

City of Germantown, Ohio
Germantown Mural Art & Vinyl Wrap Grant Program

CALL FOR ARTISTS/REQUEST FOR LETTERS OF INTENT:

The City of Germantown and the Germantown Mural Art Committee, seek artists experienced in mural art design and installation to be placed on a list of Qualified Artists available to building and business owners seeking design ideas and installation of artwork in Germantown's historic downtown, as part of the **Germantown Mural Art & Vinyl Wrap Grant Program**.

The goal of this **Call for Artists/Request for Letters of Intent** is to compile a list of experienced mural artists that building/business owners may choose from to create public art on their buildings. The overall project goal is to create six (6) murals or vinyl wraps over the next year.

GRANT FUNDS FOR THE GERMANTOWN MURAL ART & VINYL WRAP GRANT PROGRAM:

In the summer of 2024, Germantown was awarded two grants, one from *Culture Works and the Montgomery County Arts & Cultural District (MCACD)* and another from the *Ohio Arts Council*. These grants along with matching funds from the City of Germantown will comprise a **total grant budget of approximately \$14,750**.

The overall program budget will fund individual artists working with downtown property owners or business owners to design and create both murals and vinyl wrap designs as follows:

- **Individual Mural Art Grants to Artists:** Up to \$2,500 in artist fees with an additional 20% in property/business owners match to cover up to \$500 in artist supplies/paint/artist fees.
- **Individual Vinyl Wrap Grants to Artists:** Up to \$1,000 in design costs to selected Artist; additional costs will be allocated separately for the cost of the vinyl wrap work; with property/business owners match of 20% to cover up to \$200 in vinyl wrap installation costs.

Guidelines for the **Germantown Mural Art & Vinyl Wrap Grant Program** may be found at:

<https://germantown.oh.us/murals-public-art>

Grant and Permit Applications for the **Germantown Mural Art & Vinyl Wrap Grant Program**

may be found at: [Mural Permit.pdf \(germantown.oh.us\)](#)

BACKGROUND:

The City of Germantown is revitalizing the city's historic downtown district. The downtown district is on the National Register of Historic Places, rich in historic buildings, and boasts a unique alley

Germantown Mural Art & Vinyl Wrap Grant Program
CALL FOR ARTISTS/REQUEST FOR LETTERS OF INTENT

system. Over the years, the vitality of the downtown area has been a city focus.

In 2023, the city completed a downtown revitalization plan, through a planning grant from the Montgomery County Land Bank. (<https://germantown.oh.us/downtown-redevelopment-plan>). The Downtown Redevelopment Plan identified 23 initiatives to help revitalize the downtown district of which the “Development of Public Art” was prominently listed. Public Art was identified as a way to turn blank walls, utility boxes and storefront windows into canvasses which encourage people to visit Germantown, park their cars, and stroll the historic corridor.

To date, one privately funded mural project was reviewed by the Germantown Mural Committee and completed in June 2024, at 2 N. Plum Street. A pilot vinyl wrap project was completed at 36-38 W. Market Street during the same time period. Both have brought positive recognition and a thirst for more public art in the downtown.

TARGET FOR ART:

Eligible Area for Mural Art & Vinyl Wrap Grant Program– Germantown Historic District:

The Germantown Mural Art & Vinyl Wrap Grant Program will provide assistance within the Gunckel’s Town Plan Historic District as described in the National Register of Historic Places. The geographic area (Attachment A) is defined as follows:

Mulberry Street is the eastern boundary, Market Street is the southern boundary, Walnut Street is the western boundary and Warren Street is the northern boundary.

The City of Germantown reserves the right to consider projects outside of the Historic District if the interest in the funding is less than expected or a project is considered a city priority.

Also, the City of Germantown reserves the right to pull funding and reallocate funding if no significant progress is made by the artist within 90 days of approval.

SELECTION OF ARTISTS:

Artists responding to this **CALL FOR ARTISTS/REQUEST FOR LETTERS OF INTENT** will be reviewed by the city and the Germantown Mural Committee and added to a running list of interested, qualified artists for the **Germantown Mural Art & Vinyl Wrap Design Grant program**.

Building owners or business owners, will select an Artist to paint a mural on their building or to create designs to be converted into vinyl wrap art onto glass windows or utility boxes on their property. Once selected by the owner, the Artist will work with the owner to obtain Mural/vinyl wrap permits, and, most importantly, to complete the actual grant-funded artwork within 90 days of permit/grant approval.

Germantown Mural Art & Vinyl Wrap Grant Program
CALL FOR ARTISTS/REQUEST FOR LETTERS OF INTENT

PAYMENT TO ARTISTS:

Mural Art Program Requirements

The Mural grant program will pay the Artist based on the size of the mural and execution of the unique design agreed upon by the Grant Applicant and approved by the Germantown Mural Committee/City directly as follows:

33% of the total artist fee will be paid upon receipt of the contract between the property/business owner and the Artist and the Mural Committee/Germantown permit

66% will be paid once the mural is completed, and proof provided that the property/business owner purchased the needed art supplies to fulfill the program requirements.

Property/business owners must provide match of 20% towards the cost of the mural, either in art supplies or in direct artist fees and not to exceed \$500.

Vinyl Wrap Program Requirements

For the vinyl wrap project, the grant funds will provide an artist stipend based on the size of the vinyl wrap surface. Design fees cannot exceed \$1,000 per storefront. A property/business owner must provide 20% match towards the cost of the vinyl wrap production costs as firmly estimated by the vinyl wrap studio selected to complete work not to exceed \$200.

⋮

MINIMUM ARTIST QUALIFICATIONS:

Qualified Artists must be from the Dayton/Cincinnati region.

Qualified Artists will show proven experience and expertise in:

1. Design and installation of murals from visioning, to preparing design options, to final creation/completion of murals within established timelines; AND,
2. Working with clients to obtain agreement on design vision, needed supplies, and to assist in the permitting process in alignment with Program Design Guidelines; AND/OR
3. Preparation of design options for vinyl wraps and provision of digital specs for use by professional vinyl wrap studios-
4. Prior experience with publicly funded art installations, or prior experience with city government and community art committees, a plus.

The artists who respond to this call and who meet minimum qualifications, will be interviewed by the Germantown Mural Art Committee prior to being added to a list of artists. The individual property/business owners will review the list of Artists, determine the Artist(s) they would like to meet to explore design options, and work with selected Artist to finalize the design that will be presented for final approval and execution.

Germantown Mural Art & Vinyl Wrap Grant Program
CALL FOR ARTISTS/REQUEST FOR LETTERS OF INTENT

The City of Germantown/Mural Art Committee appreciates the time and effort Artists must expend to find funding. However, Artists will NOT receive compensation for the time it takes for them to respond to this Call for Artists/Letter of Interest. Artists will NOT receive compensation for time spent upfront with the Grant Applicants to obtain a Mural permit or Grant permit under the City of Germantown Mural Art & Vinyl Wrap Grant Program.

LETTER OF INTENT REQUIREMENTS:

1. The Artist's desire to be included in the Germantown Mural Art & Vinyl Wrap Grant Program.
2. A few sentences describing Artist's typical project approach to the design of the mural and execution of the mural.
3. A resume showing a minimum of three (3) images of previous mural art/vinyl wrap design work samples. Mural work samples to include:
 - Cost for design and cost for execution, (price per sq ft.)
 - Images to be either pdf, gif, jpg for laypeople to view.
 - Each image to be listed (titles, mediums, sizes, years of completion)
4. The names, titles, phone numbers and email addresses of three references.

SUMMARY OF LISTING PROCESS/TIMELINES:

Mural Art Committee and City of Germantown

- Call for Artists announced to art venues in Dayton and Cincinnati (September 9)
- Letter of Intent from Artists received outlining experience in designing and executing murals on blank exterior walls and/or vinyl wraps on utility boxes/storefront windows ROLLING
- Submission of design samples ROLLING
- Proposals containing cost of designs and execution provided with work samples ROLLING
- Artists selected for interviews based on resumes/previous work examples by Germantown Mural Committee ROLLING
- List finalized for distribution based on Artist's designs and experience with execution of designs ROLLING
- All qualified Artist's information placed in notebook for property/business owners to review and use ROLLING
- Property/business owners select preferred Artist and finalize design and costs for building mural, or storefront windows/utility boxes finalizing design and proposed costs including supply costs and owner match costs ROLLING
- Property/business owners, with Artist input, file application for grant and work with Mural Art Committee ROLLING.

Germantown Mural Art & Vinyl Wrap Grant Program
CALL FOR ARTISTS/REQUEST FOR LETTERS OF INTENT

- Application reviewed, then either negotiated, rejected or approved by Mural Art Committee ROLLING.
- Project installed and completed within 90 days of receiving approval. ROLLING
- Final payment released to Artist after all documentation received from property/business owners

Thank you for your interest and preparing a Letter of Intent. All Letters of Intent should be emailed to:

phiggins@germantown.oh.us, or mailed to:

Germantown Mural Art & Vinyl Wrap Grant Program
Attn: Pat Higgins, Economic Development Consultant
City of Germantown
One N. Plum Street
Germantown, OH 45327

For Additional Information:

Check website at: <https://germantown.oh.us/murals-public-art> or contact Pat Higgins at 937-855-7255.

THIS PROGRAM IS MADE POSSIBLE BY THE FOLLOWING:

