

# Create Community Colour Mural Program Artist and Youth Guidelines 2015



The *Create Community Colour Mural Program* aims to beautify six graffiti hotspots in downtown Victoria and in surrounding neighbourhoods, replacing them with colourful murals produced by professional artists in collaboration with local youth.

Local artists and youth are invited to submit an application to be involved in the *Create Community Colour Mural Program*, a partnership between the City of Victoria and the United Way Greater Victoria.

The key objectives of the program are to reduce crime by preventing further graffiti, empower youth by creating a sense of belonging, and build community and civic pride.

The program is the result of the City's Graffiti Management Strategy, which identifies the need to explore the potential to develop an art-based preventative program with local muralists that engages youth before they become graffiti taggers.

The mural program is aligned with the United Way's Youth Action Team initiative, which empowers youth ages 15 – 24 to develop neighbourhood-enhancing projects that are "for youth and by youth". It also meets the United Way's goal to develop local and innovative solutions to social issues affecting the community.

## **Mural Sites**

Some locations allow for one large mural, while other sites provide space for multiple murals.

1. 506 Fort Street (Back of building facing access to Helmcken Alley, next to Open Space; two murals, budget of \$8,000)
2. 930 - 932 Pandora Avenue (Back of three buildings on Mason Street, east of Wildfire Bakery; one mural, budget of \$12,000)
3. 603 Pandora Avenue (Corner of Pandora Avenue and Government Street across from McPherson Theatre; three murals, budget of \$3,000)
4. 1211 Gladstone Avenue (Southeast sections of perimeter fence of housing complex located across the street from Fernwood Community Centre; one mural, budget of \$5,000)
5. 1550 Kings Road (Victoria Emergency Management Agency container, adjacent to the tennis courts in Oaklands Park; two murals, budget of \$4,000)
6. 835 Fisgard St. (Back of building, located on Cormorant Street across from Ministry of Health building: one mural; budget of \$8,000)

### **Eligible Participants (Artists)**

Artists who receive funding from the *Create Community Colour Mural Program* are responsible for expenditures and reporting. The time commitment is 2 - 5 hours per week on a specified mural project beginning in the fall of 2015 and finishing in the spring of 2016. Applicants must reside within the Capital Region and are asked to complete a criminal record check pertaining to working with youth 15 - 24 years of age. Submissions can be made electronically, by mail or in person.

Artists must not currently be on the Victoria Police Department's *Active Vandal List*. Artists who have experience teaching and/or mentoring will be given preference by the selection committee.

### **Eligible Participants (Youth)**

Youth must be between 15 - 24 years of age and have an aptitude in the arts. The time commitment is 2 - 5 hours per week on a specific mural project from the fall of 2015 to the spring of 2016. Youth should be interested in the broader field of the arts as a career path. Students from high schools and university/colleges in Greater Victoria are invited to apply.

Some at-risk youth will be admissible to this program based on referral by the Victoria Police Department Community Resource Officer and if applicable, their Probation Officer.

Youth will have the opportunity to meet their mentoring artist and other potential group members before the program begins.

### **Eligible Artist Program Expenses**

Eligible program expenses include artist fees, honoraria and/or incentives for the youth (such as pizza), necessary equipment rental such as scaffolding, scissor lifts and actual mural supplies such as paint, brushes, tarps, rollers or boards.

Some surfaces will require that a mural be painted on panels and then mounted on the building. Studio rental is an eligible expense, though artists will be responsible for transporting their work to the site. Please note that the City will not fund administrative expenses.

### **Identifying Suitable Locations for Murals**

The funding is intended to create outdoor murals to prevent graffiti vandalism, empower young people, and enhance the community. Locations were selected based on staff recommendations and on consultation with local neighbourhoods. City staff have secured written permission for the use of the mural locations.

### **Juried Review Process**

The Lead Artist is responsible for completing all research and consultation required to design and implement the mural project. All projects will be subject to a juried review process to ensure that the proposed mural design for a specific location matches the eligibility criteria.

The jury review panel will include one representative from each of the following groups:

- One member of the Art in Public Places Committee

- One member of the arts community at large (selected by the Arts in Public Places Committee)
- City of Victoria Downtown Program Liaison (Citizen Engagement and Strategic Planning Department)
- Victoria Police Department Community Resource Officer
- United Way Greater Victoria Youth member or other designate
- Victoria Youth Council member
- Individual Property Owner(s) (up to six)

The review committee will adjudicate the proposed mural art based upon a full colour rendering of their specific mural location before granting final approval. Decisions by the review committee will be final and all project applicants will be notified in writing.

### **Mural Maintenance**

The United Way Greater Victoria is providing funding for the maintenance, upkeep and decommissioning of each mural. Maintenance of the murals is the responsibility of the City of Victoria for a period of five years. (The expected life span of an outdoor mural is five years.)

The City will seal the murals with an anti-graffiti coating to prevent future tags from defacing the surface permanently. Property owners will have the option to decommission a mural(s) after a five-year period or take over the maintenance themselves.

### **Restrictions on Mural Content**

Tags, acronyms, registered trademarks, commercial advertising, or public information are not permitted as part of the artwork. Furthermore, a business' name or logo is not allowed as part of the artwork as all murals have been sponsored by the United Way Greater Victoria and the City of Victoria.

Up to 10% of the mural will be utilized as an acknowledgement to recognize the sponsor (United Way Greater Victoria) permanently, provided it does not exceed an area of one square metre and is located in the bottom right corner of the mural. The signature of the artist, or any other mark which references the artist, must also be placed in this acknowledgement area and may not form part of the overall design.

### **Selection Notification**

Successful applicants will be notified in writing no later than Monday, November 9, 2015. All *Create Community Colour Mural Program* artists and youth will be invited to participate in an unveiling and tour of the murals in July, 2016.

## Project Timeline

ITEM	DATE
Announcement of Call to Artists and Youth	Wednesday, September 30, 2015
Information Session at City Hall	Tuesday, October 13, 2015
Deadline for Submissions	Wednesday, October 28, 2015 at 4 p.m.
Notification to Artists and Youth	Monday, November 30, 2015
Announcement of Winners	Friday, December 4, 2015
Youth and Artists Meet and Greet	Friday, January 15, 2016
Installations Completed by	Thursday, June 30, 2016
Celebration Event	July, 2016

## APPLICATION PROCESS

The following supporting documentation must accompany each application. If submitted electronically, applicants must submit scanned images of the supporting documents before the application deadline.

### Required Documents for Artist Application:

1. Completed Artist Application
2. Professional resume
3. Visual documentation of previous work, (up to 10 digital images no more than 10MB in total size), including information sheet indicating each artwork's title, dimensions, media format and date of completion
4. Proof of insurance for the primary artist applicant
5. Letter(s) confirming the participation of any partners/youth
6. Criminal Record Check will need to be provided before project start date (working with youth aged 15 - 24 years)

### Required Documents for Youth Application:

1. Completed Youth Application

2. If partnership/mentorship with a lead applicant is already in place, a letter from an artist inviting participation in a specific mural project

Please refer to the Mural Sites information to identify which mural location you would like to be involved with.

### **How to Submit an Application**

Submissions can be made electronically, by mail or in person. Completed applications (including supporting documents listed at the bottom of the Application Form) must be received by **4 p.m. on Wednesday, October 28, 2015.**

### **Delivery / Mail Address:**

Delivery / Mail Address:

Envelope Marked "Expressions of Interest 15-063

- Create Community Colour Mural Program"

Supply Management Services

City Hall

No 1 Centennial Square

Victoria, B.C. V8W 1P6

or

**Email:** [culture@victoria.ca](mailto:culture@victoria.ca)

### **Artist Evaluation Criteria**

1. Is the artist eligible?
2. Does the application present a feasible mural design? Is the concept realistic?
3. Does the project engage youth and provide mentoring and/or support? Will the project reward participating youth with honoraria?
4. Does the proposed mural theme align with the context of the proposed site and community/neighbourhood characteristics?
5. Are the budget and timeline realistic?

### **Youth Evaluation Criteria**

1. Is the youth between the ages of 15 - 24, or has the youth been granted special permission by the Victoria Police to participate?
2. What experience does the youth have in the field of the arts?
3. How much time does the youth have per week to commit to the project?

### **For More Information**

Gary Pemberton

Downtown Programs Liaison

Citizen Engagement and Strategic Planning Department

City of Victoria

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