

TOWN OF YARMOUTH MURAL GRANT PROGRAM 2020-21

Eligibility, Criteria, and Application Form

The Mural Grant Program will award matching funds grant for murals within *Downtown Yarmouth*. These projects contribute to Town of Yarmouth's strategic Downtown revitalization goals.

This grant offers support towards the costs involved in creating and delivering new inspiring installations in prominent Downtown locations. Aimed at improving the image of structures in Downtown Yarmouth, the work will enhance the environment and add to the experience of visiting the area while also contributing to local regeneration. This opportunity exists for downtown property owners and businesses to work with professional artists to bring their ideas to life and provide a platform for their talent to be showcased.

Since part of the intent of this program is to add colour to the Downtown and enhance the pedestrian experience, priority will be given to proposals that celebrate our local history (historic seaport), region's culture or multiculturalism, ocean life, or that are playful, fun, and take into consideration the element of surprise and unexpectedness in an urban environment.

Murals shall be of exceptional design and quality, using high-quality materials that enhance the appearance of the site. Materials may include paint or any other artistic mediums suitable for an outdoor location. The mediums used must be durable and able to withstand typical/normal wear and tear, as well as harsh outdoor elements. The mural shall be designed and painted by a qualified artist/muralist who has enough knowledge and experience in the design and painting of such projects, and in the application of the medium selected for the project.

A NOTE ON COVID-19

For the health, safety, and well-being of staff, members, and the public, Yarmouth Façade Society (YFS) is currently following the directives of the Nova Scotia Health Authority. YFS asks that Mural grant applicants and recipients follow these directives when researching, creating, or installing Mural placemaking projects to aid in containing and avoiding the spread of the virus.

GEOGRAPHIC BOUNDARY

The geographic area from King Street south to Haskell Street on Main Street and between the waterside of Water Street to Willow Street. (*map Downtown Commercial C1 district*)



TO BE CONSIDERED FOR MURAL PROGRAM FUNDING, A COMPLETED MURAL GRANT APPLICATION MUST BE SUBMITTED TO THE YARMOUTH FAÇADE SOCIETY. THIS SHOULD INCLUDE:

1. Application Form – Complete and sign the application form attached to this document.
2. Artist CV – Supply an artist curriculum vitae for all those working on the mural project. This should include an outline of previous work and achievements including exhibitions, awards, projects, commissions, and reviews, etc.
 - Include past work – Artist must submit a maximum of 10 samples of past work that best illustrate their qualifications for this project. Submit each image on a separate page, portrait format, and include title of work, artist(s), location, commissioning agency, date, and budget. If submitting as a team, the team submits no more than 10 images.
3. Clearly indicate a project lead or project manager for the Mural project team and the roles and responsibilities of various team members (if applicable).
4. Provide visual Representation – Include a coloured rendering of proposed mural with dimensions.
5. Budget – Submit a budget for the project, including costs for prepping the surface, permits, paint, etc.
6. Schedule – Include a schedule for proposed work; provide a start and end date and detail all key stages, including development, implementation, and delivery.
7. Property Owner Agreement Form – Complete and sign the property owner agreement form attached to this document.
8. Site Photos – Include photos of proposed project site and physical surroundings.
9. Insurance – Provide proof of \$2 million (\$2,000,000) general liability insurance (one alternative is <http://programs.aon.ca/content/event-insure/home-en.html>).
10. Please create, if possible, a single file including all attachments and images.

IMPORTANT DATES AND DEADLINES

- Jan. 29/21:** Completed application proposal and supporting materials submission to Yarmouth Façade Society by email: yarmouthfacadesociety@gmail.com or by mail: Yarmouth Façade Society, Town of Yarmouth, 400 Main Street, Yarmouth, Nova Scotia B5A 1G2.
- Mar. 31/21:** Yarmouth Façade Society notification to applicant of acceptance or decline.
- April 14/21:** Project implementation including final design, permissions, and implementation/ installation timeline.
- Jul. 16/21:** Mid-project status report to Yarmouth Façade Society.
- Sep. 24/21:** Completion of placemaking project and notification to Yarmouth Façade Society. Completion can occur before this date.
- Oct. 22/21:** Submission of final report and receipts to Yarmouth Façade Society.

ELIGIBILITY

This opportunity is open to art professionals, non-residential property owners, and business owners located in the Downtown Business District.

THE SUBMISSION MUST ALSO MEET THE FOLLOWING REQUIREMENTS:

Originality: Unique expression – the commission is for an original artwork or design.

Accessibility: Mural is in a place that is viewable by the public.

Feasibility: Reasonable budget, timeline, and qualifications of participants

Permanence: Uses high-quality materials that will last a minimum of one (1) year and are resistant to vandalism, weather, and ultraviolet deterioration.

Structure: Proposed wall should be structural sound and not have a moisture problem.

ADDITIONALLY, THE PROPOSED MURAL WILL BE REVIEWED FOR THE FOLLOWING DESIGN CRITERIA:

- Artistic quality/excellence: strength of the artist's concept and demonstrated technical skills and experience.
- Artistic integrity:
 - Ideas that are compelling and clearly articulated.
 - Ideas that aim to activate the town in interesting, engaging, and interactive ways.
 - Ideas that contain a consideration of the intended site, community, and the public realm.
 - Ideas that enhance the pedestrian experience and consider the experience during both the day and night.
- Must be durable and easily maintained.
- Does not advertise for a business, advocacy movement, religion, or political party. Cannot include text that advertises a specific business or product, advocacy, religious, or political message. Additionally, trademark symbols, text, and business or artist names are not permitted in any mural. One exception is the 10% up to one-square metre at the bottom of a mural where artist names as well as sponsors may be listed, including, "Town of Yarmouth Mural Grant Program."
- No tags or acronyms are permitted in the artwork, only wording meaningful to the public at large.
- Must not include any inappropriate or controversial wording or images in the artwork.
- Must be suitable for public of all ages.
- Artists are encouraged to consider mixed media proposals.

RESPONSIBILITIES

- Applicant is responsible for all materials and equipment on site.
- Applicant must have \$2 million (\$2,000,000) general liability insurance for the project.
- Applicant is required to maintain a clean and safe working environment.
- Applicant is responsible for all required permits.
- Mural must be completed with a high-quality primer (e.g. zinger bull eye 1-2-3 or Durex Brush Coat or approved equivalent).
- Mural must be sealed with an anti-graffiti coating to prevent future tags from permanently defacing the mural.
- Applicant is responsible to get approval from property owner to maintain the mural for five years after completion.

If the proposed location is on a Registered Heritage Building, Town Heritage Staff must be contacted prior to submission of proposal.

SELECTION CRITERIA AND PROCESS

1. Should demonstrate the ability to address the vision of the program.
2. All submissions will be evaluated based on art professional's experience and qualifications; the creativity of their previous work; as well as, evidence of ability to meet design criteria.
3. The clarity of purpose behind the submission and reasons for applying.
4. The quality of the material/images supplied.
5. Ability for the project to be completed within the timeline required.

COPYRIGHT AND MORAL RIGHTS

Copyright including any and all designs, drawings, maquette, and final works of art shall remain the property of the artist. Moral rights remain with the artist. Yarmouth Façade Society and the Town of Yarmouth have permission to reproduce the images for non-profit publicity purposes. Yarmouth Façade Society and the Town of Yarmouth do not own any project or project assets made possible through the Mural Grant program. The applicant will retain ownership, unless arrangements are made with the other partners, i.e., the developer/property owner, Town of Yarmouth (if on public land), or other funders.

All photographs and digital content of the artwork is to be credited to the Artist.

The final image must be substantively the same as the image submitted in the application. Any changes require prior written consent and agreement from the Yarmouth Façade Society.

ACTIVITIES NOT FUNDED

- Travel and accommodation;
- Murals located outside the geographic boundary;
- Murals that include political messages or parties or sectarian or religious facility or activity;
- Capital works, facility maintenance, and improvements;
- Parking or other infringement fines;
- Illegal graffiti;
- Projects which do not have prior written permission from the landowner/developer;
- Ongoing running costs;
- Items of equipment or clothing of a personal nature;
- Purchase and/or maintenance of vehicles such as cars, vans, minibuses, etc.;
- Provision of meals and snacks;
- Social events and parties;
- Retrospective proposals, for example, installations that have already begun or where equipment has been bought or ordered.

FUNDING

The Mural Grant Fund is managed by the Yarmouth Façade Society, a not-for-profit incorporated society of the Town of Yarmouth, and offers an opportunity to receive grant monies. All grants awarded require a matching dollar-for-dollar expenditure by the applicant up to a maximum matching contribution of \$5,000. Mural Grants Funds will be awarded through an Open-Call Competition. Applications must be submitted in their entirety, with all the necessary supporting documents before they will be considered for review.

Funding, of up to \$5,000, requested through this program can be used to cover costs such as artist fee, infrastructure and equipment, collaborator or consultant fees, and support for securing permits. Other funding partners are allowed and encouraged to increase the quality and feasibility level of the project. All other funding partners and contributing dollar amounts should be included in the budget submitted to Yarmouth Façade Society.

WHO MAKES THE DECISIONS?

Your application will be considered by a sub-committee composed of members of the Yarmouth Façade Society, art professionals with mural experience, and Town of Yarmouth Staff. We will refer to the CARFAC Minimum Recommended Artists Fee Schedule in reviewing Grant requests (<https://carfac-raav.ca/>).

PAYMENT

Yarmouth Façade Society will issue grant money by cheque in installments. Vendor/supplier invoices will be required before grant cheques are issued. Receipts and an expense report with HST breakdown will be required within 30 days of completion of the project.

WHAT KIND OF PERMISSIONS WOULD I NEED – OTHER THAN FROM THE DEVELOPER OR PROPERTY OWNER?

If the project is located on public property, permissions will be required by either Town of Yarmouth and/or the provincial government, or other. Please be aware that this can be a lengthy process. It is suggested that you start the permission process as soon as possible, ideally prior to beginning the grant application process. The grant approval process takes into consideration the feasibility of a proposed project; permission discussions already being undertaken would be considered an asset. It is not Yarmouth Façade Society's responsibility to acquire or coordinate permissions.

WHAT IF MY PROJECT GOES OVER BUDGET?

The grant amount awarded at the time of acceptance is fixed. No additional funds will be granted to the applicant by Yarmouth Façade Society through the Town of Yarmouth Mural Grant Program for that project. Expenses above and beyond the amount awarded by Yarmouth Façade Society are the sole responsibility of the applicant or other partners, if applicable.

PROJECT ACKNOWLEDGEMENT

Each Mural Project will have a stainless-steel plaque to describe the mural's artwork, the process of its creation, who was the artist(s), and who sponsored it. The plaque must be visibly placed below the mural. "Town of Yarmouth" must be recognized as a "Funding Partner through the Town of Yarmouth Mural Grant Program" of the project when the project is referred to in print, online, or in media releases. Other funding partners, if any, will be recognized at the discretion of the Applicant.

SIDEWALK ACCESS

Work zones that require access to sidewalk and street will require a Street Disturbance Permit to be issued by the Town of Yarmouth. Street Disturbance permit application can be found here <https://www.townofyarmouth.ca/services/permit-applications-and-licenses.html>

MURAL PROJECT DATABASE INFORMATION RETENTION

Information will be collected at the completion of the Mural Project and recorded in a Town of Yarmouth public art inventory database with the artist's name, artist's contact information, the title and date of the work, the occasion of its production, the artist's intent, its materials and maintenance needs.

APPLICANT FORM

Name of Applicant:

Phone:

Email:

Brief description of mural project proposed (max. 2000 characters):

SUMMARY BUDGET

Please show a balanced budget for the proposal, indicating how much you are requesting from this grant, and provide an itemized breakdown of how funding would be spent. Total Expenditure must equal Total Income.

Amount Requested:

Itemized Breakdown:

Total Expenditure:

PROPOSAL

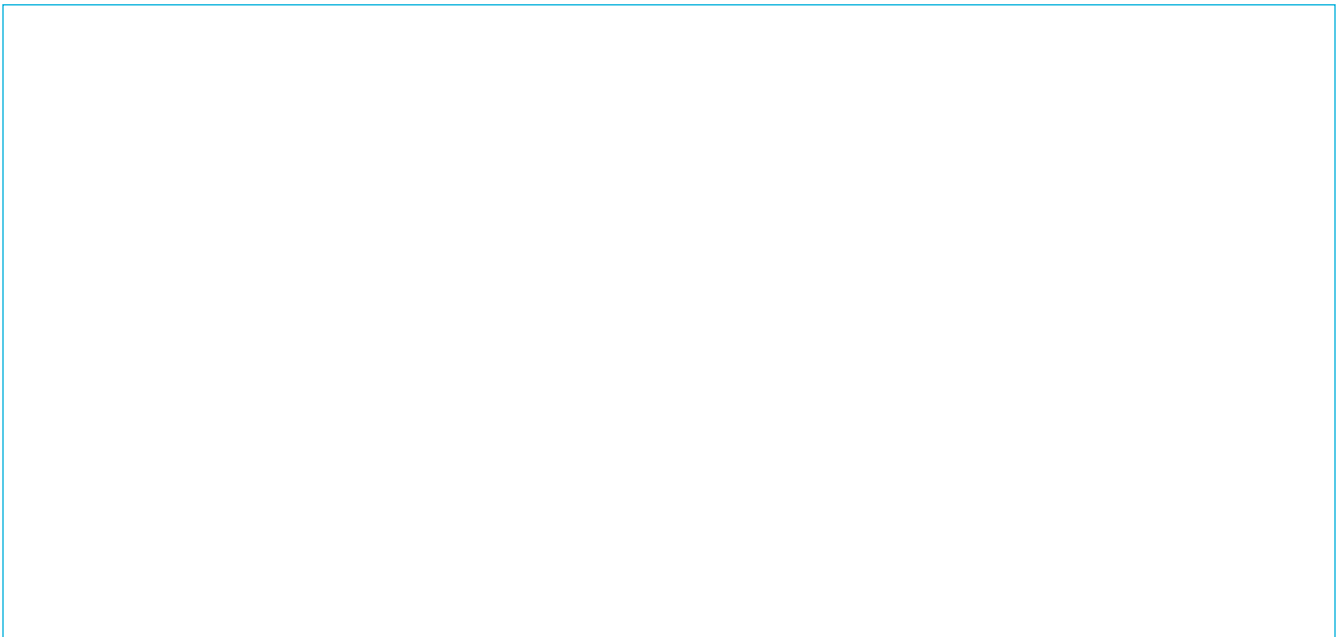
In addition to the items listed on Page 1 and 2, this section must be completed, giving a full answer to each of the questions to indicate how the proposal meets the purpose of this mural program.

1. Please give a concise overview of the proposed mural; including title, theme and/or concept, along with a short statement about your current work and artistic practice. Briefly describe the proposed mural's relation to the building, the surrounding neighbourhoods and the community served by the business or agency where the mural will be painted (max. 3000 characters).

2. What site/location have you chosen for the mural? Describe the wall and site where the mural will be located, including the size of the mural in relation to the actual wall size, street intersection, direction the mural will face, and public accessibility. Include photos. (max. 2000 characters)



3. What is the current condition of the chosen site? Will renovation or repairs be required before you begin the project, e.g., cracks, leaks, concrete, wood, porous walls, etc.? (max. 2000 characters)



4. If proposing to use public property for mural, has the permission process with the correct public entity(s) been initiated? (max. 2000 characters)

5. Please acknowledge that if the project requires a Town right-of-way permit (scaffolding) for the mural installation that the process will be initiated upon receiving funding and you have included permit fees in the project budget. (max. 2000 characters)

6. If there is no direct access to the chosen site, have you been given written permission from building/landowner(s) to access the site from their property? Please provide a copy of their written consent. (max. 1500 characters)

7. What type of work platform will be you be using (e.g. cherry picker, scaffold, boom lift, basket crane, hydra ladder, etc.)? What experience do you have in using this equipment? Please describe the procedures used to ensure the safety of the artist and the public while painting the mural. (max. 2000 characters)

8. Specify type of paint or other materials to be used and include technical information about the materials durability, longevity, and toxicity. (max. 2000 characters)

9. MURAL LIGHTING – Murals are significantly enhanced when they have a lighting component and are visible at night. In this section, you may apply for funding up to but not exceeding the amount of \$1,500, towards lighting infrastructure for the mural. The exact amount granted depends on the project and is at the sole discretion of the selection committee. The nature of lighting is meant to focus on enhancing the mural rather than highlighting the businesses and tenants. Permission for installation and ongoing maintenance for all aspects of the lighting component must be received by the building owner.

Additional consideration will be given to a mural application if a lighting component is included in the application. Applying for a mural lighting component is supplementary and may or may not be awarded with a successful mural application.

Total dollar amount requested for lighting (including HST breakdown):

Lighting budget breakdown (including confirmed funding partners, professional services, hardware installation and indicate placement of lighting on building/mural).

I hereby confirm that the information in this application is true and correct and I acknowledge that it is my responsibility to inform the Yarmouth Façade Society immediately of any changes that could affect the interpretation or context of the application.

Signature:

Print Name:

Date:

PROPERTY OWNER APPROVAL FORM

Name of Applicant:

Address of Proposed Mural:

Site: Name of Property

Owner: Property Owner

Phone: Property Owner

Email:

I, (name) acknowledge that I am the owner, or owner's authorized representative of the property located at (address) .

I authorize (applicant's name) to erect a Mural on my property. I acknowledge that I have viewed the mural design and approve all aspects of the proposed project.

I understand that, if necessary, I am responsible for ongoing maintenance or repairs for all aspects of the mural installation for five years after its completion.

Signature of owner or authorized representative of the property

Date