

**City of Germantown**  
**Germantown Mural Art & Vinyl Wrap Grant Program**  
**Program Guidelines**  
**September, 2024**

**Introduction**

The City of Germantown is working to revitalize the city's historic downtown district. The downtown district, listed on the National Register of Historic Places, is rich in historic buildings and boasts a unique alley system. Over the years, the vitality of the downtown area has been a city focus.

In 2022, the city worked to develop a downtown revitalization plan, through a planning grant from the Montgomery County Land Bank. The plan was divided into four topic categories: Get Business Going, Sell the Strengths, Enhance Assets and Bring Properties Up to Standard and Into Service. Each category had a collection of initiatives to help revitalize the downtown district.

Development of Public Art is one of the initiatives. Public Art/Murals was identified as a way to turn blank walls, utility boxes and storefront windows into canvasses, thereby creating a more pleasing environment and encouraging people to visit Germantown's historic corridor.

In addition to the mural art program, the city has added a vinyl wrap component to provide a new avenue for artists to bring artistic flair to the numerous vacant storefront windows and utility boxes in the downtown area. All wrap artwork will be prepared in digital versions of each design.

The Chamber of Commerce President organized a committee to develop the mural art program. The city and the committee are working together to have six (6) mural art/vinyl wrap projects completed in the downtown district by June of 2025.

The city has applied for and received two different art grants to assist in the funding of the mural art and vinyl wrap programs. One grant is from Culture Works and the Montgomery County Arts & Cultural District (MCACD), and another is from the Ohio Arts Council. These grants, along with match funding from the City of Germantown, will comprise a total grant budget of \$14,750 with the intention of creating and installing a minimum six (6) separate mural art/vinyl wrap projects downtown.

For the mural art program, the city will use the grant funds to provide 100% of the artist fee determined by the square footage, uniqueness of design and execution needs of the mural not to exceed \$2500. In addition, the property owners/business owners will contribute up to 20% of the grant total not to exceed \$500.00 for art supplies to assist the artist. Participating artists will be paid based on a square footage fee for the design and execution of the mural.

The vinyl wrap projects will require each artist to present a design which will be produced by a city approved vinyl company. The artist stipend will be based on the size of the vinyl wrap but cannot exceed \$1,000. The property owner's/business owner's match will be 20% of the vinyl wrap production costs not to exceed \$500 in the vinyl wrap production costs.

## **Project Eligibility Requirements**

### **Eligible Area for Program – Germantown Historic District:**

The Germantown Mural Art Program will provide assistance to property owners and/or tenant/business owners (Grant Applicant) of commercial buildings 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 will not consider projects outside of the Historic District unless the interest in the funding is less than expected or a project is considered a city priority.

### **Eligible Applicants**

The Mural Art Grant Applicant must be a commercial building owner or a business owner leasing a storefront within the Germantown Historic District (Gunckel's Town Plan Historic District).

Priority use of the funds will be for commercial properties with significant exterior wall space for a mural art and/or vinyl wrap that will be very visible for the street or interior alleys.

### **Artist Funding Process**

The Mural grant program will pay the Artist selected 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 Artist and the Grant Applicant; the amount will be paid to the artist by the city.

66% will be paid to the Artist by the city once the mural is successfully completed and proof shown that all art supply invoices were paid.

The Vinyl Wrap program will provide an artist stipend based on the size (sq. ft) of the vinyl wrap but cannot exceed \$1,000.

### **Art Supplies for Project - Mural Art Program Requirements**

Grant Applicants must provide a match of 20% toward the cost of the mural, which can be either in art supplies, equipment or artist fees not to exceed \$500.

The maximum grant amount per mural project will be: based on the square footage of the mural, uniqueness of the design and execution requirements not to exceed \$2,500.

### **Vinyl Art Program Requirements**

The city will provide a stipend for the vinyl wrap project based on the size of the vinyl wrap and cannot exceed \$1,000 per storefront. An applicant could receive more than one grant if the property has two or more separate retail spaces.

### **Program Design Guidelines**

- Mural Art and Vinyl wraps may be graphic art, photos, or similar material that can be placed on a building facade.
- Artwork must be original and may not contain advertising, copyrighted material, religious art, drug-related content, sexual imagery, or convey political partisanship. All artwork should be appropriate for all ages to view in a public setting.
- Art should be visible from a distance.
- Text is discouraged, however if the design is to include text, it must be included in the proposal.
- The name of the Artist may be included on the art, but shall be limited to no more than a 2" tall x 10" wide letter block, located on no more than one corner of the artwork. Artist's names should not detract from the art.

### **Project Selection**

Due to limited funding and the need to spend the grant funds efficiently, the City will accept completed applications until all the funding is obligated and/or spent.

The Mural Art Committee will assist Staff in the review and approval of the applications. City seeks to award grants to as many applicants as possible, but if a Grant Applicant submits separate applications for multiple locations, they may receive multiple grants.

In the event that an Artist is not making progress, the City of Germantown reserves the right to pull and reallocate funding.

### **Program Requirements**

Grant Applicants will need to complete a grant application and mural permit. If Applicant is NOT the property owner, they will need to obtain the following information from the property owner(s) of record:

- Consent of Owner to the proposed artwork and willingness to maintain the artwork for a period of not less than 5 years-
- Ownership by fee simple title to the property

- Property taxes, municipal utilities, city income taxes and mortgage payments must be current.
- Proof of Property Insurance must be provided.

Grant Applicants will also need to provide:

- Approval letter from the Mural Art Committee for a specific design/specific building.
- Approval of Mural Art Permit from the City must be submitted.
- Evidence of funding that will be contributed for art supplies, equipment or artist fee.
- Proof of Contract with selected Artist.
- Statement agreeing to maintain the artwork for a period of not less than 5 years.

Artist will need to provide proof of:

- Contract for the approved design and execution of the mural.
- General Liability Insurance
- List of supplies and proposed costs to be paid by Applicant as a match.

### **Application Requirements**

Interested Grant Applicants shall contact the City for the Mural Art Grant Program Application. (OR obtain online at: <https://germantown.oh.us/murals-public-art>) A meeting will be held with city staff to discuss the planned project.

After the meeting, the Grant Applicant will complete the application. The applicant will provide:

- Completed application
- A picture of the design to be reviewed by the Mural Art Committee
- Close-up photograph of the storefront exterior showing the planned location for the mural and/or vinyl wrap.
- Estimated cost of the project including estimate of supplies/applicant match.

After the application is completed and submitted to the city, it will be forwarded to the Mural Art Committee for their review and approval. City staff will review for zoning approval.

### **Grant Applicant Agrees to Purchase Materials for the Required Work**

#### **Mural Art**

When an Artist and Grant Applicant agree on a design, the Artist will identify the art supplies needed and the cost of the supplies. The Grant Applicant will be responsible for up to \$500 in costs related to the mural or up to 20% of the total grant amount.

The city will provide the funding to the Artist for the cost of the design and execution of the mural as follows:

33% upon approval of the design

66% upon approval of completed mural

### Vinyl Wraps

When an Artist and Grant Applicant agree on a design, the city staff will meet with the vinyl wrap installer to determine if the design can be produced and installed as planned. If the design is approved, the Artist will be paid the stipend for the design.

### Program Procedures and Steps for a Successful Project

- The Applicant identifies the mural design/vinyl wrap they would like to place on their building and completes an application for approval through the Mural Arts Program. The application also includes the request for financial assistance for the design and the execution of the mural/vinyl wrap.
- Upon approval of the design by the Mural Art Committee, the Applicant and Artist meets with the city to complete required contracts and tax form.
- A Notice to Proceed is issued and a check for 33% of the total project cost to the Mural Artist will be prepared.
- Construction starts and staff monitors the progress to ensure the approved design is being executed.
- Work is completed and Applicant signs off on the work completed by the Artist. Proof from Applicant and signed by the Artist showing supplies purchased and used on the project and paid by the Applicant.
- The City issues a check for 66% of the total eligible costs. Total project cost paid for by the Germantown Mural Art Grant must not exceed \$2,500 for murals.
- The City issues a check not to exceed \$1,000 Vinyl Wrap design. In both cases Applicant must show proof of the 20% match for the production of the wrap.
- Project is closed out.

For additional information or if questions arise, please contact: Pat Higgins, Economic Development Consultant, at 937-855-7255 or [phiggins@germantown.oh.us](mailto:phiggins@germantown.oh.us)

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# City of Germantown Mural Art & Vinyl Wrap Grant Program

## Certification of Program Guidelines

I acknowledge that I have read and understand the Program Guidelines and Procedures for the Germantown Mural Art & Vinyl Wrap Grant Program. If I participate in this program, I certify that I shall comply with the guidelines stated herein. I also understand that the Applicant must comply with the program guidelines and meet specific deadlines to fulfill the program requirements.

Address of Property: \_\_\_\_\_

Name of Applicant: \_\_\_\_\_

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

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

Telephone Number: \_\_\_\_\_

Name of Property Owner (s): \_\_\_\_\_

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

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

Telephone Number: \_\_\_\_\_

\_\_\_\_\_

Signature(s) of Property Owner(s)

\_\_\_\_\_

Signature of Applicant if not Property Owner

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