



Mural Grant Program  
FY 20 - 21  
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TIMELINE (Subject to change)

November 2, 2020 Application period opens  
January 22, 2021 Deadline for applications  
February 12, 2021 Notification of award  
August 15, 2021 Mural completion and reimbursement request deadline



## Mural Grant Program FY20-21 Application

Due: January 22, 2021 to [muralgrants@amarillo.gov](mailto:muralgrants@amarillo.gov)

Thank you for your interest in the City of Amarillo Mural Grant Program. Your investment in public art is a vital part of our City's goals to enhance the City's appearance, increase employment opportunities in the arts, raise awareness and appreciation of the value of art, create civic pride, reduce blight, and encourage tourism.

Mural Grants are **matching grants**, and recipients may receive reimbursement for up to one-half of what they spend, with the maximum possible reimbursement varying from fiscal year to fiscal year. *For FY20-21, the City will seek to allocate a total of \$30,000 among five geographic areas—the four quadrants of the city plus the Central Business District—and the maximum possible reimbursement will be \$6,000 in each geographic area. For example, an Applicant that invests \$5,000 on a mural may receive reimbursement of up to \$2,500. Subject to funding and available approved projects, multiple grants may be made per geographic area. Unused funds in any geographic area may later be reallocated to applicants from other geographic areas in this fiscal year.* As **reimbursement grants**, Mural Grants are paid after the work is completed.

For purposes of this Program, a “**Mural**” is a piece of art made of paint, tile, or other material applied directly to the exterior surface of a wall that is visible from a public place. Murals do not contain any protrusions greater than ¼ inch, and Murals are a minimum size of 10 feet by 7 feet. Murals are located on income-producing properties, as further described in the Program Rules.

For purposes of this Program, the term “**Applicant**” means, collectively, the property owner of the proposed Mural site and the property owner's proposed artist. If there are multiple property owners or artists, then all property owners or artists must sign the Application. Any tenants interested in a Mural Grant should encourage their landlords to apply.

Applicants must maintain Murals for five years from the date of completion of the Mural. After the five years, the applicant has no obligation to maintain the Mural.

To be considered for a Mural Grant, Applicants must complete the application forms and be approved by the Beautification and Public Arts Advisory Board before work begins on the mural. **Mural Grants are subject to the attached Program Rules.**

### Part One: Applicant Information

1. Mural Address and Description of Exact Location: \_\_\_\_\_  
\_\_\_\_\_
2. Property Owner(s): \_\_\_\_\_
3. Mailing Address: \_\_\_\_\_
4. Day Phone: (\_\_\_\_) \_\_\_\_\_ Cell Phone: (\_\_\_\_) \_\_\_\_\_
5. E-mail Address: \_\_\_\_\_
6. Artist(s): \_\_\_\_\_
7. Proposed Start Date: \_\_\_\_\_ Proposed Completion Date: \_\_\_\_\_
8. Total Estimated Cost (from Worksheet): \_\_\_\_\_ Grant Amount Requested: \_\_\_\_\_

## Part Two: Attachments

Your completed application must include the following attachments:

- a. Written explanation of your plans and how a Mural Grant would assist you and the City of Amarillo to achieve the goals to enhance the City's appearance, increase employment opportunities in the arts, raise awareness and appreciation of the value of art, create civic pride, reduce blight, and encourage tourism.
- b. Cost Analysis Worksheet itemizing the total Mural costs, documented by written estimates broken down in major categories such as paint and supplies, labor, and equipment and safety.
- c. Map and photograph showing exactly where the proposed Mural would be installed.
- d. Drawing or depiction of the proposed Mural, detailing type, color, size, etc. of material to be used.
- e. Installation and maintenance plan describing your plan to safely and adequately install the Mural and your plan to maintain the Mural for the required five-year maintenance period.

## Part Three: Signatures

The information I have submitted herein is true and accurate. **I have read, understand, and agree to follow the attached Program Rules of the City of Amarillo Mural Grant Program.**

### Property Owner

### Artist

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

*(Attach additional signature pages if needed for additional Property Owners or Artists.)*

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### OFFICE USE ONLY

#### Received by City Staff

Date: \_\_\_\_\_

Initials: \_\_\_\_\_

#### Reviewed by Mural Sub-Committee

Date: \_\_\_\_\_

Initials: \_\_\_\_\_

Approved Amount: \$ \_\_\_\_\_

Declined

#### If Approved by Mural Sub-Committee:

#### Reviewed by Full Advisory Board

Date: \_\_\_\_\_

Initials: \_\_\_\_\_

Approved Amount: \$ \_\_\_\_\_

Declined

#### If Approved by Full Advisory Board:

#### Reviewed by City Manager's Office

Date: \_\_\_\_\_

Initials: \_\_\_\_\_

Approved Amount: \$ \_\_\_\_\_

Declined



## Mural Grant Program FY 20-21 Program Rules

**All City of Amarillo (“City”) Mural Grants are subject to the following Program Rules. By submitting an application for a Mural Grant, you are agreeing to follow these Program Rules.**

1. **Applicant Eligibility.** Mural Grant applicants must be the property owner of the proposed mural site **and** the property owner’s proposed artist (collectively, “**Applicants**”). Any tenants interested in a Mural Grant should encourage their landlords to apply. If there are multiple property owners or artists, then all property owners and artists must sign the application. City staff and officials are not eligible for Mural Grants. To be eligible, the property owner(s) must not:
  - a. be involved in any dispute or litigation, or have any dispute or litigation threatened against them, that could affect the property for which the Mural Grant is intended, both at the time of the application and the time of the reimbursement.
  - b. owe money (other than a current utility bill) to the City.
2. **Property Eligibility.** Mural Grants are limited to outdoor murals proposed on income-producing properties within the City of Amarillo. Single-family residences, duplexes, triplexes, churches, historic properties, and sexually-oriented businesses are not eligible properties for Mural Grants. Government property is not eligible unless it is leased to a private person or entity. Properties owned or leased by City staff or officials are not eligible properties for Mural Grants. In order for a property to be eligible, a Mural on the property must be consistent with any applicable property use restrictions such as the Downtown Urban Design Standards, any historic preservation rules, and any deed covenants and restrictions. The City will decline to fund any application it believes may violate any property use restrictions.
3. **Location Eligibility.** In order to achieve the goals of the City’s Mural Grant Program, priority will be given to applications for proposed murals in high-traffic areas that are readily visible without requiring trespassing on private property. In order to encourage public art in every neighborhood, the City will seek to allocate Mural Grant funds to five geographic areas—the four quadrants of the City plus the Central Business District. Subject to funding and available approved projects, multiple grants may be made per geographic area. Unused funds in any geographic area may later be reallocated to Applicants from other geographic areas in a fiscal year.
4. **Content Eligibility.** The purpose of the Mural Grant Program is to encourage public art in the community without offending citizens or visitors, in accordance with prevailing community standards. The City reserves the right to decline to award a Mural Grant for a mural that:
  - a. is obscene, indecent, immoral, libelous, profane, defamatory, or illegal;
  - b. ridicules individuals or groups of people;
  - c. tends to incite violent, criminal, or anti-social behavior, including but not limited to epithets based upon race, color, creed, religious, or gender;
  - d. is political in nature;
  - e. promotes a service or product as a dominant theme;
  - f. is likely to create a safety hazard by distracting drivers or pedestrians.

Additionally, Mural Grants will be made for original art only; proposed restorations of old or existing murals are not eligible. Preference will be given to murals that are colorful, tie in to the Amarillo community, incorporate the hashtag “#shareAmarillo”, or encourage viewer interaction, such as an Instagrammable background.

5. **Artist Eligibility.** Property owners must select their own artists who can demonstrate that they have the ability to install **original**, large-scale pieces of public art. Artists warrant that their proposed murals are original and do not violate any intellectual property laws or the rights of any third parties.
6. **Final Decision.** The Beautification and Public Arts Advisory Board (the “**Advisory Board**”), based upon recommendations from the Mural Sub-Committee, is responsible for administering the application and selection review process. The final funding decision is by the City Manager. The Advisory Board and the City Manager reserve the right to reject any applications that do not comply with these Program Rules. Until the Advisory Board and the City Manager approve a Mural Grant, no decision of the Mural Sub-Committee is final.
7. **Acknowledgment.** The City of Amarillo may place a temporary sign at the worksite during the project to acknowledge the Mural Grant Program. The City may also place a permanent acknowledgment at the location when completed. Applicants and their successors and assigns agree to allow the City to use, in any reasonable manner, funded murals to promote the Mural Grant Program and the City of Amarillo.
8. **Reimbursement.** Mural Grants are matching grants, and recipients may receive reimbursement for up to one-half of what they spend, with the maximum possible reimbursement varying from fiscal year to fiscal year. (The City’s fiscal year is October 1 through September 30.) Mural Grants will be paid after the Advisory Board determines that the mural is completed in compliance with these Program Rules. **All requests for reimbursement must be received by the City of Amarillo no later than August 15 of the fiscal year in which the Mural Grant is awarded.** Requests for reimbursement must include invoices and cancelled checks showing vendors have been paid, and a digital photograph of the completed mural. Failure to meet these requirements will result in the grant funds not being paid and being reallocated to other Applicants.
9. **Maintenance; Clawback.** Applicants must maintain completed murals for five years from the date of completion of the mural (the “**Maintenance Period**”). After the Maintenance Period, the Applicants have no obligation to maintain the mural. If, at any time within the Maintenance Period any Applicant violates any of these Program Rules, then all Mural Grant funds paid to the Applicant for the mural may be forfeited. The Applicant also agrees to pay any and all costs and expenses, including reasonable attorneys’ fees, incurred by the City in enforcing these Program Rules.
10. **Amendment.** Applicants must notify the Advisory Board in writing if any Applicant makes any changes in the plans submitted with the original Application. The Advisory Board reserves the right to re-consider the Application based on the changes to the original plan.
11. **Laws.** Applicant will at all times observe and comply with all applicable laws, ordinances, and regulations of the state, federal, and local governments which are in effect from the date of the Application through the Maintenance Period.
12. **Successors and Assigns.** Applicants hereby bind themselves, their successors, their legal representatives, and their assigns to the City and to its successors, legal representatives, and assigns in respect to all covenants of these Program Rules.
13. **Non-Appropriation.** All Mural Grants are subject to City Council appropriation and availability of budget funds. The City reserves the right to cancel the Mural Grant Program without prior notice.
14. **Relationship of the Parties.** These Program Rules do not create a partnership or joint venture between or among the parties. The City serves only as a financing source and does not exercise control over the Applicants or the mural job sites. Applicants are not employees of the City. Applicants are responsible for any injuries or damages sustained at their mural jobsite; the City is not responsible for the acts or omissions of any Applicant or any other third party.



**Mural Grant Program  
Cost Analysis Worksheet**

Eligible Project Cost	Vendor Name	Description	Cost
<b>Paint and Supplies</b>			
<b>Labor</b>			
<b>Equipment and Safety</b>			
<b>Other</b>			
<b>Total Amount</b>			



## Mural Grant Program Frequently Asked Questions

### **1. What is a Mural Grant?**

For purposes of this Program, a “mural” is a piece of art made of paint, tile, or other material applied directly to the exterior surface of a wall that is visible from a public space. A Mural Grant, administered by the City’s Beautification and Public Arts Advisory Board (the “**Advisory Board**”), is a financial incentive to install murals in the Amarillo community. Murals are a form of public art that enhance the City’s appearance, increase employment opportunities in the arts, raise awareness and appreciation of the value of art, create civic pride, reduce blight, and encourage tourism.

### **2. Who can apply for a Mural Grant? What types of properties are eligible for a Mural Grant?**

Property owners (and their artists) may apply for a Mural Grant. Any tenants interested in a Mural Grant should encourage their landlords to apply.

Properties must be income-producing and within the City of Amarillo to be eligible. Single-family residences, duplexes, triplexes, churches, historic properties, and sexually-oriented business are not eligible. Government property is not eligible unless it is leased to a private person. Properties owned by city staff or officials are not eligible.

### **3. Where does the money come from? How much money is each Mural Grant?**

Each fiscal year (October 1 through September 30) the City Council may budget money for Mural Grants. In order to encourage public art in every neighborhood, the Board allocates the funds to five geographic areas—the four quadrants of the City plus the Central Business District. The five geographic areas are depicted on the map below. Subject to funding and available approved projects, multiple grants may be made per geographic area. Unused funds in any geographic area may later be reallocated to applicants from other geographic areas in a fiscal year.

Mural Grants are matching grants, and recipients may receive reimbursement for up to one-half of what they invest, with the maximum possible reimbursement varying from fiscal year to fiscal year. Mural Grants are also reimbursement grants, paid after the work is complete.

### **4. Who decides who gets the money?**

First, the Mural Sub-Committee of the Advisory Board evaluates applications and recommends projects to the entire Advisory Board. The entire Advisory Board then recommends projects to the City Manager’s office, where the final decision will be made. All decisions are made based upon standardized review criteria.

### **5. Who maintains the murals?**

Mural Grant recipients are required to maintain their murals for five years from the date of completion. Failure to do so will result in repaying the money back to the City.

### **6. How can I get application materials or more information?**

To obtain a Mural Grant application, program rules, standardized review criteria, or any other information, please email [muralgrants@amarillo.gov](mailto:muralgrants@amarillo.gov).



Mural Grant Program  
Evaluation Sheet


Mural Address		
Quadrant		
Property Owner		
Mailing Address		
Email Address		
Telephone		
Artist		
Mailing Address		
Email Address		
Telephone		
Date Received		
Application Complete	<input type="checkbox"/> Written explanation <input type="checkbox"/> Cost Analysis Worksheet <input type="checkbox"/> Map of location <input type="checkbox"/> Photograph of location <input type="checkbox"/> Drawing or depiction of proposed mural <input type="checkbox"/> Property use information <input type="checkbox"/> Installation and Maintenance Plan <input type="checkbox"/> Signature(s) of owner(s) <input type="checkbox"/> Signature(s) of artist(s)	Staff Review _____
Legal Review	<input type="checkbox"/> Verify property ownership <input type="checkbox"/> Review property use information <input type="checkbox"/> Other: _____	Legal Review _____
Sub-Committee Action		
Advisory Board Action		
Letter of Approval		
Work Started		
Completed Work Approved by Advisory Board		
Request for Payment		Staff Review _____
Project Payment		

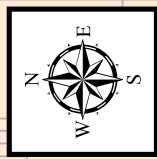
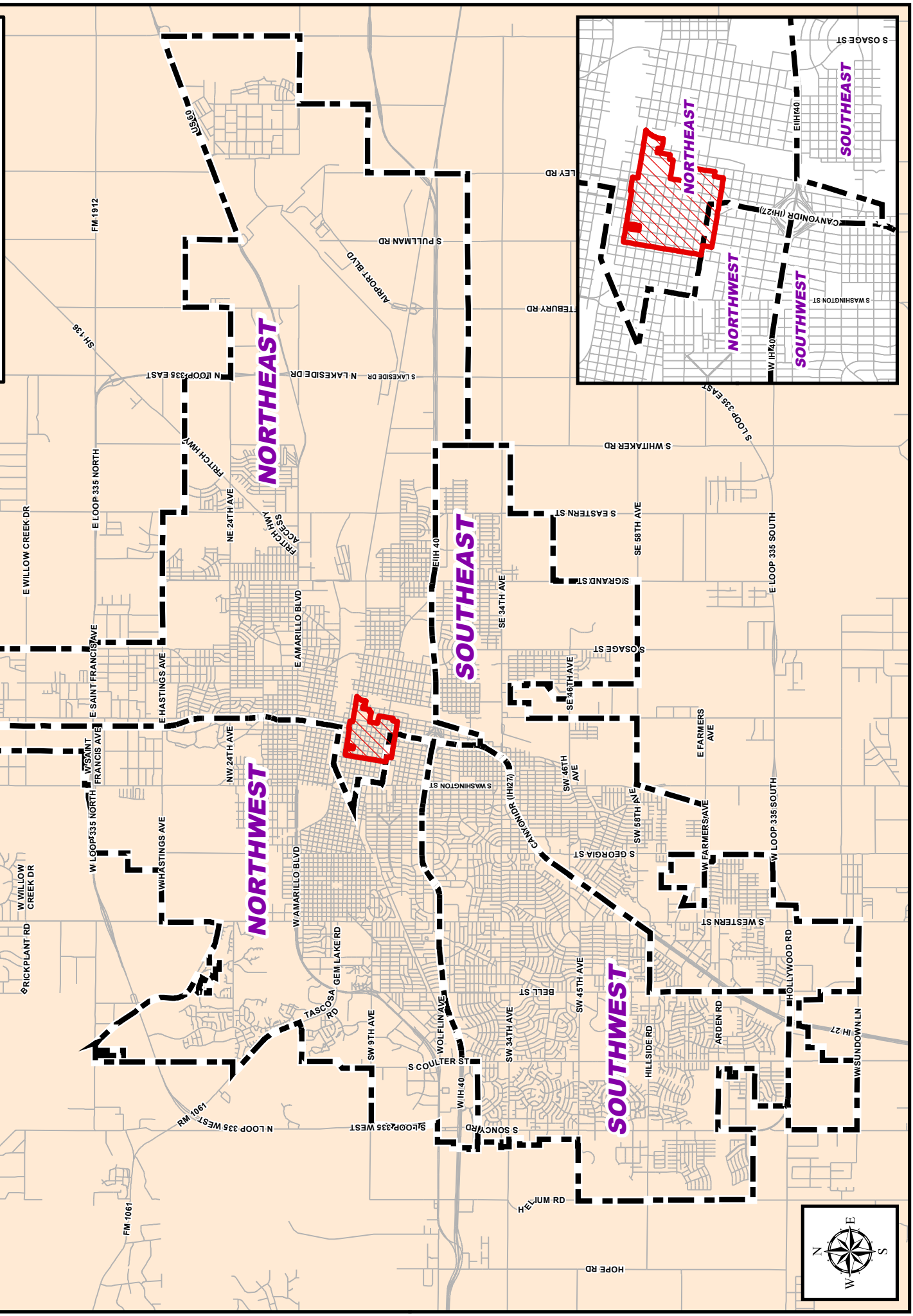


<b>Mural Sub-Committee Review Criteria and Comments</b>	
<p><b>Location (25 points)</b></p> <ul style="list-style-type: none"> <li>• How is the property used?</li> <li>• Is the location high-traffic (vehicle or foot)?</li> <li>• Is the location readily visible/accessible without requiring trespassing on private property?</li> </ul>	<p>____ points</p> <p>Comments:</p>
<p><b>Program Goals (25 points)</b></p> <ul style="list-style-type: none"> <li>• How would the mural further the Program’s goals to enhance the City’s appearance, increase employment opportunities in the arts, raise awareness and appreciation of the value of art, create civic pride, reduce blight, and encourage tourism?</li> <li>• Does the mural tie in to the Amarillo community?</li> <li>• Does the mural incorporate “#shareAmarillo” or otherwise encourage viewer interaction?</li> </ul>	<p>____ points</p> <p>Comments:</p>
<p><b>Design (25 points)</b></p> <ul style="list-style-type: none"> <li>• Does the design comply with the Program requirements?</li> <li>• Is the design an original creation?</li> </ul>	<p>____ points</p> <p>Comments:</p>
<p><b>Installation and Maintenance Plan (25 points)</b></p> <ul style="list-style-type: none"> <li>• Does the installation plan demonstrate that the property owner and artist are able to install a mural adequately and safely?</li> <li>• Does the maintenance plan demonstrate that the property owner and artist are able to maintain the mural for the required period?</li> </ul>	<p>____ points</p> <p>Comments:</p>
<b>Total points</b>	

# Downtown Amarillo: Central Business District (CB)

**Legend**

-  CB (Central Business)
-  CB/S (Central Business SUP)



**Downtown Amarillo:  
Central Business District (CB)**

**Legend**

-  CB (Central Business)
-  CB/S (Central Business SUP)

**NORTHWEST**

**NORTHEAST**

**SOUTHWEST**

**SOUTHEAST**

