



SANTA CRUZ
REDEVELOPMENT
AGENCY

MATCHING GRANT MURAL PROGRAM GUIDELINES

Introduction

The Matching Grant Mural Program was established in 1994 to support the City's community revitalization goals. The Mural Program began in the downtown alleys in 1994 and expanded in 2007 to include the citywide Redevelopment Project Areas (see attached map). Through the Mural Program the Economic Development and Redevelopment Department supports the community vision of Santa Cruz as a vibrant and creative city.

Mural Program Grant Information

The Mural Program provides 75% matching grant funds (up to a maximum amount of \$7,500 for a \$10,000 project) to grant recipients. These funds may be used for the cost of wall preparation, mural design, materials, painting, necessary equipment (such as scaffolding) and permit fees.

Grant funds may not be used for ongoing maintenance.

Mural Artist Registry

The Economic Development and Redevelopment Department maintains a Mural Artist Registry, intended to be a tool to help match interested artists, muralists and commercial painters to mural projects. Mural projects may include 2D and 3D artworks, both pre-designed and site-specific, and either mounted to or created directly on an exterior building façade.

Application

1. Applications for the mural program are submitted by property and/or business owners or community groups.
2. Staff assesses initial feasibility of the project request. Agency and applicant determine mutual project goals.
3. Project committee is formed; usually comprised of the following representatives:
 - a. City Staff and/or City Council
 - b. Property / Business Owner
 - c. Arts Commission / Arts professional

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Artist Selection

Option A

1. Applicant and agency select finalist from the mural artist registry.
2. Agency commissions initial design proposal based on project goals.
3. Project committed approves design proposal.

Option B

1. Staff prepares a shortlist of finalists based on criteria set from project goals (i.e. artistic excellence, relevance of work to project site, demonstrated ability of artist to complete a project successfully).
2. Agency commissions initial design proposals based on project goals.
3. Project committee selects a winning proposal.

NOTE: Option B is used for projects that are large-scale and/or have high public visibility, as determined by the Agency.

Implementation

1. Agency contracts with applicant for a mural project based on selected proposal.
2. Artist, community or commercial painter implements project.

Contract scope includes prep, prime and application of an anti-graffiti coat as well as mural design and implementation. It is the applicant's responsibility to obtain permits as needed and to manage project implementation.

Whose Mural Is It?

Murals are considered to be five to ten year installations. Mural artists retain rights to the mural and guarantee their work to be free from faults of material and workmanship for a period of five years after mural is complete. Although murals have proven to be highly successful as a graffiti deterrent, the property owner remains responsible for responding to and repairing any graffiti damage within five days of notification, as stated in ordinance #6.75. After five years, the City and property owner assess whether the mural's lifespan should be extended and, upon approval by the Arts Commission, sign a five-year cooperative maintenance agreement. The maintenance agreement may be renewed as agreed upon by both parties.

Questions?

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