

MURAL GRANT INFORMATION

Concord's Public Art Commission (PAC) seeks to maintain and improve quality of life for its citizens and business owners by fostering visually appealing public areas. To help reach this goal, the PAC has established a Mural Grant Program to reimburse applicants for approved additions of public art, by way of permanent murals. Approved applicants will be reimbursed up to 50% of the eligible costs of mural installations (maximum \$2,500 reimbursement)

PROGRAM OBJECTIVES

- To maintain high-quality design standards that contributes to an exciting and inspiring experience for residents and visitors.
- To contribute to a unique sense of place that helps promote Concord through visually appealing artwork.
- To promote unique identities within Concord through artistic expression that lends itself to enhancing cultural capital.
- To further the careers of local and regional artists by facilitating and promoting murals within the city.

PROGRAM ADMINISTRATION

The program will be administered by the PAC and will offer financial assistance to property owners and Muralists seeking to enhance the exterior of a structure with the addition of a mural. Applications will be reviewed and approved by the PAC, and will be based on meeting the objectives of the program. Applications are accepted throughout the calendar year and awards will be announced in April and October.

Grant funding for mural projects will be paid via a reimbursement upon completed work. The PAC grant funding will be allocated to exterior mural work in the form of 50/50 matching grants to property owners or Muralists with a maximum grant funding request not to exceed \$2,500.

Property owners interested in having a mural placed on their walls, or Mural Artists who are seeking mural projects, should email Sarah Gay, PAC city liaison, at gays@concordnc.gov for possible connections.

Questions about this Mural Grant program can be directed to Sarah Gay, PAC city liaison, at gays@concordnc.gov.

APPLICATION MATERIALS

The application must include:

- Application completed and signed, including the artist attestation transferring copyright ownership to the structure owner.
- Concept drawing of the proposed mural
- Written description of the proposed mural, site, wall preparation, specific processes and materials to be used.
- Evidence of support such as letters or Emails from the building owner, adjacent neighbors and businesses which will face the mural.
- Pictures of existing façade and proposed mural areas indicated.
- A current budget for the proposed project from the artist.
- Memorandum Of Understanding from the structure owner that the artwork will be maintained and shall not be removed or significantly altered for a minimum of five years, including in the event of structure or business ownership changes.

Any costs incurred by the applicant in obtaining the drawing and quote shall be the sole responsibility of the applicant.

ELIGIBILITY CRITERIA

Any property/structure/building owner/tenant or Muralist, with written authorization from the property owner, can apply for funding assistance.

The applicant may be the building owner, an individual artist or group of artists, or a not-for-profit organization, such as a neighborhood association, educational or community organization. Federal tax-exempt status 501(c)3 is not required.

Artists must be aged 18 or older and not enrolled as Fine Arts degree-seeking undergraduate students.

MURAL REQUIREMENTS

Every application must demonstrate:

- The mural created will be accessible to the public and be located outdoors.
- The mural is located within Concord city boundaries.
- The surface and structure is stable and ready for painting.
- Meet generally accepted standards of artistic quality and suitability.
- Appropriateness of the visual imagery for all audiences (not reflecting partisan politics or containing sexual or religious content or expressing a commercial aspect etc.),
- A plan for painting the mural that ensures the safety of painters and the public, and that does not impede on public access.
- Strength of the artist's concept and demonstrated technical skills and experience will produce high quality artwork.
- The mural is a unique and original concept that will aesthetically improve the local area.
- The mural will be feasible to install with a reasonable and well-planned budget.

- The mural uses high quality materials that will last a minimum of five years, and are resistant to weather and ultraviolet deterioration.
- The mural is to be created as art for art's sake rather than organizational marketing. The mural cannot incorporate a business name, logo or brand.

BUILDING STRUCTURE REQUIREMENTS

The following questions must be able to be answered with a NO for the structure to be eligible:

- Is the property delinquent on property taxes, water bills, or any other fees/bills owed to the city?
- Is there any pending litigation against the city by the applicant?
- Is the property outside the city boundary?
- Are there any outstanding code violations on the property?
- Are there any deed restrictions prohibiting murals on the property?

INELIGIBLE LOCATIONS OR IMPROVEMENTS

The following improvements do not qualify for the Mural Grant Program:

- Improvements made prior to PAC approval
- Expenses incurred prior to PAC approval
- Improvements made adjacent to the mural
- Residential properties, excluding mixed use
- Murals located inside of the building

MURAL GRANT APPROVAL PROCESS

1. Applicant meets with the PAC city liaison for an initial review of the proposed location, imagery, artist's qualifications, funding sources, and building owner's approval.
2. Applicant submits a complete Mural Grant Application to the PAC city liaison prior to April 1st or October 1st. (only packages that are totally complete will be accepted).
3. The PAC city liaison confirms with city Planning that there are no outstanding issues with the property and the city codes.
4. The application is reviewed by the PAC at its next scheduled February or August meeting.
5. If the proposal is approved, the PAC city liaison sends the Applicant a Notice of Approval.
If the proposal is not approved, the PAC city liaison will communicate to the applicant in writing the reasons for the decision of the PAC. The applicant may address the concerns and submit a revised proposal to the PAC city liaison.
6. Following completion of the mural, the applicant shall submit for reimbursement following the prescribed process below.
7. Funding will be disbursed according to the City's accounts payable schedule.

CHANGES TO PROJECT AFTER APPROVAL

Any significant revisions, changes, additions, or subtractions to the approved scope of work must be approved by the PAC. A request for revision must be submitted in writing to the PAC city liaison accompanied with proposed changes.

Work must be completed within six months of approval. Extensions must be granted by the PAC before the expiration of the approval.

An unexpected change in ownership/tenant/occupant of the building after approval but before completion may disqualify the agreement for grant funding unless proper transfer of application is approved by the PAC.

PROJECT COMPLETION - SUBMITTING FOR REIMBURSEMENT

When the project is completed, the applicant must notify the PAC city liaison. The mural will be reviewed by staff and then be presented at the next meeting of the PAC. The PAC will consider disbursement of funds based on the submitted materials and adherence to the approved project.

Materials to be submitted when project is complete:

- Proof of payment - The grant amount may be adjusted based on changes in cost.
- Final expenses summary - to be submitted, or approved, by the artist.
- Photos of the completed work to ensure that the project adhered to approved design. Photos must be thorough, detailed, and complete.

If the PAC finds these materials to be compliant, funds will then be disbursed in accordance with the City's accounts payable schedule and details of the mural will be added to the city's Public Art interactive map.