

April 25, 2022

## **Creative Economy Grants Program**

### **Public Mural Program**

#### Application Guidelines

### **Background and Eligibility**

The Creative Economy Grants Program, designed to provide direct financial aid to arts, cultural, and historical organizations in Long Beach to recover, was made possible by the Long Beach Recovery Act, approved by the City Council on March 16, 2021.

Murals help to make Long Beach a more dynamic and creative city by stimulating dialogue and exchange of ideas, improving the visual quality, design, and experience of spaces, all while fostering connection between artists and communities. As part of the Recovery Act, the City is collaborating with the Arts Council for Long Beach (ACLB) in calling on artists to propose mural projects on public facilities that will be funded by the American Rescue Plan Act (ARPA) to support the Long Beach Recovery Act **Public Mural Program** to support Long Beach artists with the creation of up to 9 murals and ongoing maintenance of these new murals at City-owned facilities.

This program focuses on using LB Recovery Act funds to invest in areas that have been most heavily impacted by the COVID-19 pandemic, supporting public art that tells the community's story; creates a unique experience; engages residents; encourages increased foot traffic; fosters appreciation for the arts and local artists; and uplifts the overall spirit of the neighborhood.

### **Program Design**

This program is designed to enhance the local environment, promoting enjoyment and understanding of public art by inviting emerging artists to contribute to the City's collection of neighborhood murals. This program provides funding for artists proposing mural installations at a public facility through one-time grant funding for design, installation, and ongoing maintenance that uplifts, highlights, and embraces the layers of history and culture of Long Beach.

- *Eligible Applicants:* To be eligible for this grant, artists must demonstrate a strong interest in creating public art, and be registered with the Arts Council for Long Beach (ACLB) [Artist Registry](#). Strong preference will be given to Long Beach residents or those with a deep connection or commitment to Long Beach communities.
- *Award Amounts:* Grants under this program will be awarded to support the design, creation and ongoing maintenance of a mural on an approved public facility in the

City of Long Beach. This amount will include the muralists' fee and all purchases toward mural materials (including primer, varnish, ladders, scissor lifts, scaffolding, exterior latex or acrylic paint, etc.)

- *Project Selection:* The program would like to see concepts that uplift, highlight, and celebrate the vibrant history of the City and propose murals in parks and on public facilities in areas of the City most heavily impacted by COVID-19. A list of currently-identified sites is currently available in the City's [Parks Mural Toolkit](#).

Artists will be invited to submit their ideas and qualifications which must include a description of the proposed mural, the proposed location, specific theme or subject matter, and work samples showing the artist's style. Submissions will be considered by the City of Long Beach, the Arts Council for Long Beach, and community residents. The Arts Council for Long Beach will be available to help each artist with their project. Additionally, public murals will be selected based on visual impact, creativity, composition, demonstration of artistic merit, craftsmanship, and originality.

The public artwork will be installed in areas that are publicly accessible and visible. Standards listed in this policy are intended to ensure public artwork is appropriate, culturally competent, multigenerational, and represents the mission and values of the City of Long Beach. Public artwork must be designed with all viewers and visitors in mind. Artworks cannot display any drug use, depict material harmful to minors, contain known gang symbols, depict offensive acts, utterances, or gestures, or display a clear and present danger of a breach of the peace or imminent threat of violence. Artwork may not be commercial in nature and may not depict product placement for a business.

### **Application Process:**

#### ***Phase 1 - May 2, 2022 to August 5, 2022***

Muralists may register on the Arts Council for Long Beach Artist Registry and indicate their interest in the Long Beach Recovery Act Public Mural Program. Artists must live, work, or actively create in Long Beach. Emerging artists as well as artists who have a deep commitment to the City are strongly encouraged to register. The Arts Council will also be posting a call for volunteers for the selection committee for this program.

A Technical Assistance Workshop will be hosted on Zoom by ArtsLB on June 29, 2022 from 6:00-7:00 p.m. and the recording will be made available for viewing on ArtsLB's YouTube page.

Phase 1 will open May 2<sup>nd</sup>, 2022 and close August 5<sup>th</sup>, 2022.

**Phase 2 – August 8, 2022 to October 31, 2022**

ArtsLB will conduct digital community surveys to identify desired themes and sites that are preferred by the community. Based on the sites, qualified artists will be recruited from the established artist registry to submit proposals for the sites identified. Qualified artists will be invited to complete a rendering of their proposed project to be voted on by the community

Phase 2 will open August 8<sup>th</sup>, 2022 and close October 31<sup>st</sup>, 2022.

**Phase 3 – Award and Installation (Ongoing)**

Once voting is completed, awards will be announced. ArtsLB will work with the City of Long Beach to facilitate artist onboarding, including any necessary permitting and approvals required to complete the project.

Phase 3 also includes the following after all approvals and artist onboarding is completed:

- Award of funding
- Project installation
- Documentation
- Project Celebration with Public Art Tour
- Reporting
- Ongoing Maintenance

**Accounting and Documentation**

The table below summarizes eligible spending categories for the Public Mural Program. Eligible expenses under this program include:

<b>Category</b>	<b>Description</b>	<b>Examples of Expenditures</b>
<b>Project Site Mural Preparation</b>	Preparation of the project site necessary for the installation of the mural.	<ul style="list-style-type: none"><li>• Power washing and clearing of debris.</li><li>• Rental fees for equipment</li></ul>
<b>Community Engagement</b>	Funding for community engagement including surveying, outreach, community voting, and other activities to identify communities preferences and vision for the public art project.	<ul style="list-style-type: none"><li>• Materials, supplies, rental costs associated with conducting community outreach and engagement directly associated with the mural project proposals.</li></ul>
<b>Artist Renderings</b>	A Community Arts Project committee will select artists from ArtsLB’s	<ul style="list-style-type: none"><li>• Muralist fee for initial conceptual design</li></ul>

	Artist Registry to submit renderings and receive payment for initial conceptual design needed for review.	
<b>Muralist Installation Fee</b>	Payment for priming, installation, varnishing and completion of mural.	<ul style="list-style-type: none"> <li>● Muralist fee for one-time installment of the mural.</li> </ul>
<b>Ongoing Maintenance: Artist Restoration Stipends</b>	Funding to support restoration efforts on an as-needed basis for restoration of the mural	<ul style="list-style-type: none"> <li>● Stipends associated with repairing mural defacement</li> <li>● Funds held in the ArtsLB Mural Maintenance Fund for future maintenance of the mural as needed</li> </ul>

Awardees are responsible for providing documentation to ArtsLB on eligible expenditures to ensure compliance with the Long Beach Recovery Act (e.g., receipts, checks, bill payments, payroll costs). Required documentation will be retained by ArtsLB and available upon request per Treasury guidelines for five to seven years. If awardees are unable to expend the funds by December 31, 2023, they must notify the Arts Council in writing no later than October 31, 2023.

In addition to financial documentation, awardees are responsible for providing other requested documentation to the Arts Council for Long Beach key metrics related to the grant for tracking and reporting purpose.

**Contact**

If you have any questions, please contact ArtsLB at (562) 435-2787 ext. 1674 or at [publicart@artslb.org](mailto:publicart@artslb.org).