



Mount Airy Downtown, Inc. Mural & Sculpture Grant Policy



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

Introduction

The Board of Directors of Mount Airy Downtown, Inc. is working to build our public art portfolio in Downtown Mount Airy. These street murals, sculptures, and functional art works 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. Mount Airy Downtown, Inc. will work to identify locations within the Municipal Service District and subject matter of priority that reflects the vision and mission of Mount Airy Downtown, Inc.

Are you an artist or a property owner with an idea? Contact us to schedule a project concept meeting.

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, craft brews, 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 create areas of interest and get people moving throughout the downtown district.
- Modern designs that represent progress and diversity.
- Are semi-permanent and will have a life span of at least 5 years before needing major maintenance.

Process

Mount Airy Downtown, Inc. is prioritizing locations within the Municipal Service District and subject matter of priority that reflects the vision and mission of Mount Airy Downtown, Inc. MAD will commission artists to create works that reflect the mission, vision, and goals of downtown.

All projects 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 project is approved by all parties involved, MAD will enter into a contract with the artist and a date will be arranged for painting and/or installation of the artwork. All projects shall be completed within six 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 consists of:

- Mount Airy Downtown, Inc. will pay artists for each mural, sculpture, or functional art piece awarded by the MAD, Inc. Board of Directors. 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, location of the work, and skill level and experience of the artist. Projects may range from painting a back door, to large scale exterior walls of a building, small functional art like bike racks to larger than life sculptures. Award amounts may range from \$250 - \$15,000 depending on the project and available funds.
- For mural and functional sculpture projects: the property owner may be required to pay for approved materials needed to paint the mural up to \$500. Artists must keep all receipts for materials in order to be reimbursed by the property owner. The property owner shall reimburse the artist upon submittal of the supply receipts.
- The property owner may be required to enter into an encroachment agreement with Mount Airy Downtown, Inc. depending on the scale of the project. Ex. – large and more expensive murals with a larger investment will require more protection to justify that investment.

Project Schedule

All contract materials must be signed, complete and approved by MAD, Inc. before work begins. Once the project is approved, the work must be completed within 6 months of approval date. Artists should coordinate with the property owner/business owner to schedule installation. Artists should notify Lizzie Morrison, with Mount Airy Downtown, Inc. (336-401-0885, coordinator@mountairydowntown.org) to let her know when you will be installing. MAD, Inc. will be documenting the process and promoting the artist and project via social media.

Design Requirements for Murals, Sculptures, Functional Art:

- Artwork shall not contain logos or advertising.
- Artwork shall follow the City of Mount Airy Sign Ordinance.
- Artwork shall not contain religious symbols.
- Artwork shall not contain political symbols or endorsements.
- 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 or sculpture.
- **Artists must include @MountAiryDowntown in small print in a bottom corner of the mural.**

Small Print Items

1. The art is expected to have a lifespan of approximately 10 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. Larger projects may require an encroachment agreement with Mount Airy Downtown, Inc. depending on the scale and price of the project.
2. By accepting the art commission, the artist waives rights of ownership of the artwork.

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 properties within the Municipal Service District. Buildings owned by non-profit organizations are eligible. This program differs from our Façade Grant Program. Murals, sculptures, and functional art will not change the property value of your building, but instead

will be a public art work that will benefit the whole community. At this time, only rear and side facades will be considered for murals.

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 based on MAD, Inc. goals and priorities for downtown revitalization work.