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**TOWN OF YARMOUTH**  
**MURAL GRANT PROGRAM 2024-25**  
**Eligibility, Criteria, and Application Form**

**CALL FOR ARTISTS – 2024-25 Mural Project Yarmouth, NS**

The Yarmouth Façade Society seeks to commission a muralist or mural artist collective to create a mural artwork at the artist's choice of theme for up to four locations.

This grant offers support towards the costs involved in creating and delivering new inspiring installations in prominent downtown locations. Aimed at improving the image of structures in Downtown Yarmouth, the works will enhance the environment and add to the experience of visiting the area while also contributing to local regeneration.

**[Submission deadline Friday September 13, 2024 \(4:00pm AST\)](#)**

This opportunity exists for downtown property owners and businesses to collaborate with professional artists to bring their ideas to life and provide a platform for their talent to be showcased. Since part of the intent of this program is to add colour to the downtown and enhance the pedestrian experience, priority will be given to proposals that take into consideration the element of surprise and unexpectedness in an urban environment.

Murals shall be of exceptional design and quality, using high-quality materials that enhance the appearance of the site. Materials may include paint or any other artistic mediums suitable for an outdoor location. The mediums used must be durable and able to withstand typical/normal wear and tear, as well as harsh outdoor elements. The mural shall be designed and painted by a qualified artist/muralist who has enough knowledge and experience in the design and painting of such projects, and in the application of the medium selected for the project.

Eligible artists are invited to submit expressions of interest and qualifications to this call. The project budget application must include all costs directly associated with the artwork: including taxes, artist fees, production, materials, equipment rental, installation, and other professional services, insurance, permits, and other incidental and production expenses.

**APPLICATION REQUIREMENTS:**

Artists/artist teams are invited to respond to this Artist Call by submitting an application through the [Town of Yarmouth](#) website. In the application form, artists will be asked to provide the following information: **\*\*If applying as a team, please list team members and submit required credentials for each\*\***.

- Name(s), AKA (artist pseudonym or collective name).
- Main Contact Information: Address, Phone, and E-mail - Website (if applicable) - Social media links (if applicable).

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- A short artist statement (150 words max.) An artist bio (150 words max.) - A short summary of the artist or artist team's interest in this project (200 words max.)
  - A short summary of the artist or artist team's background and experiences with community consultation and/or arts facilitation (150 words max.).
  - A short summary of the artist or artist team's history and previous experience with managing projects of this scale (150 words max.).
  - Curriculum Vitae (CV): 3-page maximum. Detail professional experience as an artist, past public art experience, and other information relevant to this Artist Call. If applying as a team, provide one CV per team member.
  - Artistic Support Material: Maximum of ten (10) images of work. For each image, a title and image number should be provided. If applying as a team, please only submit a total of ten (10) images.
  - Support Material List: A written list that clearly outlines the Artistic Support Material with corresponding titles and numbers. Include the following details in order of: Title, date, location, budget, dimensions, medium/materials, and role on mural project. (maximum 50 words each).
  - Provide visual Representation – Include a coloured rendering of proposed mural with dimensions.
  - Budget – Submit a budget for the project, including costs for prepping the surface, permits, paint, etc.
  - Schedule – Include a schedule for proposed work; provide a start and end date and detail all key stages, including development, implementation, and delivery.
  - Insurance – Provide proof of \$2 million (\$2,000,000) general liability insurance (one alternative is <http://programs.aon.ca/content/event-insure/home-en.html>).

Please create, if possible, a single file including all attachments and images.

### **IMPORTANT DATES AND DEADLINES**

**Sep. 13/24:** Completed application proposal and supporting materials submission to Yarmouth Façade Society by email: [edo@townofyarmouth.ca](mailto:edo@townofyarmouth.ca) or by mail: Yarmouth Façade Society, Town of Yarmouth, 400 Main Street, Yarmouth, Nova Scotia B5A 1G2.

**Oct. 25/24:** Yarmouth Façade Society notification to applicant of acceptance or decline.

**Nov. 22/24:** Project implementation including final design, permissions, and implementation/installation timeline.

**Aug. 30/25:** Completion of placemaking project and notification to Yarmouth Façade Society. Completion can occur before this date.

**Sep. 26/25:** Submission of final report and receipts to Yarmouth Façade Society.

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## MURAL LOCATION CHOICES:

### 1. Glebe Street (Frenchy's/Art Gallery lower level)

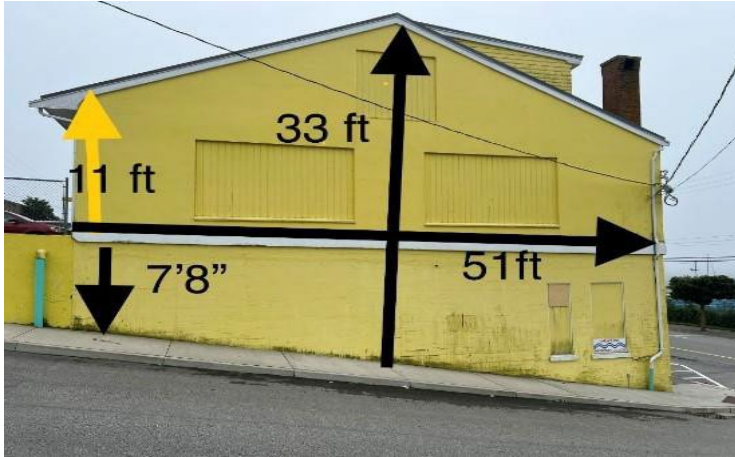
**Height of Surface:** 33 ft **Width of Surface:** 51 ft

**Total Surface:** Sq. Ft. 1600

**Visibility:** Water Street, partially from Frost Park, Glebe Street **Wall Material:** Flat, concrete/mortar parged

**Wall Condition/Environment:** Power wash and may require minor patching. North facing, all shade

**Wall Prepping:** Wash and Paint Primer



### 2. 15 Hawthorne Street (Yarmouth Farmers' Community Market)

**Height of Surface:** 14 ft

**Width of Surface:** 25 ft

**Total Surface:** Sq. Ft. 282.5

**Visibility:** On Hawthorne St, visible from, Forest Street and Brown Street

**Wall Material:** Wood composite, flat with strapping

**Wall Condition/Environment:** No repairs required. North facing, all shade.

**Wall Prepping:** Wash and Paint Primer



### 3. 117 Main Street (Grocery Store)

**Height of Surface:** up to 12 ft

**Width of Surface:** 85 ft

**Total Surface:** Sq. Ft. 1000

**Visibility:** Corner of Argyle Street and Main Street visibility.

**Wall Material:** Flat brick

**Wall Condition/Environment:** New condition, no repairs required. South facing, all sun.

**Wall Prepping:** Wash and Paint Primer



### 4. 280 Main Street (Restaurant)

**Height of Surface:** up to 18 ft

**Width of Surface:** 62 ft

**Total Surface:** Sq. Ft. 930

**Visibility:** Visible from Main St., Brown St., and Hawthorne Street.

**Wall Material:** Smoothed plaster

**Wall Condition/Environment:** Minor patching if any. North facing, all shade, parking regulations sign, restaurant signage.

**Wall Prepping:** Wash, Paint Primer



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## **FUNDING**

The Mural Grant Fund is managed by the Yarmouth Façade Society, a not-for-profit incorporated society of the Town of Yarmouth, and offers an opportunity to receive grant monies.

Mural Grants Funds will be awarded through an Open-Call Competition. Applications must be submitted in their entirety, with all the necessary supporting documents before they will be considered for review.

The mural program will provide up to a \$10,000 grant for placemaking mural projects. Grant applicants are invited to submit multiple applications, with each project eligible for up to \$10,000.

Funding through this program can be used to cover costs such as artist fees, infrastructure and equipment, collaborator or consultant fees, and support for securing permits. Other funding partners are allowed and encouraged to increase the quality and feasibility level of the project. All other funding partners and contributing dollar amounts should be included in the budget submitted to Yarmouth Façade Society.

## **ACTIVITIES NOT FUNDED**

- Travel and accommodation;
- Murals located outside the geographic boundary;
- Murals that include political messages or parties or sectarian or religious facility or activity;
- Capital works, facility maintenance, and improvements;
- Parking or other infringement fines;
- Illegal graffiti;
- Projects which do not have prior written permission from the landowner/developer;
- Ongoing running costs;
- Items of equipment or clothing of a personal nature;
- Purchase and/or maintenance of vehicles such as cars, vans, minibuses, etc.;
- Provision of meals and snacks;
- Social events and parties;
- Retrospective proposals, for example, installations that have already begun or where equipment has been bought or ordered.

## **PAYMENT**

Yarmouth Façade Society will issue grant money upon completion of the project. Vendor/supplier invoices will be required before grant cheque is issued. Receipts and an expense report with HST breakdown will be required within 30 days of completion of the project.

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## **WHO MAKES THE DECISIONS?**

Your application will be considered by a sub-committee composed of members of the Yarmouth Façade Society, art professionals with mural experience, and Town of Yarmouth Staff as well as the building owners. Up to four murals could be funded in this competition. All applications will be reviewed by the end of September, 2024. The final decisions will be made by October 25, 2024.

All projects must be installed and finished by September 26, 2025.

## **WHAT IF MY PROJECT GOES OVER BUDGET?**

The grant amount awarded at the time of acceptance is fixed. No additional funds will be granted to the applicant by Yarmouth Façade Society through the Town of Yarmouth Mural Grant Program for that project. Expenses beyond the amount awarded by Yarmouth Façade Society are the sole responsibility of the applicant or other partners, if applicable.

## **SIDEWALK ACCESS**

Work zones that require access to sidewalk and street will require a Street Disturbance Permit to be issued by the Town of Yarmouth. Street Disturbance permit application can be found here <https://www.townofyarmouth.ca/services/permit-applications-and-licenses.html>

## **MURAL PROJECT DATABASE INFORMATION RETENTION**

Information will be collected at the completion of the Mural Project and recorded in a Town of Yarmouth public art inventory database with the artist's name, artist's contact information, the title and date of the work, the occasion of its production, the artist's intent, its materials, and maintenance needs.

Please submit your applications to [edo@townofyarmouth.ca](mailto:edo@townofyarmouth.ca) by September 13<sup>th</sup>, 4:00pm (AST).

If you have any questions, please contact: [edo@townofyarmouth.ca](mailto:edo@townofyarmouth.ca)

## **COPYRIGHT AND MORAL RIGHTS**

Copyright including any and all designs, drawings, maquette, and final works of art shall remain the property of the artist. Moral rights remain with the artist. Yarmouth Façade Society and the Town of Yarmouth have permission to reproduce the images for non-profit publicity purposes. Yarmouth Façade Society and the Town of Yarmouth do not own any project or project assets made possible through the Mural Grant program. The applicant will retain ownership, unless arrangements are made with the other partners, i.e., the developer/property owner, Town of Yarmouth (if on public land), or other funders.

All photographs and digital content of the artwork is to be credited to the Artist. The final image must be substantively the same as the image submitted in the application. Any changes require prior written consent and agreement from the Yarmouth Façade Society.



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# APPLICANT FORM

Name of Applicant:

Phone:

Email:

Brief description of mural project proposed (max. 2000 characters):

## SUMMARY BUDGET

Please show a balanced budget for the proposal, indicating how much you are requesting from this grant, and provide an itemized breakdown of how funding would be spent. Total Expenditure must equal Total Income.

Amount Requested:

Itemized Breakdown:

Total Expenditure:

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# PROPOSAL

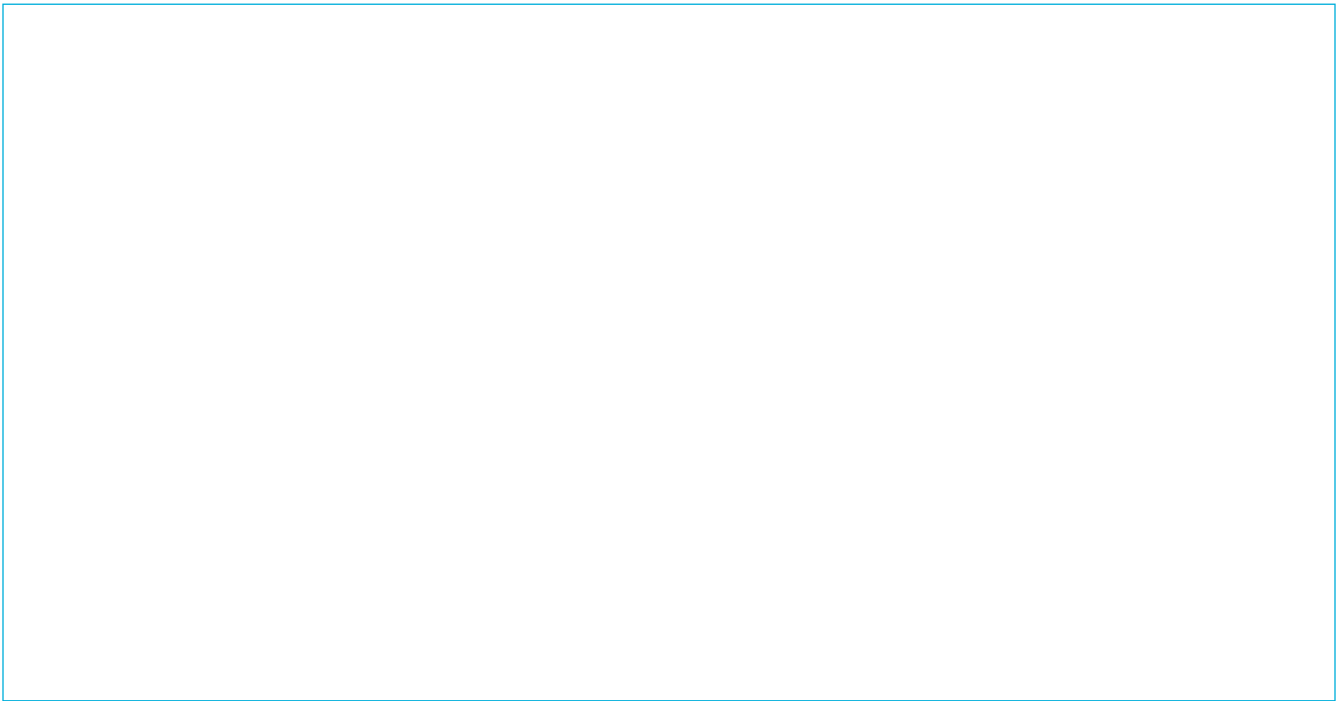
In addition to the items listed on Page 1 and 2, this section must be completed, giving a full answer to each of the questions to indicate how the proposal meets the purpose of this mural program.

1. Please give a concise overview of the proposed mural; including title, theme and/or concept, along with a short statement about your current work and artistic practice. Briefly describe the proposed mural's relation to the building, the surrounding neighbourhoods and the community served by the business or agency where the mural will be painted (max. 3000 characters).

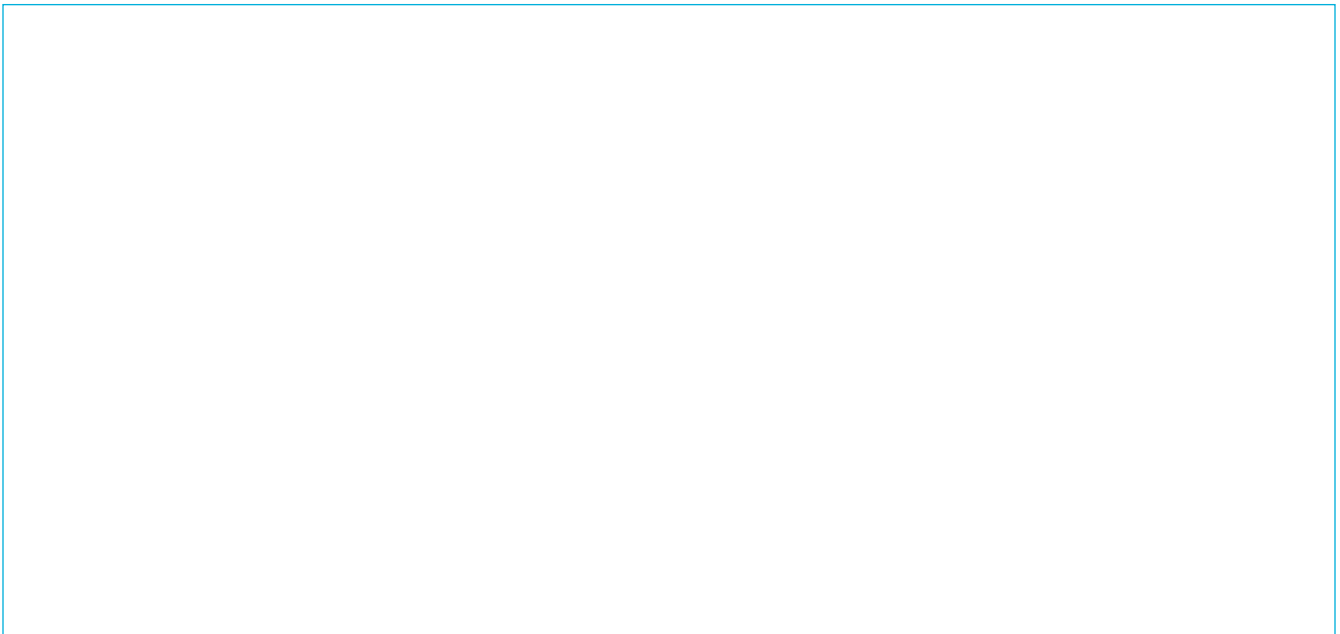


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2. What site/location have you chosen for the mural? Describe the wall and site where the mural will be located, including the size of the mural in relation to the actual wall size, street intersection, direction the mural will face, and public accessibility. Include photos. (max. 2000 characters).



3. What is the current condition of the chosen site? Will renovation or repairs be required before you begin the project, e.g., cracks, leaks, concrete, wood, porous walls, etc.? (max. 2000 characters)



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4. Please acknowledge that if the project requires a Town right-of-way permit (scaffolding) for the mural installation that the process will be initiated upon receiving funding and you have included permit fees in the project budget. (max. 2000 characters)

5. What type of work platform will you be using (e.g. cherry picker, scaffold, boom lift, basket crane, hydra ladder, etc.)? What experience do you have in using this equipment? Please describe the procedures used to ensure the safety of the artist and the public while painting the mural. (max. 2000 characters)

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6. Specify type of paint or other materials to be used and include technical information about the materials durability, longevity, and toxicity. (max. 2000 characters)

7. MURAL LIGHTING – Murals are significantly enhanced when they have a lighting component and are visible at night as part of the Mural Project Scope. Lighting should meet Town’s Dark Sky Policy requirements. The nature of lighting is meant to focus on enhancing the mural rather than highlighting the businesses and tenants. Permission for installation and ongoing maintenance for all aspects of the lighting component must be received by the building owner.

Additional consideration will be given to a mural application if a lighting component is included in the application.

Total dollar amount requested for lighting (including HST breakdown):

Lighting budget breakdown (including confirmed funding partners, professional services, hardware installation and indicate placement of lighting on building/mural).

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I hereby confirm that the information in this application is true and correct, and I acknowledge that it is my responsibility to inform the Yarmouth Façade Society immediately of any changes that could affect the interpretation or context of the application.

Signature:

Print Name:

Date:

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## PROPERTY OWNER APPROVAL FORM (Not Required by Applicant)

Name of Applicant:

Address of Proposed Mural:

Site: Name of Property

Owner: Property Owner

Phone: Property Owner

Email:

I, (name)  acknowledge that I am the owner, or owner's authorized representative of the property located at (address) .

I authorize (applicant's name)  to erect a Mural on my property. I acknowledge that I have viewed the mural design and approve all aspects of the proposed project.

I understand that, if necessary, I am responsible for ongoing maintenance or repairs for all aspects of the mural installation for five years after its completion.

Signature of owner or authorized representative of the property

Date