



Urban Arts Matching Grant Program Guidelines and Application

Goals

- Enhance consumer experience and street appeal of buildings along West Colfax Avenue, building on the unique look of the district.
- Implement 4-6 projects in 2017.
- Graffiti mitigation

Process & Funding

There are two processes to get funding, a turnkey approach and an owner controlled approach.

A. Turnkey process

- WCBID is working with an artist, Yianni Bellis, who will curate the murals-- finding mural artists and working with them to create high impact designs (see examples below). This means that businesses and property *owners must be willing to cede artistic control of the murals on their properties*. In exchange, your costs will be well under market rates (less than a third).
- Applicant must contribute to costs for murals. Note that the curator will secure artists at reduced rates and the district will contribute directly to costs, and also apply for outside grant funds. Owner costs per mural are \$1000.
- Applicant must pay their portion of costs up front.

B. Owner-driven process

- As an alternative to the turnkey process in A, we will also support murals that an owner has installed, provided the mural meets the program objectives and shows artistic merit as assessed by the outside curator. To qualify, an owner would proceed to select an artist and have the mural installed. If qualifying, the owner would be eligible for \$1000 in funds.

Eligibility

- Applicant must be a commercial building or business owner with property located in WCBID and have a surfacing facing Colfax suitable for a mural
- Permanent murals will take priority, but short-term murals are also eligible
- Commercial tenants must have approval of property owner
- Murals must show artistic merit, as determined by the outside curator, when the owner selects the muralist in process B above

Project Guidelines

- Murals will in compliance with City codes and zoning ordinances. For the turnkey process A, WCBID will be responsible for complying with applicable City of Denver regulations, permits and approvals. For owner-driven process B, the owner will assume this responsibility.
- Murals must face Colfax Avenue.

- Murals may be longer term or shorter term, but with priority given to longer term murals.

Process

The grant information is posted at <http://westcolfaxbid.org/urban-arts-matching-grant-program/>; the application follows below.

Application on a rolling basis, but funding is first come, first served. *Note that funds are limited: please apply early as applications will be reviewed on a first come, first served basis.*

Questions?

Contact Dan Shah at 303-623-3232 or dshah@westcolfaxbid.org.

Mural Program Application

Applicant Name:

Applicant Address:

City: _____ State: _____ ZIP: _____

Applicant Phone: (_____) _____

Applicant Email: _____

Business/Property Name:

Business/Property Address:

Applicant is the: Property Owner Business Owner Other

Note: If you are not the property owner, please have the property owner or authorized representative co-sign this application where indicated below.

Describe mural location:

The applicant authorizes the West Colfax BID to promote an approved project, including having photographs and descriptions of the project in promotional materials. The applicant understands that the West Colfax BID reserves the right to make changes in the Mural Program as warranted.

Applicant understands that, in the event this application is approved, a binding letter of commitment must be signed prior to project commencing.

Signature of Applicant _____

Name: _____

Date _____

If applicant is not the property owner, please have the property owner or an authorized representative review and co-sign this application below.

As owner of the property at (address) _____, I have reviewed the above application and authorize the operator of (business name) _____ at said address to perform improvements described above as part of the West Colfax BID's mural program.

**Signature of Property Owner
or Authorized Representative:** _____

Name: _____

Date: _____

Completed applications can be emailed to dshah@westcolfaxbid.org or posted to:

West Colfax BID
3275 W. 14th Ave., #202
Denver, CO 80204

This application and program guidelines are posted at
<http://westcolfaxbid.org/urban-arts-matching-grant-program/>.