



Visit Oakland Public Mural Grant Program

Program Overview

Visit Oakland's Public Mural Grant Program (PMGP) is a recognition that the arts community within Oakland is valuable in building visitor interest, as well as vital in establishing a strong sense of place for local residents of the city. The program intends to increase the number of public murals for display on the outward walls of buildings within city limits as a way to further enhance the aesthetics of the city, while supporting the incredibly talented artist community within Oakland. The PMGP will identify and fund the projects that highlight positive images of Oakland's history and culture.

Applications are reviewed by the Visit Oakland Marketing Staff. The application process takes approximately 30 days from application submission to notification of awards. **There is no guarantee of funding for a submitted application.**

Eligibility Information

1. The following are eligible applicants for the PMGP:

- a. Artists and private business owners who submit a joint application.
- b. Arts Organizations (501-c-3) with an annual operating income under \$300,000.
- c. Arts Programs of a 501-c-3 non-arts organization.

2. The following are not eligible to apply for the PMGP:

- a. Applicants who have already received a grant within the same calendar year.
- b. Incomplete applications are ineligible, but can be resubmitted once

Important Grant Details

1. **Grant Awards-** PMGP grant requests must range between \$500 and \$5,000. Visit Oakland requires no less than 25% grant match by the grantee. (For example, if applicant requests \$1,000 in grant funds, applicant must show the ability to match at least \$250). Matching funds can be satisfied using any combination of cash or in-kind (non-cash) contributions. Visit Oakland intends to fund the highest scoring proposals at 100% of the grant amount requested by the applicant, but reserves the right to award a partial funding if dictated by the application score or available resources.

2. **Funding Period-** Projects MUST begin during the specified funding period of **May 1, 2017 – May 1, 2018**. Projects that will go beyond that period will require written consent from Visit Oakland in order to be eligible for funding.
3. **Applicant Physical Location-** Artists who reside within the city limits of Oakland will be given priority for the project. If the applicant doesn't live within the city, but has a history of supporting and participating in the Oakland Arts Community the application will still be considered (but possibly at a lower priority to Oakland residents).
4. **Location of Project-** The proposed mural must be on a building within the city limits of Oakland. The application should include an acknowledgement from the building owner that the proposed location, design, and funding of the mural have been agreed upon.
5. **Eligible Topics/Themes-** This grant is intended to promote a positive image of the people and community of Oakland. Proposed murals should focus on topics such as Oakland's neighborhoods, people, history, arts and culture. Those murals with direct connections to these Oakland themes will receive the highest scores. Murals with general, aesthetically pleasing designs will be considered, but at a lower score. Attached are examples of appropriate mural themes/topics. Visit Oakland's approval of the final sketch will be a pre-requisite of final funding.

Application Information

All applications must include all of the below criteria. Incomplete applications will not be considered for grant awards. Please include all of the below information in a PDF document, and submit to Ben Taylor, Destination Development Manager for Visit Oakland, for consideration (ben@visitoakland.com).

Section I: Basic Project Information

1. Contact information of applicant(s) (name, address, phone number, email)
2. Location of the proposed mural
3. A Project Title (Up to 10 words)
4. Provide the Project's Goal- Discuss the topic/theme of the project, and the primary message that will be conveyed. (Up to 350 Words)
5. Provide a full-color sketch of the proposed mural design.
6. Proposed Start and End Dates.
7. A list of the project's main partners (provide contact details for each)
8. Financial Overview:
 - a. If the applicant is an arts organization enter the total amount of the organization's Annual Operating Operational Budget. Use figures from the most recently completed fiscal year for this verification.
 - b. Enter the Total Grant Request amount (must be between \$500 and \$5,000)
 - c. Project Budget

Section II: Engaging the Community

1. Provide a brief explanation of how the project proposal is relevant to the community the work will be completed in. (Up to 250 words)
2. How will the project deepen participation in the arts and creative activities and experiences? (Up to 150 words)

3. How will the local community be involved during the project process (Up to 150 words)
4. How will the project be promoted to the community? (Up to 150 words)

Section III: Project Implementation

1. Briefly describe the artist or artists that will be involved in the project. (Up to 200 words)
2. Include a sample of the artist's previous work, especially work that has previously been done in Oakland.

Review Criteria

Visit Oakland staff will fully review all submitted applications against the same criteria. The applications will be scored on a scale of 70 points across three categories.

Mutual Understanding & Interpretation (30 point maximum)

1. To what extent does the topic/theme of the mural reflect a positive image of Oakland? Does the design invoke a desire to travel to Oakland for visitors, or a sense of pride for residents?
2. To what extent were the partners thoughtfully engaged in the project's planning process?
3. To what extent is the proposal relevant to the community?

Engaging the Community (20 point maximum)

1. To what extent will the project deepen participation in the arts?
2. Will the project's plan for promotion and marketing support goals promoting the arts in Oakland?

Simple & Effective (20 point maximum)

1. Is the budget accurate, appropriate and realistic? Are in-kind contributions reasonably valued?
2. To what extent do the project partners demonstrate the commitment and ability to carry out the intention and scope of the proposal?

General Fiscal Information

1. The amount of available funds for this program may vary from year to year depending on Visit Oakland's final budget approval.
2. At the end of each project grantees must complete a report detailing expenses (including copies of receipts) as well as confirmation of the match by providing the sources of both dollars and in-kind contributions.

Application Questions & Support

Questions or completed applications can be submitted to:

Ben Taylor, Destination Development Manager
ben@visitoakland.com 510-208-0560



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Attachment A: Eligible Themes

This grant is intended to promote a positive image of the people and community of Oakland. Proposed murals should focus on topics such as Oakland's neighborhoods, people, history, arts and culture. Those murals with direct connections to these Oakland themes will receive the highest scores. Murals with general, aesthetically pleasing designs will be considered, but at a lower score. Attached are examples of appropriate mural themes/topics. Visit Oakland's approval of the final sketch will be a pre-requisite of final funding.

- 1. People:**
 - a. Murals depicting the life and accomplishments of prominent Oakland natives or residents**
- 2. Neighborhoods**
 - a. Murals designed to bolster local pride by showing off prominent features of that neighborhood (i.e Lake Merritt, the Cranes at the Port of Oakland)**
- 3. History**
 - a. Murals that shine light on Oakland's roots and it's strong past**
- 4. Arts**
 - a. Murals that highlight Oakland's rich arts community in any of it's forms**
- 5. Culture**
 - a. Murals that celebrate the diversity of Oakland**
- 6. Aesthetic Beauty**
 - a. Murals with an attractive design, but with no direct tie to Oakland will be considered at a lower priority**