



CALL TO COMMUNITY GROUPS

Tacoma Murals Project

Deadline: April 2, 2012



Before and after photos on left are of Bergerson Terrace, 5301 S. Orchard. Lead artists: Rachael Dotson, Joni Joachims, Jeremy Gregory. Participating artists: Liza A Brown, Kate Cendejas, Brian Hutcheson, David Long, Mary McFarland, Laura Ospital, Chelsea O'Sullivan, Natalie Oswald, Yvette Simone, Shannon Wallace, and Janice Lee Warren. (After photo by Rachael Dotson)

Before and after photos on right are of building at 2143 MLK Jr. Way. Lead artist: Jeremy Gregory. Participating artists: Kate Cendejas, Larine Chung, Jena Marks, and Marlin Peterson. (Photos by Jeremy Gregory)

Opportunity

The City of Tacoma is seeking community groups who would like a mural painted at a specific site in their neighborhood to fight blight and combat vandalism. In addition to reclaiming spaces targeted by vandalism and graffiti, murals can create a sense of place and identity for a neighborhood. Priority will be given to sites located in Community Based Services areas within Tacoma and/or sites without a good representation of public art.

The Tacoma Murals Project requires participation by community groups who are committed to their neighborhoods and agree to be active participants in the process.

The City of Tacoma will provide the selected community groups with:

- A funded mural, including supplies & artist compensation
- Technical assistance
- A trained mural artist team to design and implement a mural
- Promotion and assistance

In return, it is understood that selected community groups will:

- Work cooperatively with the assigned artist team
- Be a resource to the artist team for research, stories, content, etc... Note: artist team will also approach members of the surrounding community to gather research, stories, and content.
- Be open to the creative ideas of the assigned artist team
- Assist in community coordination.
- Implement and comply with appropriate agreements including:
 - Letter of Agreement between property owner, applicant, and City of Tacoma
 - Maintenance agreement (The community group and/or property owner will be responsible for maintenance of the mural. The City of Tacoma will have no obligation to maintain the mural; the mural will not be considered part of the City's Municipal Art Collection.)
 - Property Easement
- Contribute in-kind services and/or cash to support activities associated with community meetings, mural dedication, or to add to the basic mural (e.g. enlarge the mural size, install lighting, etc...)

NOTE: The artist team will be responsible for final mural design and painting. Community groups will not be painting or designing the mural themselves.

Tacoma Murals Project Background

The Tacoma Murals Project joins artists and communities through the collaborative process of mural-making to create powerful artworks that can transform public spaces, neighborhood identities, and individual lives.

In 2011, a group of talented adult artists completed a series of classroom sessions and two outdoor murals, learning how to work with communities to design and implement high quality murals that are technically and aesthetically successful.

In summer 2012, teams of these qualified artists, under the guidance of lead artists, will be paired with selected community groups. Each artist team will design and implement a mural that reflects the stories and input provided by community participants.

This opportunity is an initiative of the Graffiti Reduction through Community Based Art team, part of the City of Tacoma's Safe, Clean, & Attractive effort.

Safe, Clean & Attractive Background

Tacoma's Safe, Clean, & Attractive effort was born in April 2008, when then City Manager Eric Anderson asked city employees to work with community members in tackling two major challenges: making Tacoma safer by reducing crime within the city by 50 percent, and making Tacoma cleaner by removing nuisances, debris and junk vehicles.

The Graffiti Reduction through Community Based Art team was created in 2009 as an extension of this effort. The team aims to connect community with professional artists and technical assistance to create beautiful, diverse, and enduring community-based art projects in areas that are identified as prime graffiti sites.

Eligibility

- Applicant and proposed mural site must be located within the official city limits of Tacoma
- Priority will be given to sites located in Community Based Services (CBS) areas within Tacoma and/or sites located in areas without a good representation of public art. For information about CBS areas, go to www.cityoftacoma.org/CBS
- Applicant must exhibit community support and participation
- Applicant must have a specific mural site to propose and permission of property owner
- Proposed mural wall must be commercial or public property. Residential walls are not eligible. If wall is on publicly owned property or you are unsure of ownership, please contact Real Property Services at 253-591-5249 to verify ownership.

Selection Criteria

- Demonstrated need for at least one of the following:
 - Reduction of blight (i.e. beautify a wall that is neglected, ugly or plain)
 - Reduction of vandalism (i.e. reclaim a wall that is frequently hit by graffiti)
 - Addition of public art in an area without a good representation of public art
- Community commitment demonstrated through the provision of support either through cash or in-kind services/product (e.g. volunteer hours, paint, services, space, etc...).
- Proof of community involvement
- Willingness to work with the assigned artist team

NOTE: This is a competitive program and not every applicant is guaranteed to be selected. City of Tacoma may verify severity of vandalism against reported incidents at proposed mural site.

Timeline

April 2, 2012	Deadline for application submission
by April 27, 2012	Review of applications and selection of community groups
throughout summer 2012	Community coordination and mural implementation

Application and Submission

To apply:

1. Fill out the online application at <http://www.surveymonkey.com/s/TMP2012>.

Or

If you do not have internet access, fill out the application on pages 6 & 7.

2. Submit 2 - 5 digital photos of the proposed mural wall to tacoma.submissions@cityoftacoma.org. Photos should give a sense of the site and, if possible, document blight and/or instances of vandalism.
3. Mail an original signed Letter of Agreement (form on pages 4 & 5) to:

City of Tacoma
Tacoma Murals Project
Attn: Naomi Strom-Avila
747 Market Street, #900
Tacoma, WA 98402

Help

For assistance, please call Naomi Strom-Avila at 253.591.5191 or email nstrom-avila@cityoftacoma.org.



Tacoma Murals Project

Letter of Agreement

The purpose of the Tacoma Murals Project (“Project”) is to reclaim public and commercial spaces targeted by blight and vandalism, through the creation of beautiful, diverse and enduring community-based murals.

By signing this letter, _____ (“Property Owner”) warrants that
Name of property owner

he/she is the legal property owner and that he/she gives permission to the City of Tacoma (“City”) to utilize his/her property listed below for a mural painting through the Project.

Property address

Description of wall location (i.e.: North wall of building facing 38th Street)

Name of applicant community group (“Applicant”) has applied to the City to participate in the Project.

If selected, **the City will** provide the Applicant with:

1. A funded mural, including supplies & artist compensation
2. Technical assistance
3. A trained mural artist team to design and implement a mural
4. Promotion and assistance

If selected, **the Applicant will** actively participate in the mural process by:

1. Working cooperatively with the assigned artist team
2. Providing general input about what messages or themes the community would like represented in a mural. (**The artist team will be responsible for final mural design and painting. Community groups will not be painting the mural themselves.**)
3. Assisting in community coordination
4. Implementing and complying with appropriate agreements including:
 - a. Maintenance agreement (The Applicant and/or Property Owner will be responsible for maintenance of the mural. The City will have no obligation to maintain the mural; the mural will not be considered part of the City’s Municipal Art Collection.)
 - b. Property Easement
5. Contributing in-kind services and/or cash to support activities associated with community meetings, mural dedication, or to add to the basic mural (e.g. enlarge the mural size, install lighting, etc...)
6. Coordinate a mural dedication event

If selected, **the Property Owner will:**

1. Provide reasonable access to the portion of your property listed above to the Applicant and artist team for the purpose of designing and painting the mural
2. Allow the City to utilize photos of the building/business for promotion of the Program
3. Cooperate and collaborate with the Applicant and the artist team in developing a design that reflects the stories and input provided by community participants. **The artist team will be responsible for the final mural design and painting.**

_____ agrees to take responsibility for the maintenance of the Applicant and/or Property Owner mural after completion by artist team. The City will have no obligation to maintain the mural following the completion thereof.

The City will select Applicants to participate in the Project by April 27, 2012. Community coordination and mural implementation will be ongoing throughout spring and summer 2012 with mural completion by fall 2012.

By signing below, Property Owner, Applicant and the City accept the terms of this agreement.

Approved by:

Property Owner

Signature

Name

Date

City of Tacoma Representative

Signature

Amy McBride

Date

Applicant

Signature

Name

Date

Tacoma Murals Project – Community Mural Application

Name of Applicant Group

Contact Person

Contact Person's Full Address

Contact Person's Phone

Contact Person's E-mail

Describe your group. How many people are there in the group? What unifies them?

Describe your community. Use this space to show proof of community involvement in this project. Who is involved with and/or aware of this project?

Why do you want to have a mural painted in your neighborhood? Use this space to describe the need (e.g. blight, vandalism, etc...).

Where would you like to see a mural painted? Include address/cross streets and any other pertinent information about the site or surrounding area.

What is the size of the proposed wall (height x width)?

What is the surface material (e.g. brick, wood, concrete, metal...) and condition of the proposed wall?

Do you have permission from the property owner to have a mural painted at this site?

Who will be responsible for maintaining the completed mural? Note: this should be the property owner, the community group, or a combination of the two.

Tacoma Murals Project – 2012 Community Murals

Would you or someone in your group be able to participate in coordinating the artists' work with your community this spring/summer?

If there are language barriers, would you or someone in your group be able to assist with translation?

What cash or in-kind services will your group provide to help support this project?