

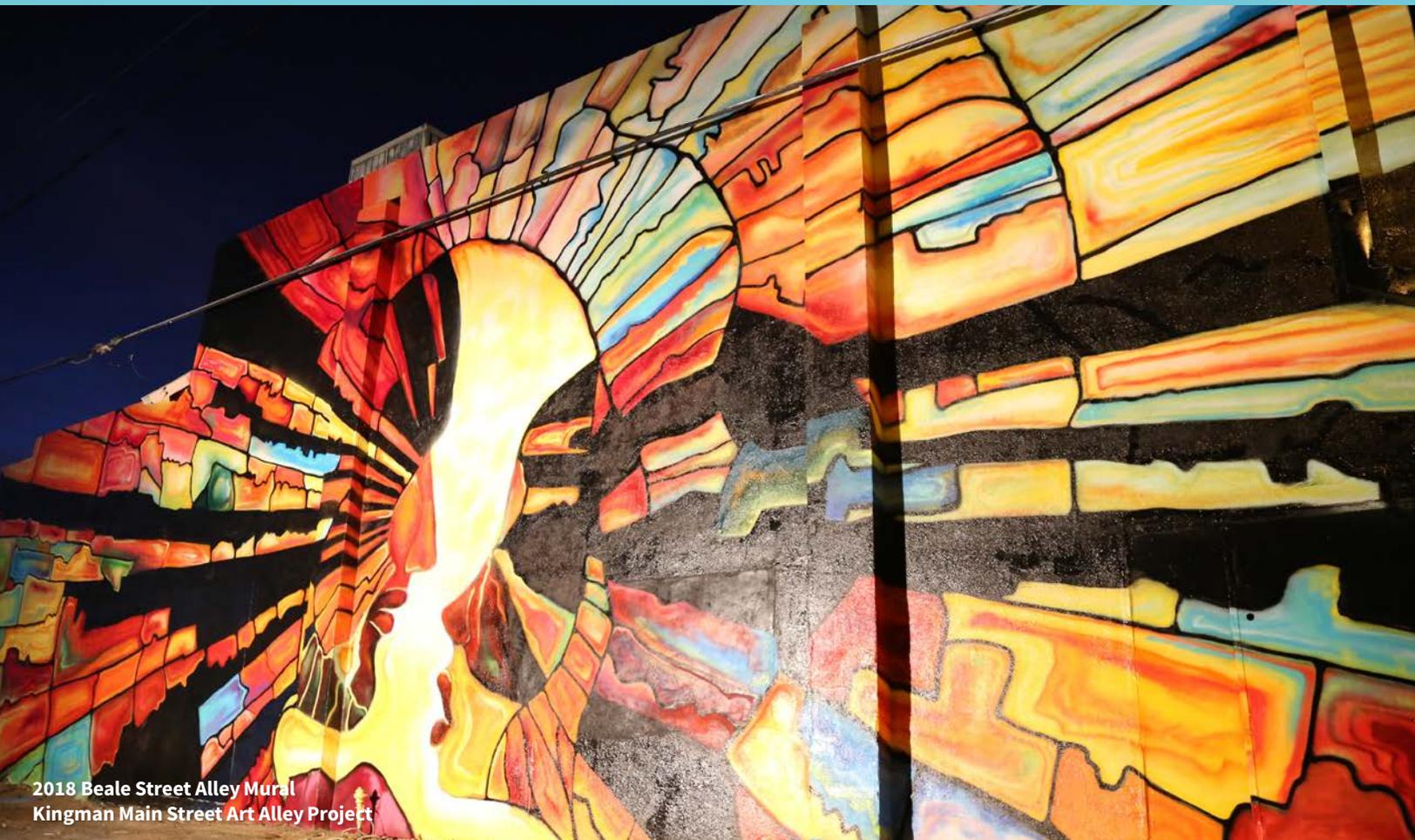


# CITY OF KINGMAN

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# MURALS INCENTIVE PROGRAM

Economic Development Department  
January 2023



2018 Beale Street Alley Mural  
Kingman Main Street Art Alley Project

# WHAT IS THE MURALS INCENTIVE PROGRAM?

Over the years, downtown Kingman has seen an increase of murals painted on commercial buildings for public enjoyment. The upsurge in murals is due to many downtown property and business owners taking measures to revitalize Downtown Kingman. The ongoing efforts help make Downtown Kingman a destination that tourists and locals will want to visit more.

There are mural programs across the nation and some of the benefits from these programs include the following:

- Increases overall attraction of the space
- Builds community/engages residents
- Public/Private Partnership
- Discourages graffiti/vandalism
- Attracts foot traffic and tourism downtown
- Opportunity to tell a community's story
- Increase appreciation for the arts and artists

In July 2019, the City of Kingman introduced a Façade Improvement Program to support the revitalization movement in Downtown Kingman. The City has assisted more than two dozen businesses with new signs, exterior paint, and more. The results of the upgraded facades compliment City beautification efforts.

The City has now launched the Murals Incentive Program to provide additional support to small business owners for revitalization efforts and encourage arts in Downtown Kingman. This program places emphasis on murals and may expand to interactive art pieces in the future. The submittal of interactive mural proposals is highly encouraged.

Here are a few examples of some interactive murals from across the nation. The City would like to see similar proposals submitted under this program.





## ELIGIBILITY CRITERIA

Property owners and tenants of commercially zoned buildings (including non-profit) within the Downtown Kingman project boundary may apply. Third-party organizations may apply with consent of the property owner. Residential properties cannot apply.

The project boundary includes:

- E. Andy Devine, 1st Street to 6th Street
- E. Beale Street, 1st Street to 6th Street
- Oak Street, 3rd Street to 4th Street
- 1st Street through 6th Street, between E. Andy Devine and Oak Street
- Designated alleyways

Proposed murals must:

- Encourage and attract interactivity
- Contribute to the visual enhancement of the property
- Should complement the business and downtown character
- Shall not state the business name (or it would be considered a sign)
- Should incorporate elements that are harmonious with the area
- It is encouraged to use a local artist but not required



# PROJECT REIMBURSEMENT LIMITS AND APPLICANT MATCH REQUIREMENTS

Property Type	Minimum Total Project Cost	Applicant Match Requirement	Maximum Reimbursement
Commercial	\$1,000	90%	\$5,000

## EXAMPLE:

For a 5,000 mural project, the applicant must pay for the total cost of the project. The applicant is then reimbursed 90% (\$4,500) through the program. The total final cost to the applicant is \$500.

## PROGRAM GUIDELINES

- ✓ Any commercial property owner or tenant (with written authorization from the property owner) may apply.
- ✓ A 3rd party may apply but must have permission from the property owner and is responsible for project cost.
- ✓ The property owner/tenant must not owe any outstanding taxes, fees, judgments, or liens to any government entity.
- ✓ The business owner must have a current City of Kingman business license.
- ✓ The property cannot have any outstanding zoning violations on the property.
- ✓ Applicants may apply for one commercial property per fiscal cycle.
- ✓ An applicant may apply for funds to restore an existing mural but the proposal must meet all new mural proposal requirements (materials, theme, protectant coat, etc.).
- ✓ A commercial property cannot be awarded funding more than once per fiscal cycle for this program.
- ✓ Property owners of registered historic commercial buildings should consult with the State Historic Preservation Office.
- ✓ If City Code violations exist on the property, the owner/tenant may apply to the program but will not receive any reimbursement until all violations have been remediated.
- ✓ The applicant must obtain any required permits prior to starting the project.
- ✓ The muralist(s) must have experience and provide images of murals completed with location information.
- ✓ The mural must remain on the building for a minimum of 5 years.
- ✓ The finished mural must have a protectant coat or paint sealer applied.
- ✓ The mural must be maintained by the applicant.

- ✔ If the mural is not maintained, the applicant is responsible for painting over the mural.
- ✔ Murals must be completed within 6 months of grant approval and preferably, prior to the next fiscal year cycle.
- ✔ The City has the right to not approve a mural design that does not fit the criteria.
- ✔ The City will provide comments as to why a mural design was not approved and the applicant may resubmit revisions for review.
- ✔ The cost of the mural design, materials, and muralist fees are eligible for this program.

## APPLICATION PROCESS

- 1 To apply for this program or schedule a pre-application meeting, please contact Monica Murphy, Grants Administrator, at (928) 753-8159 or by email at [mmurphy@cityofkingman.gov](mailto:mmurphy@cityofkingman.gov).
- 2 Please do not start the project prior to attending a pre-application meeting or the project will be ineligible for the program.
- 3 Applications may be submitted any time and will be reviewed for completeness.
- 4 Complete applications will be forwarded to the review committee with a two-week deadline to return comments. The review committee will be comprised of at least 6 internal and external reviewers.
- 5 Funding is available on a first come basis and may run out during the fiscal year. Grants will be awarded in the order they are received and applicants may have to wait until the next fiscal year. Funding is not reserved for a project until the proposal is approved and a Notice to Proceed is issued.
- 6 Formal notices to proceed will be issued as soon as all reviewer comments are in support of the proposal.
- 7 A complete application can be mailed, emailed, or delivered to:
 

Monica Murphy, Grants Administrator  
 310 N. 4th Street  
 Kingman, AZ 86401  
[mmurphy@cityofkingman.gov](mailto:mmurphy@cityofkingman.gov)
- 8 Applications must include the following:
  - Completed application form
  - Renditions and dimensions of the proposed or existing mural
  - Rendering of the proposed or existing mural on the building
  - Samples or proposed palette of paint colors



**PLEASE CONTACT THE MURALS INCENTIVE PROGRAM MANAGER IF YOU HAVE ANY QUESTIONS AND NEED GUIDANCE THROUGH THE PROJECT.**

**Monica Murphy, Grants Administrator**  
 (928) 753-8159  
[mmurphy@cityofkingman.gov](mailto:mmurphy@cityofkingman.gov)







# MURALS INCENTIVE PROGRAM

**Contact:** Monica Murphy, Grants Administrator, (928) 753-8159, mmurphy@cityofkingman.gov

Date: \_\_\_\_\_

**Applicant Information:**

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

**Property Owner Information:**

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

**Business Information:**

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

**Please submit the following documentation:**

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. Completed application form</li> <li>2. Renditions of proposed or existing mural (include dimensions)</li> <li>3. Rendering of project location</li> <li>4. Proposed color palette</li> <li>5. Identify type and brand of paint</li> <li>6. Identify protectant coat or paint sealer</li> </ol> | <ol style="list-style-type: none"> <li>7. Quote for mural project</li> <li>8. Muralist information (local artist is preferred but not required)</li> <li>9. Photos of murals painted by selected muralist</li> <li>10. Permission letter from the property owner, if applicable</li> <li>11. Proposed timeline to complete the project</li> <li>12. Copy of business license</li> </ol> |
|--|---|

I have read the Façade Improvement Program guidelines, know the contents thereof, and agree to the conditions of the application.

Applicant / Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## CITY OF KINGMAN

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Economic Development Department  
January 2023

**Contact:**

Sylvia Shaffer, ED Project Manager  
(928) 753-8131  
sshaffer@cityofkingman.gov

Monica Murphy, Grants Administrator  
(928) 753-8159  
mmurphy@cityofkingman.gov

