minneapolis to “advocate for the reinstatement of a bike share program to aid connectivity and exploration of established biking trails,” to “promote the quality of the city’s parks system as a unique local asset for outdoor recreational experiences,” as well as to invest in family-friendly attractions and amenities.

Learn more here: [Destination Minneapolis: Charting the Future of Minneapolis Tourism](#) | [Meet Minneapolis](#)

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**ARTIST/DESIGNER  
WANTED: MAP  
VISUALIZATION**

In 2027, Meet Minneapolis will be leaning into our reputation and strengthening our destination as a bike-friendly city. To that end, we will commission a local artist or designer to create an illustrated map that doubles as a standalone art piece and collectable item and provides a general overview of the network of major bike paths and trails within the city.

Minneapolis is well represented in navigational mapping including the [City of Minneapolis](#) and the various resources compiled by [BikeMN](#). However, the purpose of this map is to inspire exploration rather than serve as a purely navigational tool. While it should include a baseline of geographic content, it is intended as a piece of map art that celebrates Minneapolis and draws the attention of curious visitors who are not aware of the city's comprehensive system of trails. The goal for this map is something that people will want to hang on their wall or that people can use to update their mental map of the City.

Minneapolis has an expansive network of bike lanes, bike boulevards, protected bikeways, and trails (all can be viewed [here](#)), which includes over 50 miles of bike trails along the Minneapolis Park and Recreation Board's Grand Rounds scenic byway. Minneapolis is ranked 2<sup>nd</sup> in the U.S. on the [People4 Bikes annual city rankings](#) and 5<sup>th</sup> in North America according to the [Copenhagenize Index](#). It was also [recently acknowledged](#) as one of the continent's greatest biking cities by the New York Times.

The goals of the project are to:

- Strengthen Minneapolis' brand as the most bikeable city in the US and generate awareness of the city's bike-ability.
  - Inspire locals and visitors alike to explore Minneapolis by bike.
  - Provide a unified map of major bike paths and trails in the city.
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**ARTIST/DESIGNER  
WANTED: MAP  
VISUALIZATION  
(CONTINUED)**

The objective of this RFP is to seek and retain a qualified contractor that can provide a high-quality vector-based illustration.

Below are examples of map visualizations that we have used as inspiration for this project. Note, these are very loose examples and we want to work with the artist to develop a unique piece of art that reflects Minneapolis bike culture.

- [Illustrated Map of Rasputitsa Bike Race in Vermont — Nate Padavick](#)
- [Somewhere in the Kuala by Lisa Goh](#)
- [London Borough of Camden](#)
- [Brera Design District by Giovanna Guiliano](#)
- [Gunnison County – Gravel Adventure Field Guide](#)
- [Let's Ride There - Crank](#)

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**DESIGN  
CONSIDERATIONS**

- Map must include the entirety of Minneapolis city limits
- Map should be symbolic and artistic, but generally accurate in terms of major trails/bikeways
- Map could include icons and imagery representing points of interest along bike routes, and from iconic Minneapolis landmarks
- Map should pioneer a new visual identity that is identifiably a bike map. This could be: close to a transit map, similar to a hiking or trail map, like an electrical diagram, or more distinct from any aforementioned
- Map should emphasize the bicycle network as both a serious transportation network and a network for recreation

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**DELIVERABLES**

**Map illustration:**

The final map (vertical 4x6 ratio) will double as a standalone art piece to give an overview of the network of protected bike lanes and paths within the city. The map could include general points of interest with imagery and icons representing what a visitor will find and see in Minneapolis.



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## **DELIVERABLES (CONTINUED)**

### **Final Files:**

- Individual illustrations/icons in EPS or PNG files (both preferred) to be used by Meet Minneapolis.
- Final map illustration in high resolution vector format at vertical 4x6 inch ratio.

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## **BUDGET**

\$4,000 - \$6,000

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## **PROPOSAL GUIDELINES**

- All proposals must contain the required components (see below)
- Proposals are due no later than **5:00 pm CST on August 30, 2026.**
- All components of the proposal should be saved into a single PDF document that is printable on 8.5" x 11" or 11" x 17" paper.
- Proposals shall be submitted via e-mail to:  
[betsya@minneapolis.org](mailto:betsya@minneapolis.org)
- Artists may be contacted during the review process for an interview to further explain the concept of their work or to expand upon an area of their submission.

### **EACH PROPOSAL MUST INCLUDE:**

#### **Artist Background, Experience and Previous Work**

- Artist's resume and/or CV, complete with contact information and artist statement.
- Photographs or scans of 3-5 supporting relevant pieces of original art completed by the artist.

#### **Project Approach**

- Project narrative on the approach to the work based on the outlined vision and considerations.
  - Supplemental project information, including materials/medium to be used and process of completion. *Optional*
  - Estimated timetable with a completion date no later than **October 30, 2026.**
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Meet**Minneapolis**  
City by Nature

**Freelance Artist/Designer  
Request for Proposal  
Bike Map Visualization**

**ARTIST SELECTION  
PROCESS AND KEY  
DATES**

| 2026 DATES               | ACTION                                                                                                                    |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------|
| August 4                 | Map RFP/Scope of Work available and distributed                                                                           |
| August 30                | Proposal Submission Deadline<br>Internal review of initial proposals, artists may be contacted for additional information |
| September 4              | Selected artist chosen and notified                                                                                       |
| September 4 – October 30 | Artwork to be developed with ongoing touchpoints and reviews. Final deliverables due October 30                           |

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**MEET MINNEAPOLIS  
CONTACT INFORMATION**

Please contact Betsy Anger at [betsya@minneapolis.org](mailto:betsya@minneapolis.org) with any questions.