

INTRODUCTION

Murals are an important form of public art that can have a profound and positive impact on a city and its well-being. They transform spaces, encourage people to engage with their environment, help shape a community's identity and deter graffiti vandalism. Murals can foster wonder, pride, inspiration and a feeling of safety and are a powerful tool for making cities more vibrant and meaningful places to live.

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

Key Dates

The grant application must be submitted between March 1 - May 15 by 11:59 p.m. All applicants will be notified by email with the decision on their application by May 31, 2024.

Eligibility Criteria

- Grant applicants must be non-profit organizations, licensed businesses or community leagues.
- The location of the mural must be an external wall or asset, with high visibility.
- The location of the mural must be on private property and not City of Edmonton property (Community League buildings are permitted).
- The legal property owner must provide written permission.
- 25% of the requested funding must be matched through finances, donations, or in-kind contributions towards the mural project's total cost. This contribution may include staff labour, mural supplies or cash towards the mural project. For example, if the mural organizers request \$8,000 from the City, they would be expected to contribute at least an additional \$2,000 toward the mural total cost.
- Must submit a proposed budget, project timeline and mural mockup or thumbnail sketch with the application.
- Project should have at least one community engagement component that can be anecdotal or numerically measured.

The City reserves the right to deny requests that do not merit public support or are mainly personal, private, political, polarizing or commercial in nature. Please note that advertising, political messages or content deemed as offensive or hateful will not be accepted for grant funding.

Conditional Acceptance Criteria

(ONLY needed after successful in selection process as a condition to funding)

- Proof of \$2,000,000 in liability insurance.
- Final report at the end of the project that includes receipts and before/after photos by November 29, 2024.

Other

- A development permit is 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 [Parkland Facility Development Team](#).

Application Scoring

Due to high demand and limited funding, grants are awarded to applications that score the highest based on the following criteria:

1. Mural Vision, Timeline and Budget

Includes clarity of the intent for the mural, feasibility of funding, timelines and capacity of the organization to have a successful project.

2. Project Alignment and Scope

How well the project aligns with the goals of the City of Edmonton such as:

- [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](#)

3. Community Engagement and Collaboration

What types of community engagement or involvement will take place before, during or after the project.

4. Graffiti Vandalism

Takes into account areas that have been hard-hit by graffiti vandalism and who may be using a mural as a deterrent to future vandalism.

5. Mural Preservation Plan

Have considerations been made to ensure the mural's longevity including pre-planning and maintenance plans?

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 (examples: education/teachings of the art to the artists working on the mural, learnings/honorariums about the background or meaning of the created art, flyers, advertising or surveys on the mural).
 - 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.

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 Link

Will be available March 1, 2024

Application Checklist

- A photo of the mural location.
- A mockup or thumbnail sketch of artwork for the project.

- A Proposed Budget Sheet.
- Permission from the property owner if different from the Applicant. The legal address and property owner must be included in the letter.
- Proof of \$2,000,000 liability insurance (can be submitted after you have been approved for funding).

If you require assistance with your application, please contact capitalcitycleanup@edmonton.ca.

Successful Applicants

Successful applicants will be required to enter into a legal Funding Agreement between the City of Edmonton, the Organization and the Property Owner. Applicants will also have to submit proof of \$2,000,000 liability insurance.

Reimbursement of funds is contingent on the applicant meeting all the remaining program requirements once the Community Mural Project is complete.

Any changes to an application, including artwork changes, must be approved by the CCCU Mural Grant Program Lead (email capitalcitycleanup@edmonton.ca).

Final Report

Final reporting is required to complete the grant requirements and receive the reimbursement. Applicants must submit all follow up paperwork by November 29, 2024.

The final report MUST include:

- [Final Report and Survey](#)
- Final Budget Sheet
- All receipts and invoices for eligible expenses
- Photos of the final project (please have at least one photo without people)

Grant recipients may be asked for proof of payment.

Reporting submitted after November 29, 2024 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.