

# COMMUNITY CANVAS MURAL PROGRAM

## Community Mural Grant Program and Policy



### 1. Purpose and Objectives

The Saanich Community Mural Grant Program supports the development of community murals that benefit residents and visitors, enhance neighborhoods and public spaces, inspire community pride, strengthen social well-being and belonging, support artists to produce publicly accessible and engaging art, encourage community involvement and engagement with public spaces, and reflect the diversity, values, and identity of our community.

### 2. Eligibility

- Non-profit organizations, Saanich-based community associations, registered charities, and local First Nations can apply.
- If the applicant is not the property owner, the application must include signed written consent from the property owner or authorized signatory stating the applicant is permitted to install and maintain the mural at the property.

### 3. Project Location

- Proposed projects must be located within the District of Saanich.
- Locations must be visually accessible to the general public. Proposed locations will be on exterior walls of buildings or other structures to provide the most visibility and access on an ongoing basis.
- Privately-owned buildings may be proposed as sites, although single family dwellings, small-scale multi-unit housing or “houseplexes” may not.
- Murals may be proposed for Saanich-owned locations (parks, buildings, or infrastructure). However, the number of proposals that may be supportable in any year will be limited based on staff capacity and resources. Approval of murals on Saanich-owned sites is subject to prior written support for the proposed location from the District and does not ensure approval of the grant application.

### 4. Funding

- Grants will be awarded up to 75% of total project cost, to maximum of \$10,000 per project.
- A matching contribution of a minimum of 25% of project cost (cash or in-kind) is required.
- To disperse limited funding and support across multiple applicants and neighborhoods, Saanich may limit the number of grants it awards to a single applicant or neighbourhood in one year, depending on the overall number of supportable applications.
- Applicants for a Saanich Community Mural Program grant cannot be awarded a Saanich Community Grant for the same project.

### 5. Eligible Expenses

Funds can be used for artist fees, wall preparation and painting supplies, anti-graffiti coating, other professional labour costs, equipment rentals, insurance and permit fees, and other project-related expenses.

## **6. Ineligible Expenses**

Funds cannot be used to purchase land or buildings, alcohol, travel, fund staff positions, staff training or professional development, projects already completed, or deficit or debt repayment.

## **7. Application, Review and Approval Process**

1. Applications are accepted during an annual intake. Applicants submit an application form along with a project proposal that includes a mural vision, location (with photos and dimensions), and artist information, budget, mural drawing and rendering, timeline, and maintenance plan.
2. Applications will be reviewed by District of Saanich staff for eligibility and requirements. Staff from related departments will review and evaluate eligible applications based on established criteria and compliance with District bylaws, policies, and regulations.
3. Recommended applications will be presented to the Director of Parks, Recreation and Community Services (or designate) for approval. The District reserves the right to select no applications.
4. Applicants are notified of decisions regarding their application. Successful grant recipients must sign a Letter of Agreement and provide the required documentation prior to release of funding.
5. Due to limited grant funding, not all applicants meeting eligibility requirements may receive a grant, nor may successful recipients be awarded their full requested amount.

## **8. Evaluation Criteria**

Applications will be ranked and selected based on the following criteria:

- Feasibility of the project, including budget, timeline, and organizational capacity to produce a successful project;
- High public visibility of the mural location;
- Condition and viability of the proposed location/surface;
- Mural proposal vision and its alignment with mural program purpose and objectives;
- Potential community impact and benefits as well as community engagement, if suitable;
- Community support (i.e., community associations, organizations or groups, neighbours, local First Nations or Indigenous organizations— where appropriate);
- Mural protection and maintenance plan (considerations for durability of materials, protecting against and countering vandalism, as well as mural maintenance).

## **9. Design Requirements**

Murals in public places must be appropriate for all ages and respectful of diverse cultures and beliefs. Murals will not include commercial advertisements, inappropriate or controversial subject matter, political, racist, violent, hateful, or sexual content. Once the mural design has been submitted for approval by Saanich, changes are not permitted without prior written approval from the District. Community murals are subject to the mural program guidelines and must comply with all relevant bylaws and requirements.

## **10. Maintenance**

Murals must be maintained for a mutually agreed-on lifespan (normally 3-5 years). The Recipient, through an agreement with the artist, property owner, and any other stakeholders, must outline who is

responsible for the maintenance of the mural and any associated costs for the duration of the agreement, with an option for extension.

#### **11. Project Completion, Grant Extensions or Repayment**

- Successful Recipients must complete projects within eighteen (18) months of award of funding. Progress updates may be requested and Recipient will provide as requested. Recipients must submit a summary final report on the project upon completion. Staff will review the report and inspect the project to confirm it is satisfactorily complete.
- Only under exceptional circumstances will a request for extension be considered, and the request must be submitted in writing to Staff a minimum of three weeks in advance of the completion deadline.
- If a project is not completed by the project completion date, or is unsatisfactorily completed, as determined by the District, the Applicant shall return the funds in full.
- If a project is cancelled and funds cannot be used for the stated purpose, the full amount must be returned to the District.

#### **12. Mural Program Budget**

Any unallocated program funds may be carried over to the subsequent year for public art programs at the discretion of the District.

#### **13. Amendments**

The District of Saanich reserves the right to amend the Mural Grant Program and Policy and its associated Terms and Conditions as needed.