

PUBLIC ART PROGRAM GUIDELINES CITY OF DEKALB

BACKGROUND

The Public Art Mural Program (the “Program”) is a City of DeKalb program administered by the City. The Program is for murals in the City’s corporate limits that are to be placed on property owned by the City or that are to be financed in whole or in part with City funds. The Program does not include murals that are to be placed on private property and that are funded entirely with private funds. An applicant for a Public Art Mural Permit may apply through the City Manager’s Office.

The Program considers proposals for murals that reflect diversity in style and media from artists with diverse backgrounds and experiences. Applications for a Public Art Mural Permit are initially reviewed by the Citizens’ Community Enhancement Commission (the “CCEC”), which makes an advisory recommendation for the City Council’s final decision.

All murals approved through this Program become part of the City’s public art collection. All permit applications must include the artist’s signed waiver of propriety rights in the form provided by the City. All permit applications for murals that are to be placed on private property must have a signed agreement by the private property owner in the form provided by the City.

DEFINITIONS

Mural: A mural is a painting, mosaic, or bas relief that is applied directly to a wall, or other process that is clearly visible from the public right-of-way.

Community Group: A particular group of people or an organization with communal similarities that is intended to reflect the DeKalb community.

Public: Volunteers and participants recruited for a mural project.

Community-Partner Mural: A project initiated 1) by a group of people who are seeking a mural that is related to their community group; or 2) by a lead artist who creates a mural design and leads the design and painting process with a community group.

Artist-Focus Mural: A project created by the lead artist with the intent of fulfilling the artist’s vision with or without participation from the public or a community group.

CRITERIA

Applicants may be:

1. An individual, artist, or group of artists;

2. A curator who selects artist(s) for a project;
3. Students enrolled in an art program at a degree-granting institution; and
4. Neighborhood associations, community groups, citizen-based groups/organizations, corporations, partnerships, non-profit corporations, non-profit organizations, and public bodies.

Applications may be subject to various considerations, including, but not limited to:

1. Aesthetics/Design;
2. Concept, scale, and execution: original concept and excellence in execution; scale is appropriate for the location of the mural;
3. Context: creatively responds to site and neighborhood; design clearly depicts ideas expressed in project description;
4. Support: support from property owners, neighbors, community, and general public; and
5. Feasibility: ability to complete the proposed mural, a realistic budget, agreement between property owner and artist regarding responsibility for mural preparation, painting, and maintenance; and
6. Compatibility with City Code, including regulations for signs, graffiti, and nuisances.

Ineligible Projects or Applicants

1. Murals on private property that are funded entirely with private funds;
2. Murals on single family residences/property;
3. Murals on property that is not clearly visible/accessible to the public from the public right-of-way;
4. Murals located in the interior of a building, even if clearly visible from the public right-of-way; and
5. Applicants who have not provided the required signed agreements by the artist or property owner.

Funding Criteria

The Program's funding is subject to review during the City's annual fiscal year budget process and must be approved by the City Council.

The number of murals awarded funding depends on the availability of funds, the number of applicants, and the applicant's prior history of receiving funding with the intent to award funding to applicants who have not yet been awarded any funds from the Program.

Matching Funds

Applicants are required to provide a 1:1 match (cash, volunteer time, in-kind contributions, or other grant money) for any award of City funds. Eligible expenses may include artist fees, assistant fees, supplies and materials, rental equipment, liability insurance, space rental, transportation, installation costs and promotional materials related to a dedication event. Items

not eligible for funding through this program include operating costs for organizations; purchase of equipment; and administrative costs of sponsoring organization unrelated to the mural project.

PROCESS

1. For a community-partner mural, notify the CCEC's Staff Liaison with a letter of intent to apply 3-6 months in advance of a deadline. A meeting between the lead artist, property owner, community partner(s), and City staff will follow to ensure guidelines, expectations, and points of accountability are understood.

For an artist-focus mural, notify the CCEC's Staff Liaison of intent to apply 4-6 weeks in advance of a deadline.

2. Obtain permission from property owner. Provide a copy of the Public Art Mural Permit and agreement to the property owner and confirm they will sign it. The permit and agreement does not need to be signed until after the project has received approval from the City Council.

3. Complete an application.

4. Submit supplementary materials listed under Required Application Materials below with the application. These materials can be emailed to Jason.Blumenthal@cityofdekalb.com.

5. CCEC reviews the proposal and supplementary materials and gives a recommendation to the City Council. A meeting notice is sent to applicable neighborhood community groups. If the proposal is not approved, the applicant may resubmit additional materials as requested. The applicant is required to attend the meeting.

REQUIRED APPLICATION MATERIALS

- Letter of intent
- Completed application
- Digital images:
 - One color image of proposed concept
 - One color image of the overall building and mural wall (multiple perspectives and images of the building is encouraged)
 - One color image of the proposed mural on the building wall
 - Up to 6 images of past work from each artist contributing to the mural design and an image list that includes location, budget, year completed, and description of artist's role (e.g. lead, collaborator, assistant) OR a link to website/social media accounts that feature artworks.
- Resume for each artist involved in the design of the mural
- If attaching panels to a wall, a materials list, drawing and attachment plan must be submitted
- Letter from property owner that states commitment to sign the agreement and permit
- Letter from artists that states commitment to sign the waiver and permit
- Letter(s) of support from community partners

Creating a budget

As part of the application you must submit a budget that indicates donated time and materials and cash expenditures. Adding those two items together will equal your total project expenses.

Artist Reimbursement

Artists may either charge a flat fee or charge by the square foot (sf) for labor, supplies, materials, and the like. This artist fee is dependent on several factors, such as experience, scope of work, and other project demands.

Other Budget Costs to Consider

1. Design time: compensation for time devoted to designing the mural before the application is submitted
2. Materials: using more durable materials
3. Intricacy of design: costs may increase if the mural includes an unusual high amount of detail.
4. Insurance: liability insurance is required for all projects. This cost can be in-kind or provided by a third party or it would have to be part of the cash expenses.
5. Equipment: if the rental for scaffolding, lift, moveable stairs or ladder is not donated or paid for by a third-party, it will be part of the cash expenses.

Completing the Budget Section

Project Budget: the “expenses” should list all of the projected costs (including both cash and in-kind contributions).

The “contributions” should list only the cash and in-kind donations the project receives. Expenses minus Contributions will equal your mural grant request.

AFTER FUNDING APPROVAL

The following requirements apply to all approved applications:

1. The applicant must have liability insurance for the duration of the mural project and provide a Certificate of Insurance at the time a contract is issued that lists the City of DeKalb and its officers, agents, and employees as additional insured.
2. The City issues a contract outlining the terms of the mural project and the payment schedule if City funds are available. Once the City receives the signed agreement, processing of payments begins. The awarded amount of funding is typically divided into two or three payments. The final payment is made following receipt of the final report and documentation.
3. A refundable deposit consisting of 50% of the project costs must be deposited with the City before beginning work.

4. The mural must begin within one year of being awarded funding. If the project is unable to meet that deadline, approval will be rescinded and another application must be submitted for approval.

5. The City sends the agreement to the property owner with instructions.

6. Applicant notifies the City of completion of mural.

Applicant submits a final report within 45 days of completion of the mural summarizing the completed project and detailing the use of Public Art Mural funds. Copies of invoices, receipts, and checks are required documentation for the final report. Any refundable deposit is refunded back to the applicant upon completion of all requirements.