

MURAL MAKEOVER

PILOT PHASE



Working Together Toward CommUNITY Goals

PROSPECTUS: CALL FOR INTERESTED PROPERTY OWNERS

Overview

The City of Tallahassee Community Redevelopment Agency (CRA) and the Council on Culture & Arts (COCA) are partnering to provide custom public art murals to the exterior walls of some of Tallahassee's small businesses & commercial properties.

Funding is provided by the CRA. Mural artists for selected properties will be allocated up to \$8,000. All projects and funds will be managed and overseen by COCA. Mural sizes will be limited to no more than 350 square feet of wall space due to allocated artist fees.

Eligibility

- Property or business is located in the Frenchtown/Southside CRA district. Not sure? [Check here.](#)
- You are interested in working with an artist and COCA to have a custom mural painted on one of your exterior walls
- Building is in an area where graffiti can be an issue
- Property owner must have no City code violations or City liens

Please read the full Prospectus before submitting an application. Questions can be directed to COCA's Public Art Manager, Sam Joslin, at sam@tallahasseearts.org



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Things to consider before applying:

- This is a public/private partnership project, meaning COCA and the CRA will work with private property owners to abate or prevent graffiti tagging by creating a public piece of artwork.
- Property owners must be comfortable with the idea of people visiting the site after mural completion, as visitors and residents often use creative murals for photo opportunities and social media posts.
- Property owner must have a willingness to collaborate with both COCA and a local mural artist. Mural designs will be decided on between these three parties, but muralists will be given a level of creative freedom with their artwork.

COCA Guidelines and Criteria:

- City policy prohibits exhibiting artwork with nudity or religious imagery. COCA reserves the right to reject or request revisions on designs that do not meet standards of quality and public safety, or are inappropriate for the public, as deemed so by the Art in Public Places Director.
- All murals will be finished with a UV top coat and anti-graffiti top coat
- Selected property owners must commit to keeping the mural up for a minimum of 24 months after completion.



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Timeline:

- Call for Interest applications open: January 18th, 2024
- Call for Interest applications due: March 15th, 2024
- Selection notifications: April 1st, 2024
- Calls for Artists for each project are launched: May 1st, 2024
- Calls for Artists due: June 30th, 2024
- Artist selections: July 31st, 2024
- Artist design finalizations: July 31st - August 30th, 2024
- Mural design finalization: September 1st, 2024
- Mural installations: September 1st - December 31st, 2024

Funding:

Selected properties will be allocated up to \$8,000 for projects in the form of a muralist and materials fee. All funds will be directly allocated to the artist for execution of the project. All projects and funds will be managed and overseen by COCA.

How to apply

[Click here](#) to submit an application to the Mural Makeover program as an interested property owner

APPLICATIONS DUE: MARCH 15TH, 2024

Applications will stay open past March 15th, 2024. However, only applications submitted on or before 3/15/24 will be considered for the pilot phase.

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Q: Does my application to this Call for Interest guarantee I'll be approved for the program?

A: No, property owners who apply for the Call for Interest will be considered with all other applicants, and may be contacted for further questions.

Q: Do business owners qualify for this program?

A: Business owners do qualify, but must have permission from the property owner.

Q: Is this application first-come-first-serve?

A: No, priority will be given to property owners with the best eligibility. Please refer back to the prospectus to view the eligibility criteria.

Q: Can my building be vacant to qualify?

A: Yes, your building can be currently vacant, but it cannot be in disrepair. Disrepair determinations will be made by the CRA.

Q: If selected, how long do I have to keep the mural up on my building?

A: If you are selected for the program and a mural is painted on your building, you must sign a contract stating you will keep the mural up for at least 2 years.

Q: Can a mural through this program be used as advertising for my business?

A: No, since this is a community beautification project, mural designs should not be used as advertisement but instead as creative expression.