

SANTA ROSA MURAL PROCESS FOR PROJECTS ON *PRIVATE PROPERTY* Art in Public Places Committee

To clarify the roles and responsibility in the production of community murals, the City of Santa Rosa's Art in Public Places Committee provides the following process:

1. LOCATION

- Identify the location you would like to enhance with your project
- Contact the property owner to get their approval in writing
- Determine dimensions of area which will be used
- Identify other artwork already at the site
- Take photos of the site (digital are best for presentations)

2. FUNDING

- Provide proof of funding
- If requesting public funds, state status on ask and match
- Prepare the project's proposed budget

3. PROJECT

- Define and describe your project. How does it enhance the area? How does your project relate to the location?
- Describe who will be painting the mural and identify a lead artist and their qualifications
- Work up your design and be prepared to present it with images or a maquette. Show the adjacent area in order to demonstrate there is a relationship to the site
- To get on the Art in Public Places Committee agenda, please see the checklist on the next page
- Present your project's artwork design to the Santa Rosa Art in Public Places Committee. The committee will advise on the project concept and artwork design
- Meetings are held on the first Monday of the month at 3:30 pm at the Steele Lane Community Center.

**Please contact Tara Matheny-Schuster with any questions:
(707) 543-4512 or tmatheny_schuster@srcity.org**

AGENDA CHECKLIST: MURALS ON PRIVATE PROPERTY

Art in Public Places Committee

To be included on the Art in Public Places agenda, you must communicate with the Arts Coordinator ahead of time to make appropriate arrangements.

In order to be included on the agenda, the following items must be provided prior to the meeting:

- Project Description**
Identify the project manager in charge of the execution of the project; identify location(s) for mural; describe size and material of mural; identify who has designed the artwork and who will be implementing the design; consider how it enhances the area, and relates to the location; also include maintenance plan and construction schedule
- Artist Resume**
Identify lead artist(s) and include resume; examples of past work may also be submitted
- Artwork Design**
Mural design may be submitted in digital format (jpg or pdf), or as a hard-copy drawing; a mock-up photo or model is helpful in visualizing the design at the location
- Budget**
List anticipated total budget including all expenses and funds received (including grants)
- Photos of the Site**
Photos may be submitted in digital format (jpg or pdf), or as hard-copy prints; please include documentation of the surrounding area and identify any already existing murals or artwork

Please contact Tara Matheny-Schuster, Arts Coordinator to make arrangements:
(707) 543-4512 or tmatheny_schuster@srcity.org