



Alton Main Street

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www.DowntownAlton.com



Engaging Imaginations. Enriching Lives.

627 E. Broadway Alton, IL 62002

www.jacobyartscenter.org

Alton Main Street & Jacoby Arts Center announce Downtown Alton Mural Grant Program Awarding \$10,000 to Artists to enhance Local Businesses

Alton Main Street and Jacoby Arts Center are excited to present a new Downtown Alton Mural Grant Program. This program is designed to assist property and business owners in the funding and implementation of murals and artwork for the purpose of creating a positive visual impact, stimulating private investment, and complementing other community development efforts, while tapping into community talent and investing in local artists.

Community murals and other arts initiatives encourage a sense of excitement among citizens and promote reinvestment in downtown districts. Murals and artwork create the kind of place where residents and tourists are eager to live and visit, increasing traffic, tourism, and local spending.

Our goal is simple. We want to provide you with the resources needed to creatively improve the exterior of your business. Research has shown that exterior building improvements result in an increase in sales in the year after the improvements are made (and this increase is often sustained for several years). Additionally, improvements will motivate owners and tenants of other properties in surrounding areas to make similar investments.

Eligibility Area:

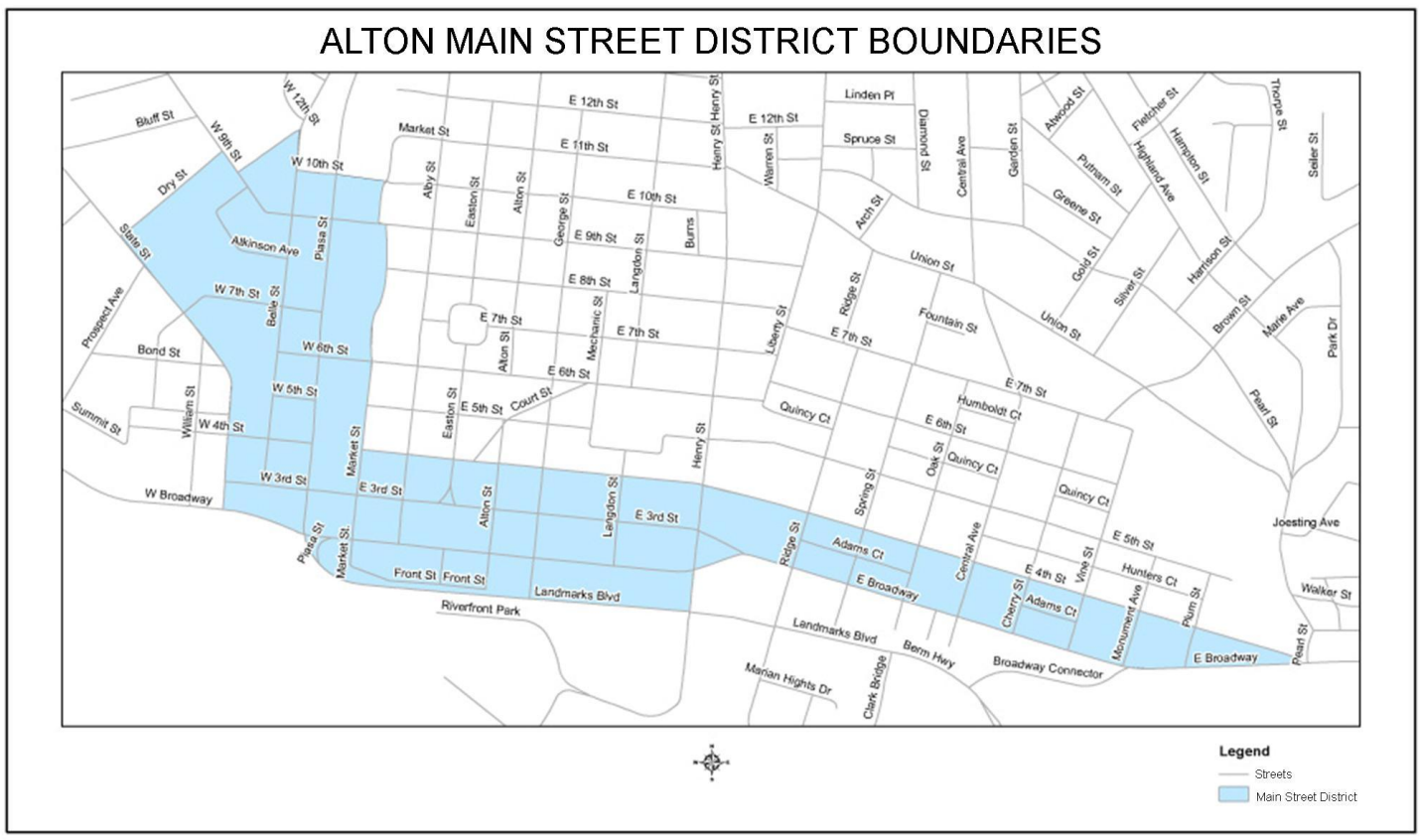
In order to be eligible your building must be located within the Alton Main Street district boundary. (see map below)

Grant Process:

- A business or property owner may apply for a proposed project with a budget of \$1,250 (The grant is designed to cover estimated material costs of \$250, and an estimated artist stipend of \$1,000)
- The size of the mural should cover an area equivalent to approximately 10ft by 10ft. If a property owner desires to increase the size or scope of a project, they are welcome to contribute to the project budget but the grant will only provide \$1,250.
- Murals must be of an artistic nature. Direct advertisements are not allowed by City ordinance, but the theme of your business may be reflected in an artistic manner.
- Interested owners and tenants should submit this application along with a photo of the intended location to be painted, any specific artist recommendations/preference, and inspiration photos and/or ideas for the theme.
- The AMS Design Committee will select projects based on the merit of the concepts presented and then will work with the selected applicants and pair with artists, if needed, to help develop a final design.
- This grant will be paid directly to the artist - 50% up front and 50% upon completion.
- Applications will be evaluated by the Design Committee through an equitable process to ensure the application meets all guidelines.

- Artists may submit an interest form to be considered to complete a mural. AMS Design Committee will pair artists with business applicants based on proposed project and experience.
- Artists must adhere to an approved materials list to ensure longevity of murals
- If you have not selected an artist, the committee can introduce you to prospective artists who have provided examples of their past mural work.
- Projects must be completed by December 31st 2022.

8 grants are available, first come first served.



Downtown Alton Mural Grant Program Application - 2022



Applicant Name _____

Business Name or Building Name _____

Physical Address _____

Mailing address (if different from business address):

Email _____

Phone _____

Website (if applicable) _____

Type of Business _____

Brief description of desired mural _____

Specific Artist requested _____

Specific color requests, inspiration, or ideas: _____

Signature of Applicant _____

(If the applicant is not the property owner)

Signature of Property Owner _____

A “Before” photo of the existing area to be painted will need to be submitted along with this application.

Alton Main Street will follow up with you to discuss your project and other services we may be able to assist you with. If you have any questions, please contact Sara McGibany at Alton Main Street at (618) 463-1016 or email sara@altonmainstreet.org. You may email, mail, or hand deliver this application and photo to the address below.

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