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Program Guidelines & Application

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Vision & Purpose of Mural Art in El Centro

The vision of the El Centro Mural Art Grant Program is to enrich the lives of all El Centro residents and visitors by honoring the City's rich history, celebrating its diverse culture, and creating experiences through art in City planning and public spaces. We firmly believe that our community should embody our shared desire to ensure our City is safe, prosperous, and welcoming to all. Murals have a particular way of reaching individuals and can tell a story to residents, visitors, and business owners who want to know what El Centro represents. For the purposes of these Guidelines, murals are defined as "a painting executed directly on a wall." The purpose of these Guidelines is to establish a process to distribute grant funds for such murals.

Purpose of Mural Art Grant Program

To promote, support and increase the creation of murals within the City of El Centro; to provide an opportunity for personal and community reflection; and to promote the City's positive attributes and enhance its image for the enjoyment and benefit of the residents, businesses, employees, and visitors.

Grant Funds Available & Objectives

A total of \$35,000 is available to paint murals throughout El Centro. The funds are from Measure P, a local ballot measure that enacted a ½ percent sales tax increase and was approved by the voters in November 2016. One purpose of Measure P is to improve and enhance the lives of El Centro residents.

The City is offering up to ten (10) grants and up to five thousand dollars (\$5,000) each for mural art projects that are proposed to be located on publicly or private owned property. If the mural is on privately-owned property, the mural must have the consent of the property owner and shall be painted on the exterior of the structure and shall be seen from the public right of way. The grants are intended to decrease the barriers to create murals in El Centro by providing financial support and engage new audiences in the arts.

Ineligible Activities, as confirmed by the grant committee

- Classes and training sessions as the end product of the project
- Programs/projects executed before grants are awarded
- Capital improvements, construction, renovation projects, business signage
- Other public art projects such as sculpture<mark>s, m</mark>osaics, furnishings or fixtures
- Art that signifies a political or religious statement



Mural Principles That Will Guide the Grant Selection Process

- Create community "brand" and enhance the community's diverse character
- Improve the aesthetic environment of El Centro
- Shape the quality of life and spirit
- Build a stronger sense of place and identity (placemaking)
- Create economic vitality by invigorating public places
- Enrich the community experience

Eligibility Criteria

- 1. Applicant/artist shall be a resident of Imperial County and preference shall be given to artists who are residents of El Centro.
- 2. Planned project shall be completed within six (6) months.
- 3. The mural is required to be viewed from the public right of way.
- 4. If the planned project is to be located on private property, written proof of permission by the property owner shall be provided with the grant application. Permission from the property owner shall be proved via a signed letter from the property owner. The letter from the property owner shall indicate the owner is willing to maintain the mural for a period of five (5) years.
- 5. All artwork shall be unique and copyrighted images will not be allowed.

Review Process

Complete grant applications will be reviewed and scored by the City of El Centro. Applications scoring 70 points or above will be forwarded to the Library & Community Services Board for final review and selection of grant awards.

Scoring Criteria will be as follows:

- Project Description 15 points
- Artistic Excellence 25 points
- Capacity to administer and implement the project 15 points
- Community support 15 points
- Social impact 5 points
- Accessibility and visibility of project to El Centro residents 10 points
- Completeness and clarity of application 10 points
- Budget identifying quantity of supplies and materials, labor, etc. **5 points**



Award

The maximum grant award is \$5,000. Grant funds may be used only for costs, fees, materials, workspace and labor or other approved expenses.

Applicants may submit more than one (1) grant application. If more than one (1) grant application is submitted, the artist shall provide prioritization of their grant applications.

Restrictions

Grants are provided for direct use by the awarded artist/grantee. The awarded grant funds are not transferable to other artists or organizations. To the greatest extent possible, the funded projects shall be executed as described in the grant application. As part of the grant application, include any significant program or schedule changes. If mural artwork is on public property and the artwork is damaged or vandalized; the City reserves the right to paint over the mural. The City reserves the right to stop the painting of or remove a mural which does not meet the requirements of the mural program.

Grantee Responsibilities

- Recognize the City of El Centro in promotional materials
- Submit high quality before/after photos of the mural installation project
- Submit receipts and invoices for the funded mural project to receive funds.

How to Apply

Complete grant application and provide required attachments. The deadline for applications is October 10, 2023 by 5 PM via email at *aosuna@cityofelcentro.org* or in person at **1249 Main Street, El Centro, CA 92243**.

All documents or other materials received by the City of El Centro shall remain the property of the City without restriction or limitation upon their use.

If you encounter problems or have questions, please contact Aimee Osuna, Economic Development Division, Staff Assistant at (760) 337-4543.

Technical Assistance to Complete Application

The City will host a technical assistance workshop to answer questions and provide necessary guidance to complete a successful application on August 9, 2023 at 5:30 PM at the El Centro Council Chambers, located at 1275 W. Main Street, El Centro, CA 92243. The workshop is not mandatory, but is recommended.



Mural Art Grant Program Application

Applicant Name: Phone: Email Address: Mailing Address: City, State, Zip Code: Proposed Project Title: Proposed Project Location: Brief Project Description:



Please answer the following questions as an attachment:

- 1. Project Description. Describe in detail the proposed project. (max. 500 words)
- 2. Background/Experience. Please describe the artist's/applicant's relevant background and experience. (max. 250 words)
- **3. Community Support.** Describe any partners on the proposed project. Include any non-profit organization groups, community-based organizations, volunteers, etc. and their role in the project. Include any community input solicited in creating the project. (*max. 250 words*)
- **4. Social Impact.** Describe how the proposed project will impact the community in the short term (during project implementation) and in the long term (after project completion). *(max. 250 words)*
- **5.** Accessibility. Please describe how the project will be available for the enjoyment of El Centro residents and visitors. Provide photographs of the proposed mural art location. (*max. 250 words*)
- 6. **Project Budget.** Please use the attached budget template to provide a detailed project budget. Include all costs, fees, materials and labor that will be incurred for the proposed project only.
- 7. Applicant Capacity. Provide a project timeline that includes the applicant's proposal for marketing, outreach, community engagement, and implementation. (*max. 250 words*)
- **8. Support Material.** Provide no more than nine (9) items to support your proposed project. City Staff recommends the following:
 - Work Samples (6). These serve as the key indication of the artistic excellence of the proposed project. High quality images are recommended.
 - **Resume or bio (1).** These can speak to the experience and professionalism behind the proposed project.

• Letters of support, or other materials the applicant/artist deems relevant. These materials serve to demonstrate the impact and effectiveness of the applicant's community outreach.



Attachment - Project Budget

Artist Fee	19	
Supplies & Materials		
Tools		
Work Space		
Other (Please describe in notes)		
Total Project Expenses		