

## Introduction

The Community Mural Grant provides funds to organizations, community groups and licensed businesses for the installation of murals on private property. The objective of the grant is to promote a sense of empowerment and equity to communities, create vibrancy and beautification, and to deter graffiti vandalism in Edmonton. In 2023 we expect to fund a total of 20 mural projects; 10 inside the DBA and 10 throughout the remainder of the City.

## Funding

Community Mural Grant Projects for community leagues, non-profit organizations or licensed businesses will be eligible for up to \$8,000 each in funding based on a matching funds basis. Applicants must contribute 25% of the total requested funding. Funds must be matched through financial, donation, or in kind contributions. Matching funds cannot be provided by other City of Edmonton sources. Mural projects within the [Business Improvement Area of Downtown](#) will be eligible for up to \$10,000 each in funding based on the same matching funds basis stated above.

Grant funding for the Community Mural Grant is provided on a reimbursement basis.

## Eligibility Criteria

Organizations MUST be a licensed business, nonprofit, or community organization within the City of Edmonton. Organizers are responsible for the planning, management and funding of the Community Mural Project. They are responsible for ensuring any proposed activity and/or event is conducted in a safe and responsible manner.

Successful projects MUST align with at least one of the following priorities:

- [Climate Action and Energy Transition Strategy](#)
- [15 Minute District Planning](#)
- [Safe Mobility Network](#)
- [Community Safety and Well-Being Strategy \(CSWB\)](#)
- [Edmonton's Arts, Culture and Heritage Plan](#)
- [Edmonton Economic Action Plan](#)
- [Indigenous Framework](#)

Mural Projects MUST be highly visible from a public road and /or sidewalk, have the support of local businesses and community members, build community partnerships ( financial and in-kind donations), undertake public consultation or engagement, and select local ( Edmonton and surrounding area) artists through an open and inclusive process.

## Additional application criteria:

- Completion of the [Community Mural Grant Application Form](#)
- The mural must be located on an external wall or asset visible to the public.

- The mural must be located on **private property** and not City of Edmonton property (**Community League buildings are permitted**).
- The legal property owner must provide written permission.
- All murals now require an anti-graffiti coatings for the importance of maintenance and integrity of the mural
- At least **one community engagement component** that can be anecdotal or numerically measured; the more involvement the community has the higher the scoring of the application
- A detailed and clear budget, project scope and schedule that aligns, is feasible and has measurable outcomes for a successful mural project.
- Completion of a **feedback survey** and **final report** are **MANDATORY for reimbursement**.

**Conditional Acceptance Criteria: (ONLY needed after successful in selection process as a condition to funding)**

- Proof of \$2,000,000 in liability insurance
- A Copy of the Required Development Permit if the mural incorporates text. City-sponsored Community Murals are meant to beautify neighborhoods and not for advertising, political or offensive/hateful purposes. A development permit may be required if you intend to incorporate text within your mural. Development permits can be obtained by visiting [Permits, Development and Construction](#).
- Community Leagues and those leasing on City of Edmonton Parkland are required to have project approval by the Park and Facility Development Team. For more information please visit [https://www.edmonton.ca/programs\\_services/for\\_communities/park-facility-development-team](https://www.edmonton.ca/programs_services/for_communities/park-facility-development-team)
- Final Mock-Up of the Art being created in the location

## Eligible and Ineligible Expenses

### Eligible Expenses:

- Honorarium and fees for artists. This includes creative design, production or consultation.
- Wall preparation and painting supplies (including but not limited to: paint, brushes, rollers, sandpaper, plaster and protective coatings).
- Lifts and equipment rentals for larger murals.
- Anti-graffiti coatings
- Costs associated with community engagement ex. Education/teachings of the art to the artists working on the murals, learnings/honorariums about the background or meaning of the created art ( i.e. elders or other cultural designates), flyers, advertising or surveys on the mural(s)
  - may not exceed 25% of the complete project budget
  - Copies of these materials MUST be provided in the final report as well as a summary of the results involving the mural or feedback surveys conducted by the applicant(s).

### Ineligible Expenses

- Hosting costs for production or project celebrations
- Ongoing operating expenses for an organization
- Ongoing salaries for an organization
- Facility maintenance or repair, including maintenance to an existing mural
- Expenses incurred prior to application approval

## In-kind Contributions

In-kind contributions are goods, services or time donated to a program or project. In-kind contributions include volunteer or unpaid labour, donated space or equipment, or other unpaid resources.

In-kind labour can be calculated based on the following:

- Professional/Technical Volunteer - \$40/hour

- General Volunteer labour - \$20/hour

## Application Process

**\*\*IMPORTANT\*\* The CCCU Community Mural Grant has changed from previous years from first come, first serve to an evaluation process based on eligibility criteria.**

Applications open on **March 15, 2023** and will be accepted until **11:59 p.m. May 15th, 2023**. The application form will be available [online](#). All applicants will be notified by email with the decision on their application by **May 31, 2023**.

Recipients of the Community Mural Grant will be required to complete a final report outlining the results and outcomes achieved as part of the grant's terms and conditions. Recipients may also be requested for status/progress updates. Additional details will be shared with successful applicants and the program coordinator will be in contact with applicants. Applications that are submitted without all of the requirements will receive one email notification requesting the required information. Incomplete applications will not be considered after this attempt has been made.

This application should take approximately 20-30 minutes to complete.

### Attachments required for Application:

- Photo of mural(s) location
- Mock-up(s) of artwork for the project (this can be a rough draft or a written idea of the art for application but for funding agreement sign off we will need the final mock-up)
- Proposed Budget Sheet
- Organization insurance (**not required till confirmed a successful applicant**)
- Additional Documents (not required) ex. Proposal document
- Require a letter of consent from the property owner (If on property not owned by the applicant)

If you require assistance with your application, please contact [capitalcitycleanup@edmonton.ca](mailto:capitalcitycleanup@edmonton.ca).

## Review and Approval Process

Applicants accepted to move forward will be required to enter into a funding agreement. Once the funding agreement is completed the applicant will be eligible to receive funds.

Prior to entering into the funding agreement, the applicant **MUST** meet the following conditions:

- Proof of \$2,000,000 in liability insurance
- A Copy of the Required Development Permit if the mural incorporates text.

The funding is contingent on the Applicant meeting all the remaining program requirements and providing the final paperwork once the Community Mural Project is complete; funds are given by reimbursement. Funding approval by the City does not constitute approval by the City of any project details.

Any changes requested to an application must be approved by the CCCU Program Coordinator.

## Final Report

Final reporting is required to complete the grant requirements and receive the reimbursement. Applicants must submit all follow up paperwork by **November 30, 2023**. The final report is required before the funding of the grant is released.

The final report **MUST** include:

- All receipts for eligible expenses
- [Final Budget Sheet](#)
- Photos of the final project (please have at least one photo without people)
- The artist(s) background and information about the project/inspiration
- Description of the background/reasoning for the project and the meaning it has to the community
- Public/Community Engagement Components used including anecdotal and numerical data, types of engagement, level on the [engagement spectrum](#) met, copies/photos of any public engagement documents in regards to the mural etc...
- Impact the final mural project had on the community
- Completion of the Community Mural Grant Participant Feedback Survey

**Reporting submitted after November 30 will not be accepted.**

**Right To Refuse Funding:** In the event that Applicants fail to comply with any of the requirements of the Program to the City's satisfaction, the City reserves the right to refuse payment.