



CITY OF PHILADELPHIA
MURALARTSPROGRAM

Thomas Eakins House
1729 Mount Vernon Street
Philadelphia, PA 19130

Phone: (215) 685-0750
Fax: (215) 685-0757
www.muralarts.org

Jane Golden
Director

Open Letter to the Philadelphia Community:

The Mural Arts Program (MAP) started in 1984 as a component of the Anti-Graffiti Network. As part of this city-wide initiative to eradicate graffiti and address neighborhood blight, the Anti-Graffiti Network hired mural artist Jane Golden to reach out to graffiti writers, redirecting their energies from destructive graffiti to constructive mural painting. In 1996, the City of Philadelphia recognized MAP as a separate program, distinct from the Anti-Graffiti Network. At the same time, the Mural Arts Program established a non-profit, the Philadelphia Mural Arts Advocates, with a broad mission of youth development and neighborhood revitalization through the arts. In recent years, MAP has evolved into a nationally recognized public/private initiative engaging diverse groups of youth, artists and neighborhoods in the creation of art.

The Mural Arts Program is a public art program serving the city of Philadelphia that works in partnership with communities, grassroots organizations, city agencies, schools, and philanthropies to achieve the following goals:

- **Develop** sustainable partnerships with community organizations in order to create murals that reflect the community's culture, history, and vision
- **Catalyze** community empowerment, neighborhood beautification, and civic pride
- **Foster** youth development through experiential art education and mentorship with professional artists
- **Support** artists in sharing their talents and experiences with youth and communities in Philadelphia
- **Use** the power of art to bring hope to marginalized communities such as the homeless, incarcerated individuals, and adjudicated youth

The average mural on a row house costs \$15,000 and takes 8-10 weeks to paint. Given the large number of murals we paint each year, budgetary realities and our commitment to making murals a meaningful part of youth and community development, we are now requiring that ALL murals go through a competitive selection process.

The purpose of this letter is to let you know how you and/or your community group can request a mural and the process we will be using to decide what murals we paint each year.

(cont.)

Important Application Information

- The established annual deadlines for mural applications are March 15th and November 15th. Selected mural projects will be announced by May 15th for the March deadline and January 15th for the November deadline.
- Mural requests are accepted throughout the year; however, all applications will be reviewed at the established deadlines indicated above.
- **THERE IS NO WAITING LIST!** Unless you have heard from the Mural Arts Program *in writing* that you are receiving a mural based on a past application, you must submit a new application in order for your mural request to be reconsidered.

For your mural project to be considered for the next deadline, you must complete the attached application packet and submit it to the Mural Arts Program by close of business on the day of the deadline (either March 15th or November 15th).

Submissions can be delivered by mail or in person (faxed applications will not be accepted) to:

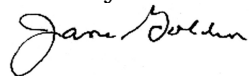
Mural Arts Program
Attn: Mural Application
The Lincoln Financial Mural Arts Center
at the Thomas Eakins House
1727-29 Mt. Vernon Street
Philadelphia, PA 19130

Requests for applications and all questions or concerns should be addressed to:

Cathy Harris, Director of Community Murals
Telephone: 215-685-0755
Email: cathy.harris@muralarts.org

Thank you for your interest in the Mural Arts Program! We look forward to working with you.

Sincerely,



Jane Golden
Director



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MURAL APPLICATION – Cover Page

Please complete and mail or hand-deliver to:

Mural Arts Program
Attn: Mural Application
City of Philadelphia Mural Arts Program
The Lincoln Financial Mural Arts Center
at the Thomas Eakins House
1727-29 Mount Vernon Street
Philadelphia, PA 19130
Phone: 215-685-0755

Deadline (Please check one):

- March 14, 2008 for murals to be painted July 1 – June 30, 2009
- November 14, 2008 for murals to be painted January 1, 2009 – December 31st, 2009

For office use only: Submitted on time? Yes _____ No _____ Staff Initials: _____

Name of Applicant(s): _____

Name of Organization (*if applicable*): _____

Mailing Address: _____

Primary Phone: _____ Secondary Phone: _____

Fax Number (*if applicable*): _____ Email (*if applicable*): _____

The following criteria will be used to assess and select mural projects:

1. Submission of a complete application by the deadline
2. Community and/or organizational support for and involvement in the mural
3. Commitment of mural sponsors to organizing at least three-five (3-5) community meetings with Mural Arts Program staff and artist, including nearest neighbors to the wall
4. Availability of a suitable wall
5. Significance of project: artistically, for the community or institution, for youth and/or for Philadelphia as a cultural tourism destination, and/or for the Mural Arts Program
6. Capacity and commitment to maintain the property at the base of the wall
7. Innovation – we are looking for creative, important, and original ideas. Make your pitch and convince us that your mural should be at the top of the list!

MURAL APPLICATION CHECKLIST

The following is a checklist of tasks applicants should to try to complete prior to applying for a mural with the Mural Arts Program. If you can answer YES to most of these questions, you are in a good position to proceed with the application!

- Have I talked to my neighbors and/or community groups about a mural?
- Have I identified a wall that faces traffic and does not peel, crack or have leaks?
- Have I tried to speak with the wall owner and/or obtain permission for a mural on that wall?
- Do I have a fabulous idea for the mural that will be meaningful for the whole community?
- Am I able to work with Mural Arts Staff to have at least three to five (3-5) meetings about the mural?
- Have I made a firm commitment to maintain the area around the mural with my neighbors?
- Did I include a photograph of the wall with my application?

Thank you for your application and good luck!!

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Please answer the following questions. Please be brief and concise.
Questions? Call Cathy Harris at 215-685-0755 or email her at cathy.harris@muralarts.org

Section 1: Community and/or organizational support for the project

The Mural Arts Program is interested in working with non-traditional or new organizations, as well as more established groups. These include but are not limited to organizations that have no staff but a strong community volunteer base, a membership that is not English speaking, organizations lacking access to a computer or professional staff, schools, recreation centers, communities of faith, businesses, block clubs, and scout troops.

Please describe your organization briefly. State mission, number of members or people served, founding date, proudest accomplishments and role in the community.

Who in the organization will be responsible for working with the Mural Arts Program on the mural project?

Please give their contact information if different from applicant listed on cover.

Name _____ Email _____
Address _____ Phone Number _____

What is their role in the organization?

Please list the names of any residents or businesses that are in immediate view of the wall.

Have you talked with any residents or businesses in immediate view of the wall? Are they supportive of the mural? Please have them sign the attached petition to demonstrate their support of the project.

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Section 2: Applicant’s commitment to help organize and participate in at 3-5 community meetings with Mural Arts Program staff, mural artist, and neighbors to the wall

Community meetings bring at least ten community members together to talk about the content of the mural and work with the artist on the design.

Are you committed to organizing at three to five (3-5) community meetings prior to the start of the mural?

- Yes
- No

Where and when will the meetings take place? If you don’t know of a space to have the meeting, we can help to identify one.

Can you help to publicize the meetings?
How?

Yes _____

No _____

- Distributing Flyers
- Sending Emails
- Neighborhood Newsletter
- Neighborhood Newspaper
- Making an announcement at other community meetings

Specify _____

Specify _____

Specify _____

Specify _____

How will you ensure that all relevant stakeholders will participate? Relevant stakeholders include the property owner, block captains, ward leaders, heads of community organizations, etc.

Please name your neighborhood relevant stakeholders.

Who is your City Councilperson? _____

Section 3: Availability of a suitable wall

A wall must already be selected for your project to be considered. Should your application be selected, the Mural Arts Program will work with you to ensure the quality and suitability of your pre-selected wall. Please do the best you can to identify the wall owner. Inability to get owner permission or to assess if the wall is structurally suitable will not be used against your application if your project is otherwise sound.

Address of proposed mural (include street address & zip code): _____

What are the cross streets? _____

This wall is located (please circle one): Indoors Outdoors

If outdoors, which direction does the wall face (North, South, East or West)? _____

If outdoors, is the wall visible to oncoming traffic (please circle one)? Yes No

This wall is on/in a (please circle one): Private Home Business Other

Please indicate the size and height of the wall and attach a photograph of the wall.

The wall is (please circle one): Brick Cinderblock Stucco Other

Does the wall or roof have any cracks, leaks, or other problems (please circle one)? Yes No

If there are structural problems with the wall or the roof, please describe as specifically as possible.

Please describe the ground in front of the wall. Check any that apply.

- | | |
|-------------------|-------------|
| ___ Abandoned lot | ___ Trash |
| ___ Garden | ___ Fencing |
| ___ Parking Lot | ___ Other |

Please state the name, address and phone number of the wall owner.

Name: _____

Street Address: _____

Zip Code: _____ Phone Number: _____

Has the wall owner given permission for the mural to be painted on the proposed wall?

- Yes
- No

Please enclose wall authorization.

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Section 4: Significance of project

Significance can pertain to, but is not limited to, artistic expression, community or institutional need, youth development, cultural tourism for Philadelphia, and/or furthering the mission of the Mural Arts Program

Please describe briefly the theme/image you envision for this mural, if known at this time:

Why do you want a mural at this location?

How will it benefit the community, youth and/or the city? (Please feel free to attach extra pages, if necessary)

What is the special significance of this mural to you? (Please feel free to attach extra pages, if necessary)

Section 5: Capacity and commitment to maintain the property at the base of the wall

Please indicate community organizations and individuals who will assist with the mural project and maintain the mural in the future. Please give names and contact information.

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Section 6: Innovation

We are looking for creative, important and innovative projects – make your pitch and convince us that your mural should be on the top of the list! (Please feel free to attach extra pages, if necessary)

Section 7: Project Funding

Please list any funding you have for this project. Lack of funding for a project will not be used against you. You still will be considered. If you have funds available, please let us know because additional funding allows us to complete more murals.



Thank you for your time and your application!

Please sign below indicating that all the answers in this application are true and complete to the best of your knowledge. You will be **notified in writing** of our decision by June 30th for the April deadline and January 15th for the November deadline. **There is no waiting list.** If you are not selected you will have to apply again for your project to be reconsidered.

Signature Date