

Customized Learning

Capacity Building and Technical Assistance Opportunities

Mural Arts brings a wealth of experience developing public art projects and rigorous programs that generate change in people, places, communities, and systems. Specific expertise offered to clients includes (but is not limited to):

- Designing projects or programs to achieve social and economic impact
- Using equitable participatory practices in public art projects and engagement
- Structuring accessible place-and-people-based creative spaces and programs
- Engaging with community-driven regenerative cultural practices
- Practicing equitable reflection and documentation strategies
- Developing and managing public/private partnerships
- Artist recruitment, selection, and capacity building
- Murals, mosaics, and other public art production techniques
- Project management tools and guidelines

This proposal outlines a summary menu of engagement opportunities. Sliding scale pricing and more details available upon request, where not specified below.

1. Project or Program Development
2. Capacity Building Initiatives or Catalyst Incubators
3. Remote Consulting-Hourly
4. Keynotes / Conversations / Public Learning Sessions
5. Mural Arts Philadelphia Field Trip

For more information, please contact institute@muralarts.org.

1. Project or Program Development

Looks like: Mural Arts will collaborate with your team to develop a scope that includes public and partner workshops, trainings, or convenings, remote and in-person consulting and coaching, and/or collaboration on project or program planning and design.

Clients: Cultural or Educational Organizations or Institutions, Municipalities, NGOs, Collectives

Fees: Fees are calculated based on the customization of your experience and projected deliverables.

Examples:

- Facilitating a discovery process and designing a sustainable mural initiative or program within your organization or locality.
- Providing management, planning, and implementation tools and guidance for your first mural project commission.

2. Capacity Building Initiatives or Catalyst Incubators

Looks like: Mural Arts will provide a fully curated experience, virtually or in person, including and not limited to training in project planning, community



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- engagement strategy, creative facilitation and reflection, mural-making techniques, and more for artists and/or culture workers and administrators.
- Clients:** Cultural or Educational Organizations, Institutions, programs, or NGOs, focused on artists, public art, arts for change, or capacity building.
- Fees:** Fees are calculated based on the customization of your experience, preparation required, travel related expenses, the context, and your means.
- Examples:**
- Designing and implementing a comprehensive and customized training program for your artist community at large or a specific program cohort that could include learning sessions, relationship building within the group, workshopping ideas, individual and group reflection, hands on activities, artist studio and site visits, and more.
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3. Remote Consulting - Hourly

- Looks like:** Mural Arts staff members will make themselves available to offer advice and expertise by phone or zoom on an as-needed basis. We provide hourly consulting packages starting with an introductory 3-hour increment.
- Clients:** Individual or small teams of artists or administrators seeking specific advice over a specific period of time.
- Fees:** Beginning with a 3-hour investment starting at \$500-\$1000 for one team member, we would then assess the relationship and needs from there. Range of hourly fees will depend on the team members required, the length of engagement, the context, and your means.
- Examples:**
- Support in developing a project proposal and budget for a new opportunity
 - Provide technical advice regarding mural site selection and production techniques
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4. Keynotes / Conversations / Public Learning Sessions

- Looks like:** Anywhere from participating in a panel conversation, providing a keynote speech, or developing a workshop for your specific audience and goals.
- Clients:** Cultural or Educational Institutions, Municipalities, NGOs, Foundations, Field-builders
- Fees:** Range of fees is based on the team members required, the length, the planning process and preparations, the audience, accessibility, the context, and your means.
- Examples:**
- **Promising Practices in Socially Engaged Public Art (an Introduction):** This interactive workshop is geared towards artists, administrators, and allies with limited experience in this work, giving them the inspiration and tools to thoughtfully plan their projects or programs through a DEIA lens.
 - **Keynote by Jane Golden:** Jane Golden will offer a tailored and unique window into the evolution of and current practices at Mural Arts, highlighting moments of growth and learning along the way. A pioneer in building public/private partnerships in the arts, supporting artists to be change makers, and engaging communities as key collaborators and leaders, Jane provides a unique perspective on what it takes to be successful at this work. A one-hour keynote can be followed by a Q&A and reception.

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5. Mural Arts Philadelphia Field Trip

Full-day in Philadelphia

A delegation of up to 10 artists, civic leaders, and other stakeholders will travel to Philadelphia for an immersion into Mural Arts' practice. The day offers a customized combination of a guided tour of our work, visits to project sites, meals shared with Mural Arts staff and artists, and/or a workshop tailored to the needs and interests of the group. Fees do not include travel related arrangements or expenses which are the responsibility of the visitors.

Full-day in your location

A team of two to three Mural Arts staff, artists, and/or partners will travel to your location to provide customized support to local stakeholders. The day can combine intensive support to specific individuals or teams, site-assessments, and/or workshops accommodating up to 15 stakeholders. This can be coupled with a public Learning Session, or participation as a panelist or keynote speaker as well (see above). Fees would include travel related arrangements and expenses

Field Trip fees start at \$3,500 and are dependent on the final agenda, number of individuals involved, and your available resources.