

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

_____ Resolution or Ordinance (Blue) _____ Waiver of First Requested
 X Recommendations of Boards, Commissions & Committees (Green)
_____ Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: Nicole Aranas, Village Manager

DATE: June 9, 2026 (COW) (B of T) **Date:** June 18, 2026

TITLE: Lombard Mural Project

SUBMITTED BY: Carl Goldsmith, Director of Public Works *CG*

BACKGROUND/POLICY IMPLICATIONS:

The Village has included funds in the 2026 CIP for the installation of a mural representing Lombard along the UPRR ROW on Cresent Boulevard. The concept, and the artist group, was reviewed by the Community Relations Committee who supported the location and the contract with MUROS. MUROS is a consortium of artists based in Chicago that provide all forms of art installations.

The Village has received a proposal from MUROS in an amount not to exceed forty-five thousand (\$45,000.00) for the installation of a 150' x 12' mural. The project will be completed this summer. The funding breakdown is provided below:

FISCAL IMPACT/FUNDING SOURCE:

Contract Amount: \$45,000.00
Construction Fund - 410.710.725.75420

Review (as necessary):

Village Attorney X _____	Date _____
Finance Director X _____	Date _____
Village Manager X _____	Date _____

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



February 4, 2026

TO: Village President and Board of Trustees

THROUGH: Nicole Aranas, Village Manager

FROM: Carl Goldsmith, Director of Public Works 

SUBJECT: Lombard Mural Project

On an annual basis, as part of the Village's annual budget, the Village Board approves a ten-year Capital Improvement Plan. A Capital Improvement Program (CIP) is a financial planning, budgeting, and management tool that tracks, prioritizes and schedules improvements to public facilities, improvements to Village assets and infrastructure and identifies equipment replacement and repairs. The CIP is a living document that must be reviewed at least annually to ensure that it is compliant with Village priorities and needs. Roadways, sidewalks, buildings, and equipment should be replaced or rehabilitated as needed to continue to provide for the safety and well-being of the public and Village employees.

The CIP is developed and presented to the Public Works and Environmental Concerns Committee, who by Village Code is entrusted with the following: "the Public Works and Environmental Concerns Committee considers and makes recommendations to the Corporate Authorities regarding Public Works standards and ordinances, and matters concerning health, and environmental quality concerns in the Village; plus street lighting, drainage, sewers, streets and sidewalks, forestry, subdivisions flood control and water meters issues". The maintenance and replacement of these assets define the needs of the CIP. The FY 2026-2035 CIP is proposed at \$200,720,659.

Included in the 2026 CIP is the painting of a mural along Crescent Boulevard adjacent to the UPRR ROW and Churchill Woods. This project has been vetted by the Community Relations Committee who unanimously supported the concept. The origin of the project dates back to 2017 and was reviewed again by the Committee in 2024. As part of the Village's effort to create a "sense of place" and improve the aesthetics of the public spaces, the Village proposes to have mural painted on the concrete wall on the Union Pacific right-of-way along Crescent Boulevard. The 2026 CIP contains \$50,000 for this work to be performed.

With regard to the design and content of the mural, the Village has identified a source, MUROS, that is a consortium of artists. Staff has worked with MUROS and the Committee to identify two (2) muralists with projects/styles that match the Village's intent. Design ideas were shared with the Committee and used to form the attached contract. Once the contract is awarded, staff and MUROS will refine the design concepts and present these to the Committee for concurrence.

The location of the mural will be on the Union Pacific Railroad right-of-way along Crescent Boulevard, as identified below. The East Branch DuPage River Trail, which is in preliminary

engineering phase, will cross Hill Avenue in the general vicinity of the project location. The beautification of this area will serve to highlight Lombard.

Image #1



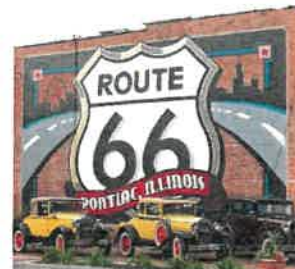
Aerial view of Crescent Boulevard, west of I-355 (wall location highlighted)

Image #2



Crescent Road looking southeast

Examples of the type of mural anticipated can be found below:



The mural will be painted this summer and evoke images and text significant to the Village. The mural will be coated with an anti-graffiti coating, and the Village will be responsible for the maintenance of the mural upon completion.

Staff recommends that the Village President and Board of Trustees authorize the Public Works Director to execute a Master Services Agreement and Statement of Work with MUROS in an amount not to exceed value of forty-five thousand dollars (\$45,000.00) for the installation of a mural along Crescent Boulevard in accordance with the terms and conditions set forth in the attached agreements. .

MASTER SERVICES AGREEMENT

This Master Services Agreement (this “MSA”) is made effective as of May 6, 2026 (the “Effective Date”) by and between Village of Lombard, an Illinois municipal corporation, with offices at 255 E. Wilson Ave., Lombard, IL 60148 (“Client”), and Muros LLC, an Illinois limited liability company, with offices at 1320 Meadow Lane, Deerfield, IL 60015 (“Muros”). Client and Muros are each a “Party” and together “Parties”. Now, therefore, in consideration for the mutual covenants and other good and valuable consideration set forth hereinafter, Muros and Client agree to the terms set forth below.

1. Services.

a. Muros will provide the services to Client as described in this MSA and in statement(s) of work signed by both Parties (the “Services”), with each such statement of work to be issued in a format consistent with that attached as **Schedule A** (each, a “SOW”). Each SOW will include the applicable scope of services, timeline, specifications, and fee. For clarity, the terms of each signed SOW are and will be incorporated into this MSA by reference.

b. Muros will rely upon Client’s detailed specifications in each SOW to establish the scope of Services, including the nature of the artistic work(s) that Muros will create, facilitate, manage, and/or deliver through independent artist(s) (each, an “Artist”) and/or other subcontractors (as applicable) for Client’s benefit (collectively, the “Artistic Work”). A description of the Deliverables (as defined below), the location(s) for the Artistic Work to be installed, the fee for Muros’ Services (the “Fee”), payment terms, and the timeline for the completion of the Deliverables will be set forth in each SOW. Each SOW will be governed by the terms of this MSA. Any conflict between the provisions of this MSA and a SOW will be governed by the provisions in the SOW.

c. Any reference to Services includes the Deliverables.

2. Ownership/License.

a. Deliverables. “Deliverables” means the Artistic Work(s) and (as applicable) any other materials to be provided to Client as stated in a SOW issued hereunder. The Parties acknowledge that, depending on the specifications in a SOW, the Deliverables may or may not include Provider Content (as defined below) or Client Content (as defined below).

b. Client Content. “Client Content” means: (i) content provided by or on behalf of Client to Muros or its subcontractors for use in providing Services hereunder and/or (ii) content incorporated into or otherwise used in creating the Deliverables at the direction or instruction of Client or Client’s authorized representative. By way of example but not limitation, Client Content includes any and all trademarks, logos, names, pictorial or graphic content, copyrighted materials, mock-ups, photographs, graphic renderings, likenesses, and other indicia of identity, including any of the foregoing owned or controlled by Client or third parties and provided by Client or its authorized representative hereunder. It is expressly understood and agreed that no rights are transferred by Client to Muros or Muros’ subcontractors with respect to such Client Content, except for the limited extent necessary for Muros or its subcontractors to perform the Services set forth herein or in a SOW.

c. Provider Content. “Provider Content” means intellectual property or other rights or content owned or licensed by Muros or its subcontractors before starting Services or created/procured independently of this MSA, including, by way of example but not limitation: Muros/Artist names, nicknames, trademarks, biographical information, social media handles, URLs, signature artistic elements, and/or the likeness or other indicia of identity of Muros’ employees or subcontractors (including Artists). For clarity, Client will not obtain ownership rights in or to Provider Content other than a license to use Provider Content that may be incorporated into the Deliverables as contemplated in the applicable SOW.

d. Ownership and Usage Rights. Ownership and usage rights in the Deliverables will be governed by the terms set forth in the SOW.

e. Grant of License by Client. To the extent that the Deliverables under a SOW include Client Content, Client grants to Muros and its designated subcontractors a limited, non-exclusive license to use the Client Content as needed to fulfill their obligations under a SOW.

3. **Term and Termination.**

a. Term. This MSA will commence on the Effective Date and continue until terminated by one of the Parties as provided for in this MSA (the "Term"). Either Party, for convenience, may terminate this MSA and/or an outstanding SOW upon thirty (30) days' written notice to the other Party.

b. Termination for Breach. Upon a Party's failure to perform a material obligation of such Party under this MSA or a SOW, the non-defaulting Party may provide written notice to the defaulting Party detailing such failure; if the defaulting Party fails to cure such failure within thirty (30) days after notification thereof, then the non-defaulting Party may terminate this MSA and/or the applicable SOW, effective immediately, by giving written notice to the defaulting Party.

c. Force Majeure. Neither Party will be liable to the other Party for any delay or failure in performance hereunder, due to a force majeure event that is beyond the reasonable control of the Party unable to perform. If a force majeure event occurs, the Party delayed or unable to perform will give immediate written notice to the other Party; the other Party may, by written notice, terminate the affected SOW if a force majeure event remains in effect for more than thirty (30) days. For purposes of this MSA, a force majeure event means acts of God, wars, riots, terrorism, civil insurrections, and abnormal forces of nature (including, without limitation, lightning, earthquake, fire, storm, hurricane, tornado, flood, washout, and explosion), public illness/health crisis, governmental preemption, legal proceedings, strikes, or labor unrest (other than a strike or labor unrest of one of the Parties).

d. Effect of Termination. Termination or expiration of this MSA will not affect or diminish any rights or obligations which accrued prior thereto. Notwithstanding any termination of this MSA, any and all provisions of this MSA necessary for the administration of any existing SOW will remain in full force and effect until the completion or termination of such SOW. The obligations of Client to remit payment(s) for Fees relating to Muros' provision of Services and Deliverables prior to the effective date of a termination will survive termination of this MSA or a SOW. Termination of a SOW will not affect the validity or enforceability of this MSA or those terms of the MSA necessary to preserve each Party's rights and obligations under this MSA.

e. Termination of SOW. If Client terminates a SOW before completion, Client will pay and/or reimburse Muros for: (i) the greater of the amount of the Deposit (as such term is defined in the applicable SOW) or the amount due for Services provided by Muros as of the cancellation date (which may include non-cancelable commitments made and expenses incurred by Muros prior to the cancellation date), and (ii) any cancellation fee set forth in a SOW (if applicable).

4. **Responsibilities and Representations.**

a. Muros' Responsibilities. Muros' responsibilities and obligations under this MSA and each SOW include those set forth below, it being understood and agreed that any conflicting terms in a SOW will supersede those set forth in this MSA:

- i. Identifying and contracting with the Artist(s) and/or other subcontractors who will provide the Deliverables;
- ii. Paying for the fees, expenses, and materials of the Artist(s) and any other subcontractor(s) who will assist in creating and/or providing the Deliverables;
- iii. Managing the Artist(s) and other subcontractors (as applicable);
- iv. Facilitating the creation, delivery, installation, and timely provision of the Deliverables as set forth in each SOW; and
- v. Working with Client to secure the mutually-agreed location(s) at which the Artistic Work is to be displayed as set forth in a SOW.

b. **Client Responsibilities.** Client's responsibilities and obligations under this MSA are set forth below, which are in addition to any and all obligations set forth in a SOW, it being understood and agreed that any conflicting terms in a SOW will supersede those set forth in this MSA:

- i. Providing in a timely manner: (A) creative direction and specifications for the Deliverables, including the Artistic Work, and (B) Client Content and/or other materials that Client intends to be included in the Deliverables or to be used by Muros and its subcontractors in providing the Services;
- ii. Procuring at its sole expense all necessary rights, licenses, permissions, agreements, and/or releases in order for any and all Client Content to be used, reproduced, displayed, published or distributed in connection with the Deliverables without further expense or liability to Muros or its subcontractors;
- iii. The accuracy, completeness and propriety of any written copy provided to Muros or its subcontractors to be used in connection with the Services, including the Deliverables; and
- iv. Paying the Fee set forth in each SOW as described therein.

c. **Reciprocal Representations.** Each Party represents that: (i) it will perform all the obligations assigned to it hereunder, including under a SOW, and (ii) it has all applicable rights, licenses, power, and authority needed to perform such obligations.

5. **Indemnification.** Each Party (the "Indemnifying Party") agrees to indemnify, defend, and hold harmless the other Party (the "Indemnified Party") from and against any third-party claim, demand, action, damages, costs and expenses (including reasonable outside attorneys' fees) arising out of the Indemnifying Party's (a) negligence, (b) willful misconduct, or (c) breach of its obligations and/or representations under this MSA, including those set forth in a SOW.

6. **Governing Law.** This MSA and each SOW hereunder will be governed by the laws of the State of Illinois (without regard to its conflict of law principles). Each of the Parties agree that the venue for any dispute arising under this MSA or an SOW will be exclusively in the federal or State courts within the Northern District of Illinois. Each of the Parties hereby irrevocably consent to jurisdiction and venue in such courts and waive any objection based on inconvenient forum.

7. **Disclaimers.** EXCEPT FOR THE EXPRESS REPRESENTATIONS, WARRANTIES AND COVENANTS SET FORTH IN THIS AGREEMENT OR A SOW, THE ARTISTIC WORK(S), AND SERVICES PROVIDED BY MUROS AND/OR THE ARTIST(S) ASSOCIATED THEREWITH TO CLIENT UNDER THIS AGREEMENT AND EVERY SOW ARE PROVIDED "AS IS" AND "AS AVAILABLE" WITHOUT REPRESENTATION OR WARRANTY OF ANY KIND, WHETHER EXPRESS, IMPLIED, STATUTORY OR OTHERWISE, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY, AND FITNESS FOR A PARTICULAR PURPOSE, TO THE MAXIMUM EXTENT PERMITTED BY LAW. THE AGGREGATE LIABILITY OF ONE PARTY TO THE OTHER ARISING OUT OF, OR RELATING TO, THIS AGREEMENT (WHETHER IN CONTRACT, TORT OR OTHER LEGAL THEORY) WILL BE LIMITED TO DIRECT DAMAGES AND ONLY UP TO THE AGGREGATE AMOUNT PAID BY CLIENT TO MUROS HEREUNDER, EXCEPT WITH RESPECT TO THE PARTIES' INDEMNIFICATION OBLIGATIONS, WHICH ARE NOT SUBJECT TO THIS CAP. IN NO EVENT WILL EITHER PARTY BE LIABLE TO THE OTHER PARTY FOR ANY

SPECIAL, CONSEQUENTIAL, PUNITIVE OR INDIRECT DAMAGES (INCLUDING, BUT NOT LIMITED TO, LOST PROFITS), WHETHER OR NOT NOTIFIED OF SUCH DAMAGES.

8. **Non-Solicitation; Non-Circumvention.** During the Term and for two years following the expiration or termination of any SOW issued hereunder, Client will not: (a) solicit, directly or indirectly, the specialized creative service providers introduced to or made known to Client under this Agreement, namely, Artists as well as creative production and installation partners (collectively, "Creative Service Providers") or (b) engage, directly or indirectly, such Creative Service Providers to work for or provide professional services for or on behalf of Client. The foregoing provisions will not apply to Creative Service Providers introduced to Muros by Client or to Creative Service Providers with whom Client has a prior relationship or existing relationship.

9. **Miscellaneous Provisions.**

a. Relationship of Parties. The Parties intend to create an independent contractor relationship and nothing contained in this MSA will be construed to make either Client's or Muros' partners, joint venturers, principals, agents or employees of the other. All Muros' personnel will be either employees, contractors, or third-party suppliers of Muros and will not be deemed an employee, agent, or partner of Client for any purpose whatsoever. Unless otherwise expressly provided in a SOW, neither Party nor any personnel of either Party will have any authority to bind or act as an agent on behalf of the other Party.

b. Notices. Any notice given under this MSA must be in writing and will be effective only if delivered personally, or sent by email transmission with electronic confirmation of receipt by the Party being notified, or delivered by overnight courier service to the recipient at the address set forth in this section or to such other address as the Party being notified may have previously furnished to the other Party by written notice in accordance with this section. Notices or communications given under this MSA will be effective and deemed received on the date of personal delivery, or the date of email transmission as evidenced by the transmission confirmation, or on the day after sending by overnight courier service as evidenced by the signature of the Party or its representative.

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| i. | to Muros:
Attn: Tricia Binder
Muros LLC
1320 Meadow Lane
Deerfield, Illinois 60015
Email: tricia@muros.com | with copy to:
Kimberly Alcantara, Esq.
CM Law PLLC
13101 Preston Road, Suite 110-1561
Dallas, TX 75240
Email: kalcantara@cm.law |
| ii. | to Client:
Attn: Carl Goldsmith
255 E. Wilson Ave.
Lombard, IL 60148
Email: goldsmithc@villageoflombard.org | |

c. Full Authority. Each Party represents and warrants that it has the full right, power, and authority to enter into and perform its obligations under this MSA, and that the person signing this MSA is duly authorized to enter into this MSA on its behalf.

d. Modification; Waiver. This MSA and any SOW may not be modified or amended except by a written instrument signed by authorized representatives of both Parties. No waiver will be implied from conduct or failure to enforce rights, and no waiver will be effective unless in writing signed on behalf of the Party against whom the waiver is asserted. The exercise of any right or remedy provided in this MSA will be without prejudice to the right to exercise any other right or remedy provided by law or equity, except as expressly limited in this MSA.

e. Counterparts. This MSA and any SOW may be executed in counterparts, each of which, when executed and delivered, will be deemed an original, and all of which when taken together will constitute one and the same MSA. Signature and delivery of an executed counterpart of this MSA or any SOW by fax, email of a PDF, DocuSign (or similar) will be equally as effective as an original executed counterpart of this MSA and/or SOW, as applicable.

f. Entirety/Severability. This MSA contains the entire understanding of the Parties with respect to the matters contained herein and supersedes all prior agreements and undertakings with respect thereto. This MSA includes any exhibits, schedules, and attachments to this MSA and any SOW issued hereunder, with the terms thereof incorporated into this MSA by reference. If any provision of this MSA is held illegal or unenforceable, such provision will be severed and inoperative, and the remainder of this MSA will remain operative and binding on the Parties.

g. Assignment. This MSA may not be assigned by Client or Muros without the prior written consent of the other Party, such consent not to be unreasonably withheld or delayed, provided, however, that either Party may, without the consent of the other Party, assign its rights under this Agreement if such assignment is to a successor of the assigning Party by consolidation, merger, or operation of law, or to a purchaser of all or substantially all of the assigning Party's assets. Any assignment in violation of this Section will be deemed null and void. For clarity, nothing to the contrary that may be implied otherwise herein will prohibit Muros from using subcontractors in providing the Deliverables, including, without limitation, Artists, videographers, and/or photographers.

h. Survival. Those provisions that by their nature are intended to survive termination or expiration of this MSA will so survive, including by way of example but not limitation, the provisions in Sections 5-9.

ACCEPTED & AGREED:
MUROS LLC

Signature: _____

Printed Name: Tricia Binder

Title President

ACCEPTED & AGREED:
VILLAGE OF LOMBARD

Signature: _____

Printed Name: Carl Goldsmith

Title: Public Works Director

**SCHEDULE A: STATEMENT OF WORK
MUROS PROJECT CODE:**

This Statement of Work (“SOW”) is effective as of May 6, 2026 (the “SOW Effective Date”) and is incorporated into that certain Master Services Agreement (“MSA”) effective as of May 6, 2028 (“MSA Effective Date”) by and between Village of Lombard (“Client”) and Muros LLC (“Muros”). This SOW is governed by the terms of the MSA and will continue in effect from the SOW Effective Date through the completion of Services as outlined in this SOW (the “SOW Term”). Unless otherwise defined in this SOW, the definitions set forth in the MSA will have the same meaning in this SOW. Any conflict between the provisions of this SOW and the MSA will be governed by this SOW. The Parties agree to the terms set forth herein.

1. **OVERVIEW.** Muros will assist in Client’s activation of its Village of Lombard mural (the “Program”). To activate the Program, Muros will engage an independent artist (“Artist”) to conceptualize create, design, revise, paint, execute, deliver, and install a painted mural (“Artistic Work”) at the location(s) specified herein.

a. **Muros Contact:** Tricia Binder, tricia@muros.com; Dave Seidler, dave@muros.com

b. **Client Contact:** Carl Goldsmith, goldsmithc@villageoflombard.org

2. **LOCATION(S):** Client owns or controls, (and is otherwise responsible for securing and making available), the location(s) set forth below at which the Artistic Work will be installed (each, a “Location”), as well as for any permits, fees, and/or licenses associated with installation of the Artistic Work(s) at the Location(s). For clarity, Client is responsible for ensuring that each such Location is safely accessible for Muros, the Artist(s), and or Muros’ other subcontractors (as applicable) to install the Artistic Work.

- **Location Address(es):** Union Pacific Railroad right-of-way along Crescent Boulevard in Lombard, IL (41.883977, -88.035714)
- **Photo/Rendering of Location(s) where Artistic Work will be installed:** N/A
- **Dimensions:** 100’ x 12’ (1200 SF)

3. **SERVICES & SPECIFICATIONS OF DELIVERABLES:**

a. **Project Management & Oversight:** Muros will contract with, manage, and pay all applicable fees and the expenses to the Artist and/or other subcontractors (as applicable) who will design, create, and who will affix and/or install the Artistic Work at (or in connection with) the designated Location in accordance with Client’s reasonable instructions and specifications, and will facilitate the timely provision of the Artistic Work(s).

b. **Creative Direction:** In Client’s discretion, Artist will include a Client-specified trademark, logo and/or hashtag within the Artistic Work. Moreover, Artist will, subject to artistic interpretation, conform to the Client-provided creative brief and creative vision set forth in this SOW, including as set forth in the Creative Intake Form attached as **Schedule A-1** (the “Creative Direction”). For clarity, the Creative Direction for the Program may be adjusted during the SOW Term per mutual agreement of the Parties, it being understood and agreed that any such changes may result in delays in the Projected Timeline and could impact availability of Client’s selected Artist, in which case any such Creative Direction adjustments may require mutually-agreed adjustments to the Fee as well.

c. **Supplies/Materials:** Muros will secure and be responsible for the costs/expenses of any supplies or materials needed to complete the Artistic Work(s) with the exception of: Supplies, materials, services, and associated costs and expenses for priming the wall at the Location where the Artistic Work(s) will be installed, for which Client will be responsible.

d. **Add-On Services/Deliverables:** Other mutually agreed activations to optimize the Program may be integrated as value-added assets subject to a written/signed change order or amendment to this SOW. Any such add-on Services/Deliverables may be subject to a mutually agreed incremental fee depending on the nature thereof.

4. **ARTIST(S).** The Parties have mutually agreed upon the Artist(s) identified below who will create the Artistic Work, it being understood and agreed that each such Artist may be replaced with a mutually agreed alternative Artist in the unlikely event of Artist's unavailability. For any Artist identified below as "TBD" the Parties will mutually agree upon a Client-approved Artist.

- **NAME:** Ben Marasco

5. **PROJECTED TIMELINE & APPROVAL SCHEDULE.** The following sets forth the projected timeline and approval schedule for Deliverables to be produced under this SOW (the "Projected Timeline"), it being understood and agreed that the timeline may be adjusted as needed and mutually agreed by Muros and Client. The Parties further understand and agree that the Projected Timeline may be impacted by weather or other conditions that render painting, installation, application, and or removal of the Artistic Work unsafe or impracticable, in which case the Projected Timeline will be adjusted in a reasonable and expeditious manner. For clarity, any dates represented with "TBD" in the timeline below, will be mutually agreed upon by the Parties' authorized representatives via email.

- Preliminary Designs & Approvals:** Client will be provided with two (2) rounds of review and feedback on the design(s) for the Artistic Work(s), as follows:
 - 6/9/2026: 1st draft of design(s) delivered to Client
 - 6/16/2026: Client gives feedback on 1st draft design(s)
 - 6/23/2026: 2nd round design(s) delivered to Client
 - 6/26/2026: Client gives feedback on 2nd round design(s)
 - 7/2/2026: Final design(s) delivered to Client
 - 7/7/2026: Client gives final approval of design ("Design Approval Date")
- Painting Dates:** 7/13/2026 through 7/27/2026 ("Painting Dates")
- Final Delivery/Approval of Artistic Work by Client** 7/27/2026 ("Final Approval Date")
- Display Period:** The Artistic Work will remain on display from the Final Approval Date and indefinitely thereafter (the "Display Period")
- Removal:**
 - The Artistic Work may be removed at any time in Client's discretion and at Client' expense

Deliverables will be approved by Client on the final approval/delivery date stated in the above Timeline unless Client notifies Muros otherwise in writing on the approval date (email sufficient). If Client unreasonably withholds final approval or requires material changes beyond the scope of this SOW to grant approval, additional fees may apply.

6. **OWNERSHIP & GRANT OF LICENSE.**

a. **Retention of Copyright by Artist:** Notwithstanding any terms to the contrary in the MSA, Client understands and agrees that Artist will retain ownership of the copyright(s) in the Artistic Work(s). Muros' contract with Artist will require that Artist grant to Client the irrevocable, worldwide, limited right and license in perpetuity to: (i) reproduce, display, modify/alter, distribute, publish, transfer, and otherwise use the Artistic Work(s) and images/footage thereof (including any Additional Content provided under this SOW, if applicable) for the purpose of advertising, marketing, publicizing and promoting Client and/or the Products, (ii) sublicense and/or assign the rights granted hereunder to third

parties, and (iii) remove and/or destroy the tangible form of the Artistic Work(s). For clarity, the license granted by Artist will not include the right by Client to create, sell, or distribute merchandise bearing images of the Artistic Work(s).

b. **Restrictions on Use of Deliverables:** Muros' contract with Artist will further state that Artist may not: (i) reproduce, display, modify/alter, distribute, publish, or otherwise use the Artistic Work(s) for any commercial purpose, (ii) license to any third-party the right to reproduce, display, modify/alter, distribute, publish, or otherwise use the Artistic Work(s), or (iii) assign the copyright(s) in the Artistic Work(s) to a third party.

c. **Use of Artist Information:** In connection with materials to promote or publicize the Program or the Artistic Work, Client may use, reproduce, distribute, publish and refer to: (a) Artist's name and (if provided) Artist's approved bio, (b) Artist's signature as it may appear incidentally on the final, tangible Artistic Work(s), and (c) Artist's image as it appears in the Additional Content, if applicable.

d. **Portfolio Use:** Client grants Muros and Artist a license to reproduce, publish, and display images and/or video of the Deliverables in each of their respective portfolios, web sites and social channels in recognition of creative excellence or professional advancement. Muros and Artist may also describe each of their respective roles in relation to the Deliverables.

7. COMPENSATION:

a. **Fee:** As total compensation for the Services and Deliverables to be provided under this SOW, Client will pay Muros a fee of Forty Five Thousand Dollars (\$45,000) (the "Fee").

b. **Payment Terms.** Client will remit a nonrefundable payment of 50% of the Fee to Muros within ten (10) business days after the signing of this SOW (the "Deposit"). Upon completion and delivery of the Artistic Work, Client will remit to Muros the remaining 50% of the Fee. The balance is due net thirty (30) days from the date of the final invoice. For clarity, if Muros needs to initiate collection efforts to obtain payment under this SOW, Client will pay all collection costs including but not limited to, reasonable attorney's fees, paralegal's fees, and other legal expenses (such as court costs, and service and investigation fees), whether a lawsuit is filed or not.

ACCEPTED & AGREED:

MUROS LLC

Signature: _____

Printed Name: Tricia Binder

Title President

ACCEPTED & AGREED:

VILLAGE OF LOMBARD

Signature: _____

Printed Name: Carl Goldsmith

Title: Public Works Director

**SCHEDULE A-1
CLIENT CREATIVE DIRECTION**

<p>01. General Creative Direction</p>	<p><i>Looking for a bold, welcoming mural that captures the spirit of Lombard as people enter the community. The design should feel like a sense of arrival, something that's visually striking from a distance but also layered with meaning up close. It should reflect Lombard's identity as the "Lilac Village," while incorporating elements of community and history in a modern, cohesive way.</i></p> <p><i>Overall, we want something that feels vibrant, timeless and uniquely Lombard.</i></p>
<p>02. Color Palette</p>	<p><i>The artwork does not need to follow a strict brand color palette, but it should feel complementary to the Village's identity. We would like the color palette to be inspired by Lombard's character, with lilac and purple tones as a natural starting point, supported by greens, soft blues, and other colors that reflect nature and community. Because the mural will serve as a visual gateway feature, we encourage the use of vibrant and high-contrast colors that will read well from the roadway and have strong visual impact.</i></p>
<p>03. Themes</p>	<p><i>Community pride; Lombard's identity as the Lilac Village; Local history; Growth and progress; Welcoming sense of place; Connection and community life</i></p>
<p>04. Must-haves</p>	<p><i>A clear connection to Lombard; visual nod to Lombard as the Lilac Village; lilacs or floral/botanical elements inspired by Lilacia Park; a sense of community, pride, and welcome; some reference to Lombard's history and character; design that is visually striking and readable for people driving into town; a horizontal composition that works well at large scale and from a distance</i></p> <p><i>The artist may also consider subtle or stylized references to recognizable Lombard locations, such as Yorktown Center, Maple Street Chapel, Dairy Queen, Lilacia Park, etc. These should be integrated thoughtfully into the overall design and not presented as standalone elements.</i></p>
<p>05. Definitely Avoid</p>	<p><i>A design that feels overly busy or cluttered; small details that will not read well from a distance; heavy text or wording beyond what is necessary; political messaging or divisive content; dated design styles or anything that may not age well visually</i></p>

<p>06. Mood board/Visual Inspiration</p>	<p><i>As this will be the Village's first mural, we are looking to the artist to help guide the visual direction and bring forward strong, creative ideas. We are interested in examples that demonstrate:</i></p> <p><i>Strong visual impact and readability from a distance</i> <i>Thoughtful use of color and composition</i> <i>Integration of nature or botanical elements in a creative way</i> <i>Murals that convey a sense of place or community identity</i> <i>Clean, cohesive designs that will remain timeless over time</i></p> <p><i>We welcome your creative input and perspective, and are excited to see how you interpret Lombard's identity and story through your work!</i></p>
<p>07. Application/Format</p>	<p><i>The mural will need to be durable enough to withstand weather and sun exposure over time. Materials and methods should be appropriate for large-scale public art and long-term maintenance. The finished work should be designed with visibility from the roadway in mind.</i></p>



**Mural
Activation**

March 31, 2026

muros

MUROS



mural activation

project overview

The Village of Lombard is interested in beautifying the entry to the community along Crescent Boulevard with a mural. By partnering with local artists, not only will The Village develop a truly unique piece of art, but they will also show their authentic connection to the local community.

locations

Lombard, IL
Crescent Blvd

artist requirements

Local Artist

dates

Late Spring - Early Summer

creative direction

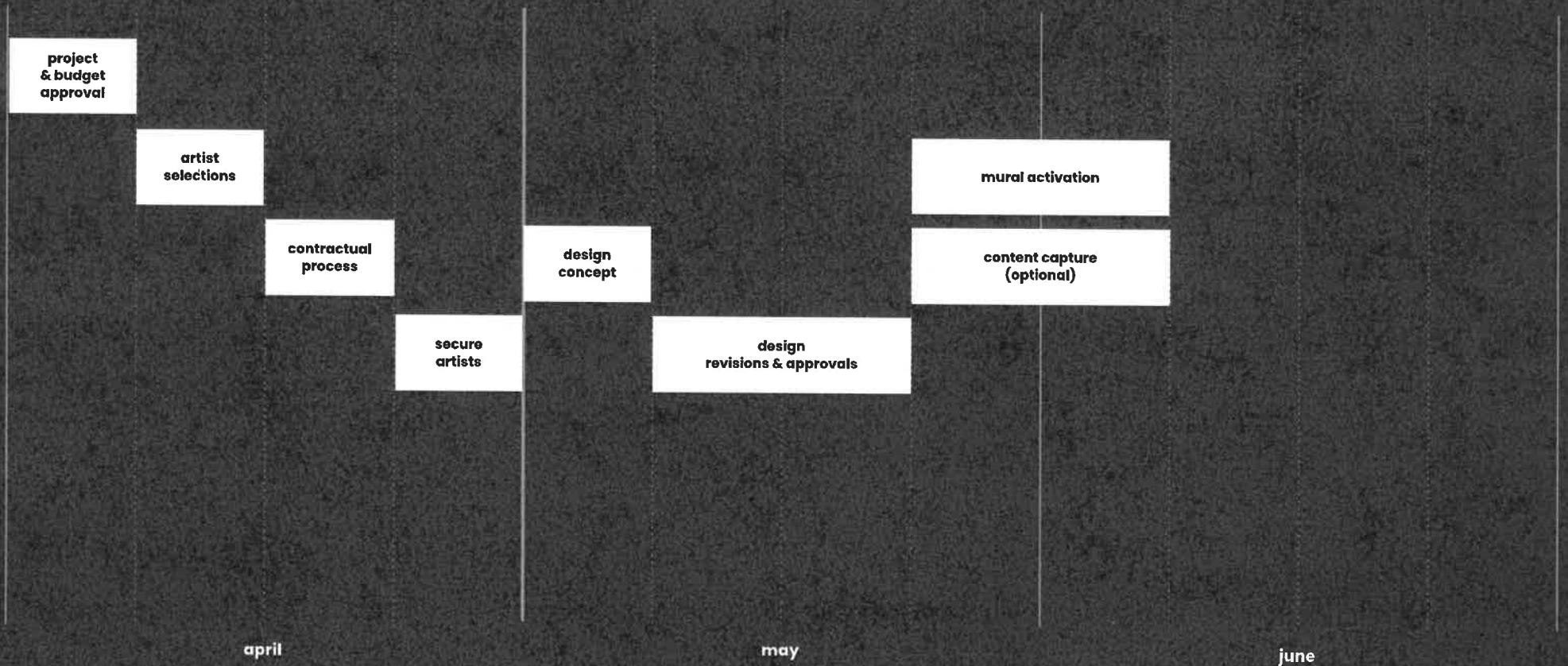
A mural welcoming people to Lombard, including imagery highlighting Lombard's history

dimensions

~100'-150' x 12' (1200 - 1500 SF)

mural activation

estimated timeline



mural activation

activation process



creative strategy

Together with The Village of Lombard develop a strategy that allows for creativity, consistency, and differentiation.



artist sourcing

Identify a local artist to ensure The Village of Lombard showcases their commitment to the community, reaches their target audience and meets their activation goals.



art activation

Muros will manage the entire activation from start to finish including creative concepts, onsite logistics, artist contracts, equipment, supplies and post-campaign asset delivery.



content capture

Through HD video & photo capture, The Village of Lombard can extend their campaign by developing a unique story that highlights not only the activation but also the artist and their partnership.



campaign extensions

Garner the attention of local media. From The Village of Lombard to the visitors to the artist and the community we can create special moments that build impact and awareness

mural activation

location



mural activation
artist thought starters

chicago

artist thought starter 1

about

This Pilsen artist is known for his signature blue on red color palette. Taking a photorealistic approach to his art, these vibrant colors contrasted against each other create very impactful murals. He believes that seeing everyday animals and people in new colors will force you to think about them in a new, unique way.

style

Realism

**additional work available upon request*



chicago

artist thought starter 3

about

This Chicago artist is currently a freelance illustrator, muralist and fine arts creator with work spanning across album covers, posters, drawings, prints, paintings, walls, and mixed media sculptures. He pulls influence from the neighboring areas and organizes it into uniquely chaotic concepts.

style

Illustration / Abstract

**additional work available upon request*



chicago

artist thought starter 4

about

This artist's visual language and stylistic elements are quintessentially Midwestern, pay homage to Chicago, and consistently appear in his work. The images he creates seem to evoke unspoken narratives written in the urban landscape like images torn from a fictional story.

style

Illustration

**additional work available upon request*



chicago

artist thought starter 5

about

This artist is currently running a design and illustration studio in Chicago. She has an affinity for celebrating everyday objects and scenarios within her work. When she's not creating colorful and sometimes humorous illustrations for clients, she's either traveling or mixing up a new cocktail recipe. She has worked with clients such as Apple, Uber and Snapchat.

style

Illustration

**additional work available upon request*



chicago

artist thought starter 6

about

This artist comes from a strong illustration and graphic design background. Having grown tired of the agency world, he decided to pursue murals full time and works with his wife as a creative duo. They now collaborate on linework projects to create these dense murals full of detailed imagery.

style

Illustration

**additional work available upon request*



chicago

artist thought starter 7

about

This Chicago-based artist creates paintings that capture the inherent connection humans have with the natural world. His work is highly realistic, bringing detailed depictions to life by juxtaposing them alongside surrealistic imagery. He urges his audience to surrender to nature's "pull" and connect with their roots while viewing his paintings.

style

Realism / Surrealism

**additional work available upon request*



chicago

artist thought starter 8

about

Through sinuous line work, dynamic figures, and evocative installations, this artist uses public art to tell stories.

Through public art, this artist aims to activate spaces by challenging a viewer to consider their role within those different narratives. He believes that powerful public art should not only make an engaging statement, but should also ask important questions.

style

Illustration

**additional work available upon request*



chicago

artist thought starter 9

about

This artist is half of a duo that has scattered public art throughout the trendiest neighborhoods of Chicago. Having grown up in the Chicago skate scene, his work is a cross between many countercultures and pop art influences. His collages expertly juxtapose all types of imagery in bold pop art style.

style

Illustration / Abstract

**additional work available upon request*



mural activation

pricing

100' x 12'

\$35K

150' x 12'

\$45K

range based on artist and final scope
UV and Anti Graffiti Coating Additional 10K

activations include

Legal & Contracts
Project Management

Artist Sourcing & Vetting
(1) Creative Concept & (2) Revisions

Paint / Supplies / Lift / Equipment
Activation & Production



QR code integrations

Murals with QR code integrations can give your audience access to additional information and experiences to drive consideration and conversion.

thought starters

- Highlight Videos
- Teasers
- Immersive Experiences
- Deals/Promos

price

\$3K per location

augmented reality

AR will allow you to bring murals to life with unique multidimensional experiences, videos or interactive games.

thought starters

- Breakthroughs
- Animations and Storytelling
- Gaming experiences

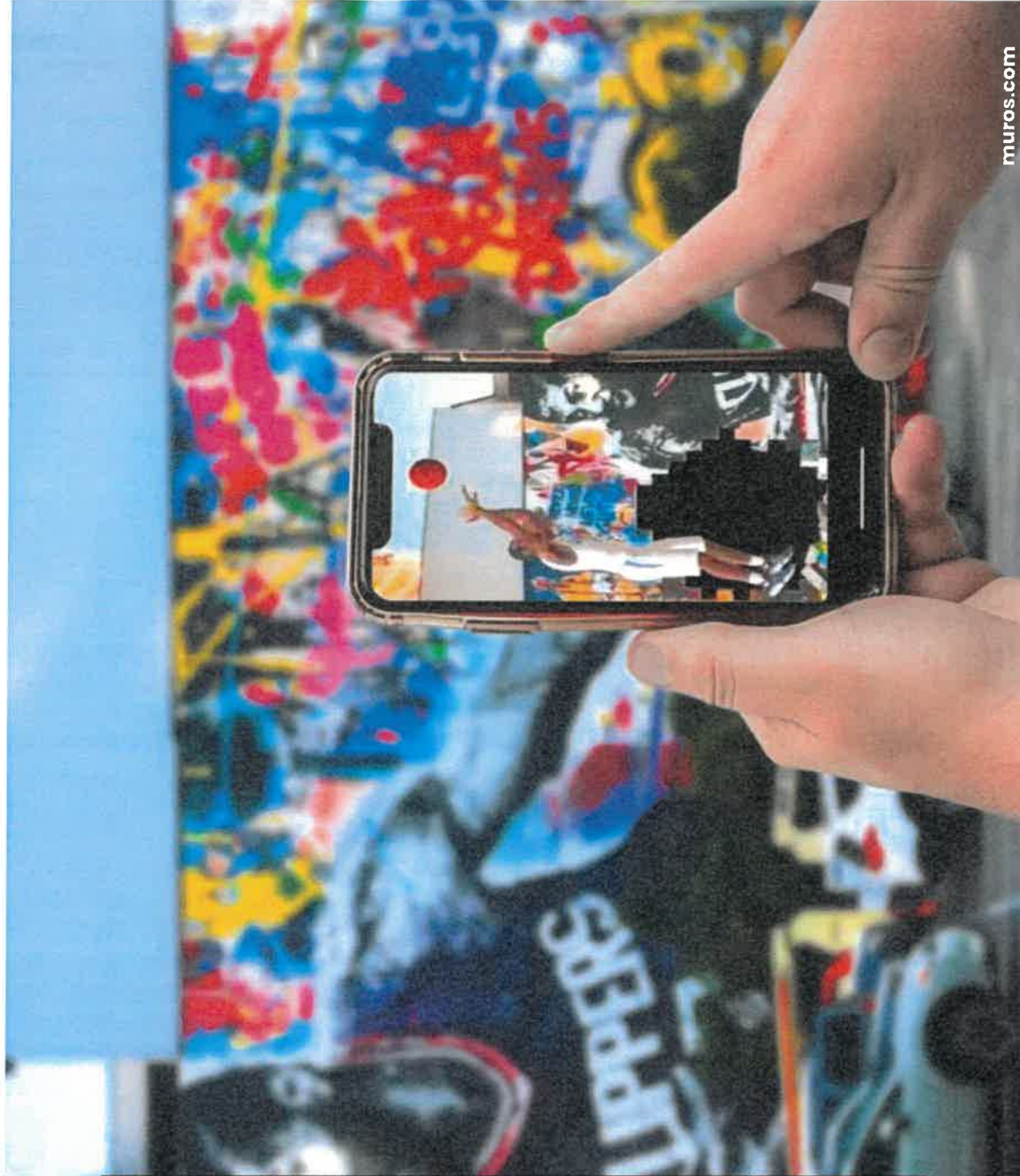
price

\$30-40K+

depending on AR experience and scope

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**content
capture**

standard

video content

- (1) :15 HD Video Teasers
- (1) :30 HD Video Edit
- Interview + Music Overlay
- Partial Timelapse Integration
- Partial Drone Integration
- (2) Aspect Ratios

photo content

- 10 High Res photos

\$12K

*includes pre-production
includes 2 onsite production days*

basic

video content

- (1) :15 or :30 HD Video Edit
- Music Overlay
- Partial Timelapse Integration
- (1) Aspect Ratio

photo content

- 10 High Res photos

\$10K

*includes pre-production
includes 2 onsite production days*

A group of people, including several young women and men, are standing in front of a large, colorful mural. The mural features abstract patterns and figures. The scene is outdoors, likely at an art festival or gallery opening. The overall atmosphere is vibrant and artistic.

**artist
influencer**

standard package

deliverables

- (1) IG Story Video/Photo Posts with @mention & hashtag
 - (1) Final IG In Feed Photo/Video Post with @mention & hashtag
-

\$5K per artist

all posts are on artists IG account

muros

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