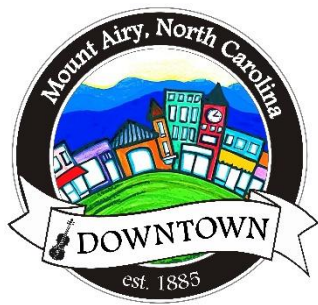


## Mount Airy Downtown, Inc. Mural Grant Program



MAD, Inc. is commissioning artists to bring pops of color to Mount Airy with new murals and public art projects in the downtown district. Where art thrives, community thrives.

Project Contact: Lizzie Morrison, Main Street Coordinator,  
 Mount Airy Downtown, Inc., Phone: 336-401-0885,  
 Email: [coordinator@mountairydowntown.org](mailto:coordinator@mountairydowntown.org)

## Introduction

The Board of Directors of Mount Airy Downtown, Inc. is working to create a series of murals in Downtown Mount Airy. These street murals are part of an ongoing effort to craft a thriving public art environment that will enhance the downtown district while supporting our economic development strategies and vision for downtown. This is a solicitation for designs from artists that will result in public murals within the Municipal Service District of Mount Airy (downtown). This is also a solicitation to downtown property/business owners who wish to have an exterior rear or side wall revitalized with a mural.

## Concept

Mount Airy Downtown, Inc.'s Vision Statement is: Historic Downtown Mount Airy resides at the doorstep of the Blue Ridge Mountains where our urban living is enhanced by arts, entertainment, local wine, and our Traditional Music roots. Fostering a diverse variety of small businesses flavored with authentic dining experiences, Mount Airy is a true southern town with all the charm of Mayberry.

We are interested in murals that:

- Designs that are in line with the vision for Downtown Mount Airy.

- Designs that are simplistic yet interesting. The designs should be simple enough to easily maintain them by others if desired.
- Are semi-permanent and will have a life span of at least 5 years before needing major maintenance.

## Process

Mount Airy Downtown, Inc. will work with property owners who desire to have a mural painted on an appropriate exterior back or side wall of their building. There will be a call to artists for that building, with specific requests from the property/business owner on content of the mural. Submitted designs will be reviewed by the Mount Airy Downtown, Inc. Design Committee, the Mount Airy Downtown, Inc. Board of Directors, the Mount Airy Planning Department, and the property owner. Once a design is selected and approved by all parties involved, the artist will be contacted and a date will be arranged for painting the mural. Artists will be paid upon completion of the mural, which shall be completed within four months of the approval date. See below for details on the Mural Grant Program budget.

We welcome artists with visions for certain walls/designs to contact us at any time.

## Budget

The budget for this project consist of:

- Mount Airy Downtown, Inc. will pay up to \$2,000 to the artist for each mural awarded by the MAD, Inc. Mural Grant Program. The amount awarded to the artist will be subject to approval by the Mount Airy Downtown, Inc. Board of Directors and will be based on design, scale, and location of the mural.
- The property owner will be required to pay for the priming, paint, and approved materials needed to paint the mural up to \$500. Artists must keep all receipts for painting materials in order to be reimbursed by the property owner. The property owner shall reimburse the artist upon submittal of the supply receipts to the property owner before work begins on the mural.

## Project Schedule

**All application materials must be signed, complete and approved by MAD, Inc. before work begins.** Once the project is approved, the mural must be completed within 4 months of approval date. Artists should coordinate with the property owner/business owner to schedule a time to paint. Artists should notify Lizzie Morrison, with Mount Airy Downtown, Inc. (336-401-0885, [coordinator@mountairydowntown.org](mailto:coordinator@mountairydowntown.org)) to let her know when you will be painting. MAD, Inc. will be

documenting the process and promoting the artist and the Mural Grant Program via social media.

### Design Requirements for Murals

- Artwork shall not contain logos or advertising.
- Artwork shall be in compliance with the City of Mount Airy Sign Ordinance.
- Artwork shall not contain any offensive material.
- Artists must stick to the approved design. Major changes to the design must be approved by the Mount Airy Downtown, Inc. Design Committee and the Property Owner.
- Artists may sign their name in small print in a bottom corner of the mural.
- **Artists must include @MountAiryDowntown in small print in a bottom corner of the mural.**

### Submission Requirements for Artists

Submit designs and application materials in one PDF document to [coordinator@mountairydowntown.org](mailto:coordinator@mountairydowntown.org). We will not accept submissions that come as jpegs or in text messages. Design submittals shall include the following information:

1. Completion of the Artist Application.

2. A Cover Letter that states you have read through the Mural Grant Program and understand our rules and regulations, a description of your interest in participation, a brief summary of yourself and a statement acknowledging that if your design is selected, you will be able to paint the mural within four months of approval.
3. A drawing of your design proposal, to scale, including colors, details, and any necessary notes.
4. Five to ten examples of your work in jpeg format, or a link to your artist website.
5. Contact information for follow-up, including your phone number and email address \*this is on the application.
6. Signed Release of Liability Waiver.
7. All submittals shall be one digital document formatted to pdf.

Notes: incomplete submittals will not be reviewed.

### **Small Print Items**

1. The art is expected to have a lifespan of approximately 5 years without need for major maintenance until that time. Mount Airy Downtown, Inc. will incur the expense to maintain the art or employ other options to address art status at the time such decisions are necessary. MAD, Inc. will not be obligated to maintain the artwork or incur any additional expenses related to its existence.

2. By accepting the art commission, the artist waives rights of ownership of the artwork.
3. MAD, Inc. and/or their financing partners for the project will own any copyrights to the artwork for purposes, including commercial, that they deem in their interest to utilize.

### **Artist Eligibility**

The MAD, Inc. Mural Grant Program is open to all artists 18 years and older.

### **Property/Business Owner Eligibility**

The MAD, Inc. Mural Grant Program is open to all commercial property owners within the Municipal Service District. Buildings owned by non-profit organizations are eligible for the Mural Grant Program. This program differs from our Façade Grant Program. Murals will not change the property value of your building, but instead will be a public art work that will benefit the whole community. Business owners who rent their location may apply, but the application must be signed by the property owner. At this time, only rear and side walls will be considered for murals. Property owners must complete this application, including the release of liability waiver. Property owners must reimburse artists for supplies before work begins on the mural.

Acknowledgements

This project is funded by Mount Airy Downtown, Inc., a 501(c)3 non-profit whose mission is to foster and stimulate economic growth and development within the City of Mount Airy municipal service district through educational and promotional activities. The grant program will be funded annually, as the MAD, Inc. Board of Directors sees fit. Projects will be considered on a first-come-first-serve basis.

Application for Property/Business Owners Requesting MAD, Inc. Mural Grant:

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Business Owner's Name: \_\_\_\_\_

Property Owner's Name: \_\_\_\_\_

Briefly Describe Proposed Wall and Design Requests for Mural:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_



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Please attach any materials or inspiration necessary.

I certify that all information included with the application is true and correct and agree to adhere to any conditions stated herein in addition to all city ordinances and the laws of the State of North Carolina.

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Signature of Property Owner

Date

Application for Artists Submitting Designs for MAD, Inc.  
Mural Grant Program

Artist Name: \_\_\_\_\_

Address of Proposed Mural: \_\_\_\_\_

Artist Telephone Number: \_\_\_\_\_

Artist Email Address: \_\_\_\_\_

Attach the following items:

1. A Cover Letter that states you have read through the Mural Grant Program and understand our rules and regulations, a description of your interest in participation, a brief summary of yourself and a statement acknowledging that if your design is selected, you will be able to paint the mural within four months of approval.
2. A drawing of your design proposal, to scale, including colors, details, and any necessary notes.
3. Five to ten examples of your work in jpeg format, or a link to your artist website.
4. Signed Release of Liability Waiver.
5. All submittals shall be digital. Design documents shall be formatted to a pdf file and emailed to [coordinator@mountairydowntown.org](mailto:coordinator@mountairydowntown.org).

I certify that all information included with the application is true and correct and agree to adhere to any conditions stated herein in addition to all city ordinances and the laws of the State of North Carolina regarding this work. I acknowledge that I am waiving the rights of ownership of this artwork. I acknowledge that the work must be completed within four months of approval of this contract.

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Signature

Date

### Release of Liability Waiver

I, (please print name) \_\_\_\_\_,  
representing (business/property if  
applicable) \_\_\_\_\_, for myself, the  
organization and all members thereof, hereby waive any and all rights to  
make a claim for any loss or damage against the City of Mount Airy,  
Mount Airy Downtown, Inc., and their respective officials, employees  
and agents, arising out of participation in the MAD, Inc. Mural Grant  
Program except in the cases of gross negligence or intentional  
misconduct. I acknowledge that this program is not covered by any City  
of Mount Airy and Mount Airy Downtown Inc. insurance policy, that  
myself and our organization agrees to indemnify, defend and hold  
harmless the City of Mount Airy and Mount Airy Downtown Inc. , its  
officers, its employees, and its agents, from any and all claims, losses,  
damages, or claims of liability for damages to real or personal property  
or personal injury to any third party arising out of or proximately caused  
by the undersigned from any activity, including the cost of the defense  
of claim and attorney's fees. Applicant will be responsible for all liability  
arising out of its participation in the MAD, Inc. Mural Grant Program. I

further acknowledge that I and/or my organization shall adhere to all applicable City codes, rules and policies, and that it is my responsibility to provide adequate supervision and safety during this event.

This the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_

Applicant or Organization Authorized Representative:

Signature:

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