



City of Kingman
MURALS INCENTIVE PROGRAM



2018 Beale Street Alley Mural
Kingman Main Street Art Alley Project

Economic Development Department

July 2023

WHAT IS THE MURALS INCENTIVE PROGRAM?

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

Priority 1.1 of the Economic Development Strategic Plan includes strategies and actions that can be implemented soon with the expectation of near-term impact. The expected outcome is to have more appealing city entrances and thoroughfares for visitors and local residents as we approach the Route 66 Centennial in 2026. The Murals Incentive Program is one of many tools available to assist property owners who want to partner with downtown beautification and revitalization efforts.

There are many mural programs across the nation and some of the benefits include:

- Increase overall attraction of the space
- Builds community/engages residents
- Public/Private Partnership
- 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 dozens of businesses with installing new signs, exterior paint projects and more. The results of the upgraded facades compliment City beautification efforts.

The Murals Incentive Program compliments the Facade Improvement program to provide additional support to small business owners who would like to partner in revitalization efforts with the City and encourage arts in downtown Kingman. 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.

*"What Lifts
You"*



*Nashville,
Tennessee*



"Wings of Wander"
Sevierville, Tennessee.



Phoenix, Arizona



Scottsdale, Arizona

For questions on the application or to submit applications, please contact:

Sylvia Shaffer, ED Project Manager
(928) 753-8131

sshaffer@cityofkingman.gov

For questions on the application or to submit applications, please contact:

Monica Murphy, Grants Administrator.
(928) 753-8159

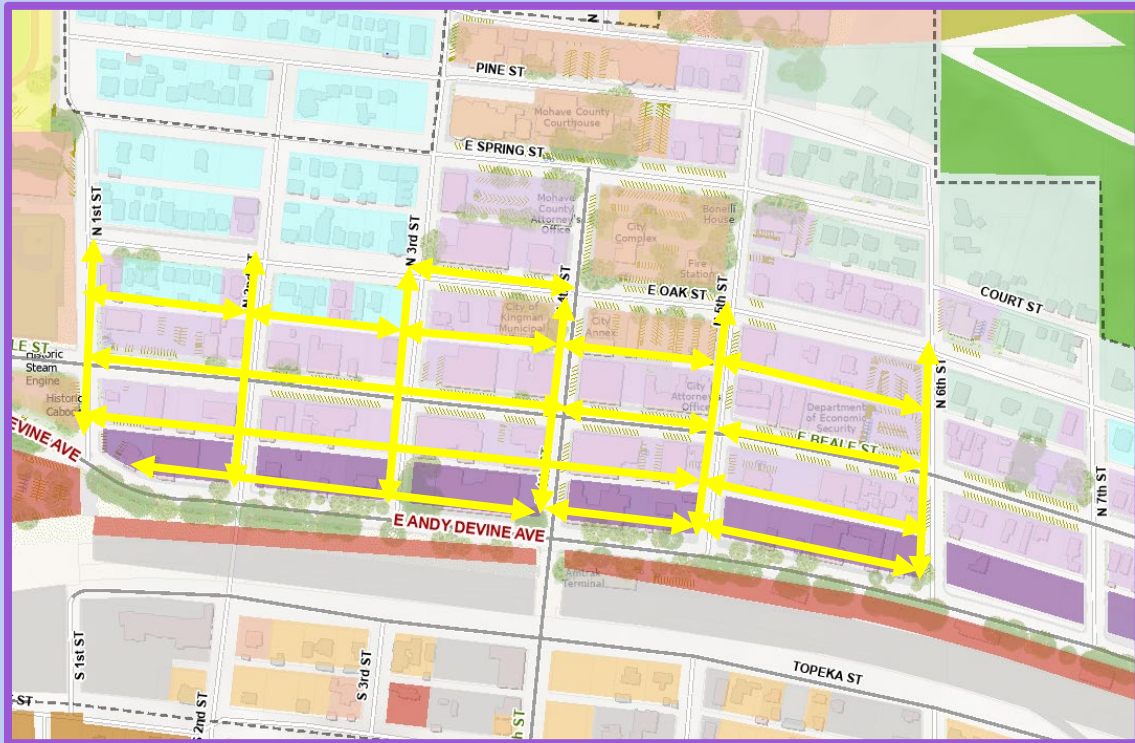
mmurphy@cityofkingman.gov.

Applications are available at:

<https://www.choosekingman.com>

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 from 1st St. to 6th St.
- E. Beale Street, 1st St. to 6th St.
- Oak Street, 3rd St. to 4th St.
- 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	\$1000	90%	\$ 5000

Example:

For a \$5,000 mural project, the applicant must pay for the total cost of the project. The applicant is then reimbursed 90% (\$4500) 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 Year cycle.
- ❖ A commercial property cannot be awarded funding more than once per Fiscal Year 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, 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. For information on the Murals Program please contact:

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

2. To apply for this program or schedule a pre-application meeting, please contact:

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

3. Please do not start the project prior to attending a pre-application meeting or the project will be ineligible for the program.
4. Applications may be submitted any time and will be reviewed for completeness.
5. Complete applications will be forwarded to the review committee with a two-week deadline to return comments.
6. Funding is available on a first-come, first-serve basis until funds are expended.
7. Funding is reserved for a project once the proposal is approved and a Notice to Proceed is issued.
8. A complete application can be mailed, emailed or delivered to:
9. Monica Murphy, Grants Administrator
310 N. 4th Street
Kingman, AZ 86401
mmurphy@cityofkingman.gov
10. Applications must include the following:
 - Completed application form
 - Renditions and dimensions of the proposed mural
 - Rendering of the proposed mural on the building
 - Samples or proposed palette of paint colors
 - Identify type and brand of paint to be used
 - Identify protectant coat or paint sealer to be used
 - Samples of previous murals painted by selected muralist
 - Project quote and letter of commitment from muralist
 - Muralist information
 - Permission letter from the property owner, if applicable
 - Proposed timeline to complete the project

9. **Committee Review:** The committee will review the application packet and make the final determination if the proposal meets the guidelines. Committee review will be based on the following:
- **Artistic Expression (25% of weighted score):** Proposed murals shall demonstrate how they will effectively engage the public, and invite a “second look.” Works engaging to the public are often described as thought provoking, inspiring, entertaining, clever, whimsical, powerful, reflective or symbolic. Innovation and originality are encouraged and expected. Preference points will be given for proposed interactive murals.
 - **Scale and Content (25% of weighted score):** Proposed murals must be appropriate in scale. Proposed murals should be relevant to the building or business. Proposed murals should represent *History, Western Heritage, Route 66, Mining, Arizona nature & skies, or reflective of a business*. Interactive murals take on many forms such as swings in trees, blowing bubbles, angel wings, etc., and are generally welcoming in nature. Proposed murals should contribute to the character of downtown Kingman and blend in with the existing murals.
 - **Permanence and Materials (50% of weighted score):** Substantial consideration shall be given to permanence and materials. Proposed murals must be constructed with durable, long-lasting materials that are able to withstand outdoor display, and require low levels of maintenance. Maintenance is the responsibility of the applicant.
10. **Formal Notice to Proceed:** Following approval, a formal notice to proceed will be issued. Any work initiated before the City’s issuance of the “Notice to Proceed” will not be eligible for reimbursement.
11. **Start of Project:** After “Notice to Proceed,” but prior to work starting, the applicant must secure any required City of Kingman building, encroachment, or any other related development permits, if any.
12. **Committee Inspection:** The Murals Incentive Program Manager or designee will inspect the completed project to ensure that work was performed as outlined in the application. This inspection does not replace or supersede any additional inspections that may be required by the City of Kingman.
13. **Submission of Project Expenses:** The applicant must submit copies of paid bills, cancelled checks, contractor lien waivers and receipts. Each submission must include photographs and description of the work completed. No reimbursement will be made until all improvements have been completed to the specifications approved. No reimbursement will be made for projects paid in cash
14. **Applicant Reimbursement:** The applicant will only be reimbursed the dollar amount specified in the formal notice to proceed. All payments need to be paid by the applicant as they will be the party to be reimbursed. Any additional costs are the responsibility of the applicant. The applicant may request to pick up the reimbursement check or have it mailed.

Date: _____

Applicant

Name: _____

Business _____

Phone: _____

Fax: _____

Address: _____

City, State, Zip: _____

Email: _____

Property Owner:

Name: _____

Fax: _____

Phone: _____

Address: _____

City, State, Zip: _____

Email: _____

Business Information (if different than above)

Name: _____

Fax: _____

Phone: _____

Address: _____

City, State, Zip: _____

Email: _____

Please submit the following documentation:

1. Completed application form
2. Renditions of proposed mural (include dimensions)
3. Rendering of project location
4. Proposed color palette
5. Identify type and brand of paint
6. Identify protectant coat or paint sealer
7. Quote for mural project
8. Muralist information (local artist is preferred but not required).
9. Photos of murals painted by selected muralist
10. Permission letter from the property owner, if applicable
11. Proposed timeline to complete the project.
12. Copy of business license

I have read the Kingman Mural Incentive guidelines, know the contents thereof, and agree to the conditions of the application.

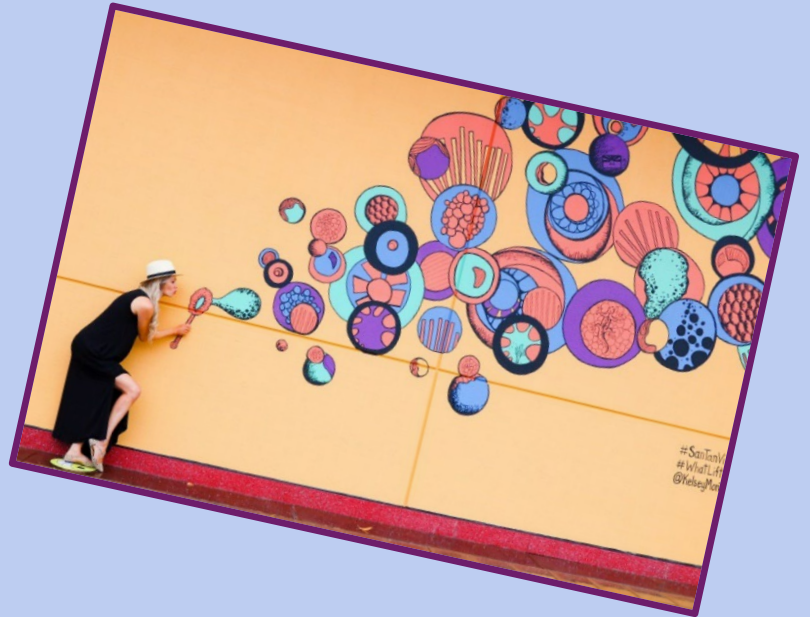
Applicant Signature: _____

Date: _____

Property Owner Signature: _____

Date: _____

Phoenix / Mesa, Arizona



Marshalltown, Iowa

Nashville, Tennessee