

To: City of Valdez Beautification Commission
From: Elise Sorum-Birk, Commission Staff Liaison
Re: Other Municipal/ Publicly Funded Mural Grant Programs

Introduction:

In researching municipally funded mural programs, many similarities between jurisdictions are evident. Similarities also exist with the structure of the existing City of Valdez Beautification Matching Grant Program and these programs. Common program components include:

- A match from the property owner or applicant being required.
- Governing body or advisory board review of the proposed projects and approval of artwork.
- Set maximum award amounts between \$2500 and \$10,000.
- Geographic restrictions related either to visibility or a desire to revitalize a specific area.
- Often murals must be completed on commercial or income producing properties.
- A requirement to maintain the artwork is set for between 5 and 10 years.
- Use or ownership rights are consistently considered and given to the city or other public organizations.

Reimbursement models are mixed – some jurisdictions pay directly to the artist, while some have the business pay and be reimbursed. Some are paid after completion and for others, a portion of funds is allocated up upon engaging the artist and signing a contract.

Other considerations include how to address defacement or damage to the mural, whether other mediums like vinyl wraps may be used, whether AI generated art can be used, if there is a specific theme or inclusion of QR codes and maps in overall programs.

Specific Examples:

City of Amarillo, TX – <https://www.amarillo.gov/city-initiatives/mural-grant-project/>

- 50/50 match
- Max award of \$6,000 per mural
- \$30,000 allocated to the program each year
- Eligibility:
 - Murals must be a minimum of 10 x 7 feet and located on income-producing properties.
 - Approved by Beautification and Public Arts Advisory Board.
- Other:
 - No use of AI or violation of intellectual property rights
 - Rights of reproduction by city and other public economic development and tourism entities

City of Melrose, CO – <https://www.cityofmontrose.org/733/Mural-Grant-Program>

- 50/50 match

- Max award \$10,000 per project
- Eligibility:
 - All nongovernmental commercial property owners are eligible.
 - Priority will be given to improvements that eliminate blight and make the greatest visual impact on the surrounding environment, particularly those with a prime location or community/social value, as determined by DART.
 - The property owner must submit the grant application unless permission is granted in writing to the tenant by the owner.
 - Grant-funded improvements are meant to be lasting in nature (i.e. approximately 10 years or longer)
 - Work must be completed within twelve months of approval. The city manager may grant extensions based on unforeseen circumstances.

City of Salem, VA – <https://www.salemva.gov/834/Mural-Grant-Program>

- 50/50 match
- Max award \$7,500 per mural
- Eligibility
 - The subject building must be visible from a city street.
 - The Economic Development Authority will approve the mural concept and artist.
 - The mural concept highlights the City of Salem, Roanoke Valley Region, and encourages visitation to the City of Salem.
 - The building owner or property tenant must submit the mural grant application.
- Other:
 - Once the mural is completed the artist and applicant shall provide a Transition of Rights on the mural to the City of Salem Economic Development Authority.
 - “The murals must highlight the city, and the Roanoke Valley Region, and encourage visitation to the City of Salem.”

West Columbia, SC – <https://westcolumbiasc.gov/grant-programs/>

- No required match or maximum
- Payment directly to the artist to cover the cost of supplies, design, and mural painting.
- Different eligibility criteria for applicant, building and expenditure/activity
 - Applicants: owners of commercial properties and owners/managers of businesses located within city limits. Business owners/managers who are leasing a building for which improvements are proposed must submit a property owner consent form with the completed application. Only businesses whose existing use is allowable by the City's current codes and regulations are eligible for funding through the WCMG. The City reserves the right to deny an application if the applicant's business is delinquent on payment of taxes, fines, or fees or has outstanding code violations.
 - Buildings: Commercial buildings with façades visible from the street, located in the eligible areas.
 - Eligible Expenditures/Activities: Murals must be painted on the exterior of the building and visible to the street. All murals must be pre-approved by the City of

West Columbia, and artists will be paired with building owners at the City's discretion.

City of Germantown, OH -

<https://germantown.oh.us/assets/pdf/Mural%20Grant%20Guidelines.pdf>

- 20% match (max of \$500)
- Maximum \$2500 grant toward Artist Fee – Vinyl wrap not to exceed \$1000 total
- Includes murals and vinyl wraps.
- Eligibility:
 - Must be a commercial building owner or a business owner leasing a storefront within the Germantown Historic District (Gunckel's Town Plan Historic District).
 - Priority use of the funds will be for commercial properties with significant exterior wall space for a mural art and/or vinyl wrap that will be very visible for the street or interior alleys.
 - City pays the artist directly - 33% upon receipt of the contract and 66% once the mural is successfully completed and proof shown that all art supply invoices were paid.
 - Approved by the Germantown Mural Committee/City
 - Grant Applicants will need to complete a grant application and mural permit.
- Other:
 - Very limited geographic area
 - Goal of completing 6 projects total by 2025
 - If an Artist is not making progress, the city reserves the right to pull and reallocate funding.
 - Willingness of the owner to maintain the artwork for a period of not less than 5 years is sought when applicant doesn't own the property.

City of Toronto - <https://www.toronto.ca/business-economy/business-operation-growth/business-improvement-areas/bia-financial-incentives/mural-street-art-program/>

- No required match
- Up to \$7,500 for murals in commercial or employment districts.
- Eligibility:
 - Business Improvement Areas (BIAs)
 - Business associations
 - Community groups that include strong business participation are eligible
- Other:
 - Eligible expenses for murals include artist fees, materials, installation and equipment rental.
 - Maintenance of the murals is the responsibility of the applicant.

County of Fairfax, VA - <https://www.fcrevite.org/paint-it-fairfax>

- Separate “Call for Artists” database application process and “Call for Project Submissions” process.
- A building owner must not destroy or paint over the mural for a minimum of five years.
- If the building changes ownership, a reasonable effort will be made to ensure that the mural remains part of the community.
- Building owner will report any vandalism or damage to the mural to the Murals program manager. If the mural is vandalized or damaged, the artist is contractually obligated to repair it or designate an artist to complete the work in their stead.