

OVERVIEW

The Royal Oak DDA seeks to maintain and improve quality of life for its citizens and business owners by fostering economically viable and visually appealing commercial districts. To help reach this goal, the Royal Oak DDA has established a Mural Grant Program to reimburse applicants for approved additions of public art, by way of permanent murals, to downtown buildings. Approved applicants shall be reimbursed 50% of the eligible costs of mural installations up to \$5,000 upon completion of the project.

PROGRAM OBJECTIVES

- To maintain high-quality design standards by investing in existing building stock that contributes to an exciting and inspiring downtown experience for residents and visitors.
- To contribute to a unique sense of place that helps promote the downtown district through visually appealing artwork.
- To promote unique business identities within the downtown through artistic expression that lends itself to enhancing the cultural capital of the commercial buildings in the Central business district.

PROGRAM ADMINISTRATION

The program will be administered by the DDA's Infrastructure Committee and will offer financial assistance to commercial property owners and business owners within the DDA District seeking to enhance the exterior of their building with the addition of a mural.

Applications will be selected by the Infrastructure Committee, comprised of representatives from the Royal Oak DDA, and must be based on meeting the objectives of the program. Applications will be accepted on a rolling basis throughout the calendar year or until the annually allocated funds for the program have been depleted.

Funding for mural projects will be paid via a reimbursement of completed work. Only after the applicant has paid for the work will the applicant be reimbursed for the granted dollar amount.

The DDA's grant funding will be allocated to exterior mural work in the form of 50/50 matching grants to business and property owners with a maximum grant funding request not to exceed \$5,000.

APPLICATION MATERIALS

The application must include:

- Application completed and signed.
- Concept drawing of the proposed mural
- Written description of the proposed mural, site, wall preparation, specific processes and materials to be used and protective coating.
- Evidence of support such as letters from the building owner, adjacent neighbors and businesses which will face the mural
- Approval of the mural as public art from the Commission for the Arts and City Commission respectively
- Pictures of existing façade and proposed mural areas indicated
- A current price quote for the proposed project from the artist
- Attestation from the artist transferring copyright ownership to the building owner
- Attestation from the building owner that the artwork will be maintained and shall not be removed or significantly altered for a minimum of five years, including in the event of building or business ownership changes.

Any costs incurred by the applicant in obtaining the drawing and quote shall be the sole responsibility of the applicant. If the applicant is qualified in installing murals, they may complete the work themselves once they received artwork approval from the City Commission.

For those applicants wishing to make the mural themselves, the grant will cover **ONLY** the cost of materials necessary for the approved project. The applicant shall be responsible for submitting actual/original receipts of materials purchased prior to grant funds being released.

ELIGIBILITY CRITERIA

Any property/building owner, or business owner owner/tenant with written authorization from the property owner can apply for funding assistance. Funds may not be disbursed until receipts of payment is submitted as finalized and approved.

Applicants may be the building owner, an individual artist or group of artists, or a not-for-profit organization, such as a neighborhood association, educational or community organization. Federal tax-exempt status 501©3 is not required.

MURAL REQUIREMENTS

Every applicant must demonstrate:

- The mural created will be accessible to the public and is outdoors.
- The mural is located in the downtown development authority's district boundaries.
- Used materials that will ensure mural longevity and durability.
- Paint on a surface and structure that is stable and ready for painting.
- Meet standards of artistic quality and suitability for the downtown area.
- Have a plan for painting the mural that ensures the safety of painters and the public, and that does not impede on public access.

- Strength of the artist's concept and demonstrated technical skills and experience will produce high quality artwork.
- The mural is a unique and original concept that will aesthetically improve the downtown.
- The mural will be feasible to install with a reasonable and well-planned budget.
- The mural uses high quality materials that will last a minimum of five years, and are resistant to weather and ultraviolet deterioration.

INELIGIBLE IMPROVEMENTS

The following improvements do not qualify for the Mural Grant Program:

- Improvements made prior to DDA approval
- Expenses incurred prior to DDA approval
- Residential properties, excluding mixed use
- Murals located inside of the building

Mural Grant Approval Process

1. Applicant meets with the Downtown Manager for an initial review of the proposed location, imagery, artist's qualifications, funding sources, and building owner's approval.
2. Applicant applies and receives approval for artwork from the Commission for the Arts and the City Commission respectively.
3. Applicant submits a Mural Grant Application which fully completes the Application Materials requirements as outlined on page 2 of these guidelines.
4. The Downtown Manager will bring the proposal to the Infrastructure Committee for their consideration on a recommendation to the DDA Board.
5. The DDA Executive Director confirms that there are no outstanding issues with the property and the City of Royal Oak codes.
6. The Infrastructure Committee recommendation is reviewed by the DDA Board of Directors at its next scheduled meeting.
 - a. If the proposal is approved, the Downtown Manager sends the Applicant a Notice of Approval.
 - b. If the proposal is not approved, the Downtown Manager will communicate to the applicant in writing the reasons for the decision of the DDA Board. The applicant may address the concerns of the Board and submit a revised proposal to the Infrastructure Committee.
7. Following completion of the mural, the applicant shall submit for reimbursement following the prescribed process below.

CHANGES TO PROJECT AFTER APPROVAL

Any revisions, changes, additions, or subtractions to the approved scope of work will result in the applicant being ineligible for grant funds unless prior authorization is given by the DDA Board. Request for revision must be submitted in writing to the DDA Board accompanied with proposed changes and must have already received approval from the Commission for the Arts and City Commission respectively.

Work must be completed within one year of approval. Extensions must be granted by the DDA board before the expiration of the approval.

An unexpected change in ownership/tenant/occupant of the building after approval but before completion may disqualify the agreement for grant funding unless proper transfer of application is approved by the DDA Board.

PROJECT COMPLETION- SUBMITTING FOR REIMBURSEMENT

When the project is completed, the applicant must notify the Downtown Manager. The mural will be reviewed by staff and then be presented at the next meeting of the DDA Board. The Board will consider disbursement of funds based on the submitted materials and adherence to the approved project.

Materials to be submitted when project is complete:

- Proof of payment- The grant amount may be adjusted based on changes in cost.
- Proof of final artwork approval by the Commission for the Arts and City Commission
- Photos of the completed work to ensure that the project adhered to approved design. Photos must be thorough, detailed, and complete.

If the DDA board finds these materials to be compliant, funds may then be disbursed in accordance with the City's accounts payable schedule.

Site Address:		Parcel ID#	
APPLICANT INFORMATION		PROPERTY OWNER INFORMATION	
Business Name:		Name of Company:	
Contact Person:		Contact Person:	
Contact Address:		Address:	
Phone:		Phone:	
Email:		Email:	

Anticipated Project Start Date: (mm/dd/yyyy)	Anticipated Project Completion Date: (mm/dd/yyyy)

ARTIST INFORMATION		ARTIST ATTESTATION	
Artist Name:		<i>The artist agrees that the commissioned mural work is a work for hire and that the building owner is the author for purposes of copyright ownership; and that the artist assigns all rights in the art, including copyrights, if any, so that the public can fully benefit from the art.</i>	
Contact Person:			
Address:			
Phone:		Signature:	
Email:		Date Signed:	
Mural Experience: (in years)		Witness:	

ELIGIBILITY QUESTIONS	
Is the property delinquent on property taxes, water bills, or any other fees/bills owed to the city	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is there any pending litigation against the city by the applicant?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is the property within the boundaries of the DDA District?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are there any outstanding code violations on the property?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is the applicant a property owner or a tenant with a minimum of two years remaining on their lease, or have an option to renew their lease with written permission from property owner (include letter with application).	<input type="checkbox"/> Yes <input type="checkbox"/> No

PROPOSED MURAL PROJECT

Height of Building façade:	Width of Building façade:	Square Footage of Building façade:
Height of Mural:	Width of Mural:	Mural Square Feet:
Brief Description of Imagery:		
Description of Site Preparation before Installation:		
Description of the Installation process, including protective maintenance plans:		
Estimated Cost of Proposed Mural Installation:	\$	
Amount Requested (50% of Total Cost, not to Exceed \$5,000)	\$	

ATTACH TO THIS APPLICATION:

- Concept drawing of the proposed mural
- Evidence of support such as letters from the building owner, adjacent neighbors and businesses which will face the mural
- Proof of Approval of the mural as public art from the Commission for the Arts and City Commission respectively
- Pictures of existing façade with the proposed mural areas indicated clearly
- A current price quote for the proposed project from the artist
- Attestation from the building owner that the artwork will be maintained and shall not be removed or significantly altered for a minimum of five years, including in the event of building or business ownership changes.