



## **Downtown Ferndale Mural Program**

**Murals can be a way to add character and personality to an urban environment, making it more interesting and unique. They can celebrate history, express the values of a community, and just make spaces more inviting to hang out in! Downtown Ferndale is launching an annual program to fund the creation of murals on public or private property. Each year will have a theme, and a committee will make selections to curate a diverse set of styles and artists.**

### **Program Purpose**

The purpose of this program is to enhance the business district as a destination for all by creating outdoor murals inspired by a yearly theme that will provide an enriching visual experience of Downtown Ferndale.

### **Overview**

In 2023, the Ferndale Downtown Development Authority (DDA) is launching the Downtown Ferndale Mural Program with the theme "You Belong Here!" This theme is used by Downtown Ferndale to communicate our vision of an inclusive downtown that is welcoming and engaging for all.

This Downtown Ferndale Mural Program is an opportunity for artists and businesses to collaborate with Downtown Ferndale and the Ferndale Arts & Cultural Commission to continue the celebration of creative energy within the community. Be a part of the legacy that continues to distinguish Ferndale.

Artists are encouraged to submit a design concept proposal based on a yearly theme. Property owners along with business owners are requested to submit their interest in obtaining a public art mural on the exterior of location that meets the criteria of the program.

## Award and Selection Criteria

### ***Downtown Ferndale Mural Program Advisory Committee***

Selection of murals and locations will be done by an advisory committee created by the DDA with final authorization by the DDA Executive Director. The committee will include one DDA staff member, one member of the Board of Directors, one member of the DDA Vision Committee, one member of the Ferndale Arts and Cultural Committee, and one City of Ferndale staff member. If feasible the committee should include one business/property owner. Any relationships to artists or property owners must be disclosed, and the committee member must recuse themselves from discussion or scoring of that application. Final authorization is made by the DDA Executive Director based on input from the committee. The DDA Executive Director has authority to override the decision of the committee in instances where they believe the selection criteria have not been met, or new information is obtained that makes the mural or location inappropriate. Any such decision will be limited to critical issues and will be communicated thoroughly to the committee.

### ***Eligibility Criteria***

#### **ARTIST/ART REQUIREMENTS:**

- ✓ All art must be durable for the outdoors
- ✓ Selected media must ensure mural longevity and durability
- ✓ Artist's will be responsible for all materials required and transportation expenses
- ✓ Artist must be insured and supply a copy of insurance at time of project installation
- ✓ Provide a scope of work which includes preparation, installation, and quality inspections, which ensures the safety of painters and the public, and does not impede public access. If the safety plan submitted is not being adhered to, and the DDA or City of Ferndale identifies a safety risk to either the artist and/or the public, the DDA or the City of Ferndale have the right to stop work until such time that safety issues or concerns are addressed by the artist
- ✓ Submit the "[Artist Proposal Application](#)"

#### **LOCATION/BUILDING OWNER REQUIREMENTS:**

- ✓ Location must be within the DDA District, with strong preference give to the TIF District boundary of the Ferndale DDA – [MAP HERE](#)
- ✓ Property owner and/or business owner at location must agree to prepare area for installation
- ✓ Property owner must agree to transfer license agreement to new property owner, in the event property ownership changes
- ✓ Property owner must agree to make reasonable efforts to preserve the mural for a minimum of five years
- ✓ Property owner and business owner be engaged throughout the installation and completion process to ensure requirements and expectations are met
- ✓ Property owner must agree to complete a sign permit prior to installation (\$50 fee associated)
- ✓ Submit the "[Mural Location Application](#)"

### ***Art Selection Criteria***

Factors to be considered by the Downtown Ferndale Mural Program Advisory Committee when making selections for artwork shall include, but not be limited to the following: (final authorization will be made by the DDA Executive Director)

- ✓ **ARTISTIC QUALITY:** The artist(s) proposal includes a concept, vision and examples of craftsmanship represented in existing artwork. Exploratory types of work as well as established art forms shall be encouraged.
- ✓ **LOCATION:** The mural concept and site are appropriate in scale, materials, form, and content for the immediate, general, social, and physical environments with which they are to relate.
- ✓ **DIVERSITY:** The advisory committee shall seek concepts from artists of diverse racial, gender, and cultural identities. The program also shall strive for diversity to style, scale, media, and numbers of artists represented.
- ✓ **FEASIBILITY:** Proposals shall be evaluated relative to their feasibility and convincing evidence of the artist's ability to successfully complete the concept as proposed. Factors to be considered include, but are not limited to, project, timeline, artist's experience, and represent qualifications associated to the theme.
- ✓ **DUPLICATION:** Artists are required to warrant that artwork is their own original, unique design and an edition of one or part of a limited edition, and to warrant artwork is not infringing on copyrighted materials. Logos, advertisements, or any kind of commercial signage will not be accepted.
- ✓ **PERMANENCE:** Uses high quality materials that will last a minimum of five years, and are resistant to weather and ultraviolet deterioration.

### ***Site Selection Criteria***

Factors to be considered by the Downtown Ferndale Mural Program Advisory Committee when making selections for sites shall include, but not be limited to the following: (final authorization will be made by the DDA Executive Director)

- ✓ **VISIBILITY:** Sites which are highly visible to the public will be given preference.
- ✓ **ACTIVATION OF UNDERUTILIZED PEDESTRIAN SPACES:** Placemaking and space activation are key goals for the Ferndale DDA. Artwork that serves to encourage activity in pedestrian spaces will be given preference.
- ✓ **VARIETY OF SITE SELECTION:** The advisory committee will strive to select locations across downtown, benefiting as many businesses as possible.
- ✓ **SAFETY:** Locations that may benefit from activation to address safety or security concerns will be given preference.
- ✓ **PERMANENCE:** Site is conducive to a mural that will last a minimum of five years, and are resistant to weather and ultraviolet deterioration.

## **Honorarium**

The artist(s) selected will each receive a stipend of \$1,500 for materials after the contract has been signed and prior to the execution of the mural, as well as a final award of \$25 per square foot upon the full completion of the artist's project, total not to exceed \$10,000 per artist. As small murals are encouraged/welcome, the minimum payment for a mural will be \$600 in addition to the stipend.

## **2023 "You Belong Here!" Theme: Definition and Criteria**

Downtown Ferndale is a place where everyone belongs. Hate and discrimination have no home here, and we support anyone who uses their voice to support each other.

In June 2020, the Ferndale DDA formally supported the City of Ferndale's 'Declaration of Commitment to Antiracism'. Together, we pledged to use the moment as a learning opportunity. We pledged to evaluate what we could be doing differently in identifying racism and promoting a culture of openness, equity, and justice in our community. Discrimination in any form threatens this effort and undermines the vision that the Ferndale DDA has for our downtown.

We are also extremely proud to be part of a city which has received a perfect score on the Human Rights Campaign Municipal Equality Index for inclusive policies by the Human Rights Campaign Foundation and the Equality Federation Institute. For more information on this program visit:

<https://www.ferndalemi.gov/news/ferndale-receives-perfect-score-on-human-rights-campaign-municipal-equality-index-for-third-year>

Belonging in Downtown Ferndale can mean different things to different people. We encourage artists to search for inspiration in the theme in whatever way it speaks to them.

## **Theme Selection Criteria**

Factors to be considered by the Downtown Ferndale Mural Program Advisory Committee when making selections shall include, but not be limited to the following when considering the annual theme: (final authorization will be made by the DDA Executive Director)

- ✓ **ARTIST INSPIRATION:** Artist should explain how the proposed design was inspired by the Downtown Ferndale inclusivity theme: "You Belong Here!"
- ✓ **COMMUNICATION OF THEME TO PUBLIC:** How well does the design communicate the artist's inspiration and the theme "You Belong Here!" to the viewer. Does the design inspire celebration and send a message that everyone is welcome in Downtown Ferndale? Does it challenge the viewer to consider issues of social justice or change?
- ✓ **INTERACTIVE COMPONENT:** Interactive components are encouraged whenever feasible.

## Application Process

The Ferndale Downtown Development Authority (DDA) will annually invite artists and building owners to submit an application to be considered for the program. Applications will be accepted in the first quarter each year, and the advisory committee will make determinations for the DDA Executive Director's approval before the end of March. Contracts will be executed to allow mural installation to begin in the Spring, and all art by be completed by August of each year.

All submissions will be reviewed and scored by the Downtown Ferndale Mural Program Advisory Committee discussed above.

The number of murals funded each year will vary based on budget availability, and the size/scope of the proposals received.

Upon selection, the artist, property owner, business owner, DDA staff and a member from the DDA Board of Directors will meet to finalize design concept and execute contracts.

### **Artists Application** - <https://ferndalemi.seamlessdocs.com/f/ArtistMuralProposal>

Individuals or organizations wishing to create an outdoor mural in Downtown Ferndale District must submit design proposals through the Ferndale Downtown Development Authority submission form which will be published annually starting in the first quarter. A rendering of the proposed mural must be included, and each artist may submit up to three views of the design from varying angles if they choose.

Artists should be prepared to make themselves available to discuss the project scope and their concept during the selection process, as needed by the Downtown Development Authority, property owner, or advisory committee.

### **Property Owner Application** - <https://ferndalemi.seamlessdocs.com/f/MuralLocationSubmission>

Private property owners will be encouraged to submit a location where they would like to have an exterior mural. It is strongly encouraged that the business owner (if different from property owner) be interested in showcasing public art as well. Government and non-profit organizations are also encouraged to submit proposed mural locations within the DDA District, with strong preference give to the TIF District boundary of the Ferndale DDA – [MAP HERE](#)

Owners will not be compensated for the installation of murals on their property and are responsible for removing when necessary/desired after five years.

## 2023 Timeline

- Applications go live: 2.9.23
- Application deadline: 3.10.23
- Review Committee determinations: April
- Artist and property owner meetings: May
- Contract finalized: May
- Art installation deadline: 8.31.23