



GRITTY TO PRETTY BEAUTIFICATION PROGRAM

MURAL GRANT 2019 Eligibility, Criteria, and Application Form

Gritty to Pretty consists of three grants, which includes the Mural Grant, Façade Lighting Grant, and Street Art Grant. These projects contribute to Downtown Halifax Business Commission's (DHBC) strategic beautification 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 Halifax, 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 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 are playful, fun, and take into consideration the element of surprise and unexpectedness in an urban environment. Applications can be considered in conjunction with the Gritty to Pretty Façade Lighting Grant to further enhance the nighttime pedestrian experience.

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 sufficient knowledge and experience in the design and painting of such projects, and in the application of the medium selected for the project.

GEOGRAPHIC BOUNDARY

The Downtown Halifax district is defined as: the geographic area between the waterside of Brunswick Street to the Halifax Waterfront and from the Cogswell Interchange to the south end of Barrington Street.

TO BE CONSIDERED FOR DHBC FUNDING, A COMPLETED MURAL GRANT APPLICATION MUST BE SUBMITTED TO DHBC. THIS INCLUDES:

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. Clearly indicate a project lead or project manager for the team and the roles and responsibilities of various team members (if applicable).
3. Past Work – Applicants 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.
4. Visual Representation – Include a coloured rendering of proposed mural with dimensions.
5. Budget – Submit a budget for the project, including costs for prepping the wall, 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>).

IMPORTANT DATES AND DEADLINES

- June 14: Completed application proposal and supporting materials submission to DHBC by email: kimberly@downtownhalifax.ca or by mail: Kimberly Dossett, Director of Operations, Downtown Halifax Business Commission, 1546 Barrington Street, Suite 104, Halifax, Nova Scotia B3J 3X7.
- June 21: DHBC notification to applicant of acceptance or decline.
- July 12: Project implementation including final design, permissions, and implementation/ installation timeline.
- August 9: Mid-project status report to DHBC.
- September 20: Completion of beautification project and notification to DHBC. Completion can occur before this date.
- October 18: Submission of final report and receipts to DHBC.

ELIGIBILITY

This opportunity is open to art professionals, including but not limited to art collectives, art galleries, artist-led community groups, artist teams, curators, designers, mural artists, and visual artists.

THE SUBMISSION MUST ALSO MEET THE FOLLOWING REQUIREMENTS:

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

Accessibility: Mural is located in a place that is viewable by the public and meets city accessibility codes.

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 city 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, “DHBC Gritty to Pretty 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

- Art professionals are responsible for all materials and equipment on site.
- Art professionals must have \$2 million (\$2,000,000) general liability insurance for the project.
- Art professionals are required to maintain a clean and safe working environment at all times.
- Art professionals are 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.
- If the proposed location is on a Registered Heritage Building, HRM 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.

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. DHBC has permission to reproduce the images for non-profit publicity purposes. DHBC does 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, HRM (if on public land), or other funders.

The final image must be the same as the image submitted in the application and not changed without prior written consent and agreement from DHBC.

ACTIVITIES NOT FUNDED

- Travel and accommodation;
- Murals located outside the DHBC 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

Successful applications can receive up to 100% of the grant request. The exact amount depends on the project and is at the sole discretion of the selection committee. General grants awarded are usually between a few hundred dollars and up to \$10,000. Funding for larger grant requests may be considered. Grant funding is limited, and each grant is subject to a cap. Funding, of up to \$10,000, 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 DHBC.

WHO MAKES THE DECISIONS

Your application will be considered by a sub-committee of the DHBC's Beautification Action Team. This team is composed of art professionals with mural experience, the project management team (DHBC staff), and members of the larger Beautification Action Team.

PAYMENT

DHBC 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/PROPERTY OWNER?

If the project is located on public property, permissions will be required by either Halifax Regional Municipality 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 DHBC'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 DHBC through the Gritty to Pretty Mural Grant Program for that particular project. Expenses above and beyond the amount awarded by DHBC are the sole responsibility of the applicant or other partners, if applicable.

WHO NEEDS TO BE RECOGNIZED ONCE THE PROJECT IS COMPLETE?

A Gritty to Pretty plaque, provided by DHBC, must be visibly placed below the mural. "Downtown Halifax Business Commission" must be recognized as a "Funding Partner through the Gritty to Pretty 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 project organizer/owner.

APPLICANT FORM

Name of Applicant:

Phone:

Email:

Brief description of mural project proposed:

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 practise. 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.

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.

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.?

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

5. If work must be completed using an HRM right-of-way for mural installation has the process to obtain necessary permits been initiated?

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

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.

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

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

Signature:

Print Name:

Date:

PROPERTY OWNER APPROVAL FORM

Name of Artist 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 (artist'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 one year after it's completion.

Signature of owner or authorized representative of the property

Date