

Mural Art Program Liberty, KY

Liberty Tourism Grant Funding Requirements:

- Must have a business or property in Liberty City Limits that is visible & appealing to visitors.
- Only commercial properties are eligible.
- Design and location must appeal to Tourists visiting Liberty.

Funding Determination:

- Based on criteria, your grant application may qualify you **100% grant funds, 80/20 match, 50/50, or 25/75** matching funds from Liberty Tourism.
- This determination will be based on the appeal to tourism, mural location, overall design, artist qualifications, and overall completeness of the application.
- The Grant amount is not to exceed \$3,500. Total grant funds available will be limited to \$10,000 per fiscal year.
- Completed applications must be submitted to and approved by the Liberty Tourism & Convention Commission Board prior to work beginning. Grants are not awarded for work done prior to approval.

Grant Reimbursement:

- Work must be completed within **180 days** of grant determination and acceptance.
- Once the project is completed, grantees must submit paid receipts for reimbursement. Liberty Tourism will verify that the work was done according to the approved application before reimbursing funds. Reimbursements will be made within **14 days** of the submission of approved receipts.

Criteria for Approval of Wall Murals

The mural should be a professionally designed, original work of exceptional quality with consideration of the following criteria:

- Work that is of enduring value
- Visual imagery enhances the aesthetic experience within the City and the character and nature of the site.
- Visual imagery that is appropriate for ALL audiences (no campaigning, partisan politics, sexual imagery or references, drug references/imagery, religious content, commercial content, logos, or advertisement specific to a particular business.
- Artwork that is appropriately designed for all viewpoints to the mural (by pedestrians, from moving vehicles, seated audiences, etc.).
- Artwork that is appropriately sited for directional exposure to minimize fading of colors. Suitability of the wall surface to receive all materials that are to be used to execute the mural including the wall preparation material.
- Work that is appropriate in scale to the building and to the site.

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APPLICANT INFORMATION:

1. Name: _____

2. Company Name: _____

3. Home Mailing Address: _____

4. Phone: _____ Email _____

5. Status of Applicant: Owner _____ Lessee _____ Under Contract to Purchase _____

7. Date of Proposed Mural Installation _____

8. General Location of Property: _____

9. Mural Property Address: _____

10. Land Use: Residential/ Non-Residential/ Mixed-Use

APPLICANT Signature and Date**BUILDING OWNER INFORMATION IF APPLICANT IS LEASING:**

1. Name: _____

2. Company Name: _____

3. Mailing Address: _____

4. Phone: _____ Email _____

OWNER Signature and Date

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Supporting Information Required for New Mural Applications:

- ☐ **Location Photo-** Address and photos of the area and specific spot for mural placement.
- ☐ **A written description or Artist Interview** of the type of mural (painted mosaic, etc.) and details showing how the mural is affixed to the wall surface if it is not a surface applied painted mural and the application technique and paint type for surface applied murals. *(This can be an Artist Interview instead of a written description)*
- ☐ **A sketch** or rendering that illustrates the building elevation, showing the placement of existing architectural features (such as windows and doors), scale of the mural, proposed artwork, and design for the mural.
- ☐ **Examples of previous artwork** done by the artist, if an artist has not done a mural, other paintings or works can be submitted. Links to Facebook, Instagram, Website.
- ☐ **Community involvement:** While we can't require buying local, hiring local, or community involvement, we do encourage it!. What is your plan for buying supplies, artist(lives or has lived in Casey County for 5+ years), will there be any community volunteers involved with this project?- Can include in the budget (see below)
- ☐ **Project budget,** Including the total cost of materials, artist commission, applicant maximum pledge (to be used if matching funds are determined) **Liberty Tourism reserves the right to directly pay your mural artist to ensure that the allotted amount is in your budget goes to the mural artist.*
- ☐ **Estimated Timeline** for completion

Sample Budget/Request:

Item	Cost	Source
Paint	\$300	Liberty Ace Hardware
Brushes & Other Supplies	\$50	Danville Lowe's
Artist	\$1,000	Lexington
Total	1,350	
Applicant Pledges	\$350	
Total Request from Tourism	\$1,000	

Community Volunteers	2	Area prep
Estimated Completion	June 2021	

APPLICANTS AND ARTISTS ARE STRONGLY ENCOURAGED TO READ this great resource provided by the City of Frankfort for creating and preserving murals before applying- [Reference Guide-Provided by City of Frankfort, KY](#)

For application assistance or questions, please call 606-706-7777 or email

Heather@explorelibertyky.com

For reference: Does not have to be submitted with Application

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<u>Grant Scoring Rubric</u>	
<u>0-50%</u>	<u>Will not be considered</u>
<u>50-75%</u>	<u>50/50 Match</u>
<u>75-90%</u>	<u>80/20 Match</u>
<u>90-100%</u>	<u>100% Funding Consideration</u>

Scoring Rubric

**The listed criteria is how your application will be scored. You can use this to ensure you have all the required materials and information. Official scoring will be done by Liberty Tourism's Mural Committee.*

Previously received Mural Grant Funds:

____ (10 pts) No

____ (0 pts) Yes

Business or commercial property in Liberty City Limits:

____ (15 pts) Yes

____ (0 pts) No (Application will not be considered)

Proposed Mural location:

____ (15 pts) **Excellent**- Artwork that is appropriately designed for **all** viewpoints to the mural (by pedestrians, from moving vehicles, seated audiences, etc.). The mural is in the **optimal** location for viewing by main traffic in Liberty.

____ (10 pts) **Good**- Artwork that is appropriately designed for **many** viewpoints to the mural (by pedestrians, from moving vehicles, seated audiences, etc.). The mural is in a **good** location for viewing by main traffic in Liberty.

____ (5 pts) **Fair**- Artwork meets one of the two stipulations above

____ (0 pts) **Poor**- Artwork is neither optimal for traffic nor pedestrian.

Design:

____ (15 pts) **Excellent**-Design meets all criteria: is visually appealing, enhances the City's character, appealing to tourists, enduring in value, & appropriate for all audiences. Design is void of offensive messages, logos, religious content, and advertisements. Work is appropriate in scale.

____ (10 pts) **Good**-Design meets most all criteria: is visually appealing, enhances the City's character, appealing to tourists, enduring in value, & appropriate for all audiences. Design is void of offensive messages, logos, religious content, and advertisements. Work is appropriate in scale.

____ (5 pts) **Fair**- Design meets some criteria: is visually appealing, enhances the City's character, appealing to tourists, enduring in value, & appropriate for all audiences. Design is void of offensive messages, logos, religious content, and advertisements. Work is appropriate in scale.

____ (0 pts) **Poor**- Design lacks the qualities listed above.

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Artist Qualifications:

_____ (15 pts) Excellent- Has a varied portfolio with a wide range of skills. Has painted large-scale murals outside previously, with examples.

_____ (10 pts) Good- Has a varied portfolio and has painted large-scale murals inside or outside previously.

_____ (5 pts) Fair- Has a varied portfolio and has painted large scale, no experience.

_____ (0 pts) Poor- Has a limited portfolio and limited experience related to murals.

Community Involvement:

_____ (15 pts) Must do 3 out of 3:

_____ buy available supplies locally

_____ include community volunteers when possible

_____ hire a local mural artist

_____ (10 pts) Must do 2 out of 3:

_____ buy available supplies locally

_____ include community volunteers when possible

_____ hire a local mural artist

_____ (5 pts) Must do 1 out of 3:

_____ buy available supplies locally

_____ include community volunteers when possible

_____ hire a local mural artist

_____ (0 pts) We will not be buying supplies locally, including community volunteers, or hiring a local artist.

All Required supporting Documents are included with application:

_____ (15 pts)

_____ (0 pts)

Application Passed by Tourism Board on: 4/15/21