



Great Falls Business Improvement District ArtsFest MONTANA BUILDING APPLICATION 2020



The Great Falls Business Improvement District (BID), working in partnership with Great Falls Montana Tourism, announces our second annual ArtsFest MONTANA in Great Falls.

During ArtsFest MONTANA 2020 artists will install a minimum of four (4) large scale murals on buildings in Downtown Great Falls.

The BID is inviting property owners, located within the BID boundaries, to apply to be considered for this public art opportunity. Internationally known artist, Cameron Moberg, will be in town and be working in conjunction with several other artists to complete the installation of murals launching on Friday, August 21st.

BUILDING ELIGIBILITY: The project is open to any property owner located within the BID boundaries. All interested and eligible parcels will be considered.

Application DEADLINE is Wednesday 7/17/20 12:30pm

REQUIRED SUBMISSION MATERIALS: Application must be submitted along with high quality digital photographs of each exposed side of the building that a property owner wishes to have a mural installed upon, along with dimensions.

The BID will review applications for completeness.

Applications received after the deadline may not be considered.

Application **MUST** include the following:

- a. Completed application form (attached);
- b. Photographs of each exposed side of the building that a mural may be considered for installation upon, along with dimensions;
- c. A check payable to the Great Falls BID for \$1,000;

Terms & Conditions:

Why have a mural?

A mural is a great way to attract attention to your building, draw more customers for the business(es) located in your building, and show you are invested in your community. Murals can make buildings stick out, add character to your space, show support for the creative arts and improve the environment around your property. Your building will not only be showcased on the Downtown website, but also on social media. People are attracted to great places, and art can make any place great.

How does it work?

Interested building owners express their desire to participate in the program by completing the application process prior to the deadline and are then considered for the project. Launching on August 21, 2020 ArtsFest MONTANA will commence with an artist workshop, installation of the murals, and mural tours, as well as other downtown events taking place in conjunction with ArtsFest MONTANA.

Do I pay for the mural?

Property owners may be responsible to pay a percentage, based upon actual square footage of the murals installed. The maximum charge for a property owner per mural will be \$1.00 per square foot. Complete applications, with a check payable to the BID for \$1,000, must be received no later than Friday, July 17, 2020 at 12:30pm for consideration to be selected. Property owners whose buildings are not selected will have their checks returned to them, uncashed. Upon completion of the mural the property owner's check will be cashed with an invoice sent for any remaining balance, if applicable. If the property owner is responsible for less than \$1,000 the check will be returned, and an invoice will be created with payment due upon receipt. Property owners have the option, and are encouraged, to make a donation to the Business Improvement District to ensure that ArtsFest MONTANA continues. The BID is recognized as a 501c3 nonprofit and our federal tax id is 81-0460024.

Can I sponsor ArtsFest MONTANA?

The BID provides for sponsorship opportunities of all the murals to interested sponsors. The sponsor pays a small fee based on the size of the mural and will be recognized on the mural page on the Downtown website, as well as social media mentions.

The building owner and tenants are given first rights for sponsorship, and the BID will not allow competing businesses to sponsor a wall (for example, we won't let one restaurant sponsor a mural on the wall of another restaurant).

Do I have a say in which artist will be assigned to my wall(s)?

At this time, property owners will not have any say in the artists selected for their building.

Do I have a say in what the mural will be?

It is the policy of ArtsFest MONTANA that property owners will not have a say in the mural that will be installed on their building. Property owners can be assured that murals will not be designed in a way to be considered signage so as to not affect the City's sign code; murals will be void of profanity, vulgarity, religious or political affiliations. Our goal with ArtsFest MONTANA is to foster artistic creativity through the

program. Murals are intended for public benefit. Also note that all art is owned by the artists and is not for resale without the artists' permission. This includes, but is not limited to prints, canvases, digital files, etc.

Please note that a property owner may provide measurements for a building wall, but the artist reserves the right to do separate, individual panels that may not fill the entire wall during ArtsFest MONTANA. This will also allow for the property to be eligible for future ArtsFest MONTANA events.

What happens after the mural is on my building? What if the mural is tagged with graffiti?

In applying to be included in ArtsFest MONTANA property owners are agreeing to seal their murals upon completion, at their own expense, with one of the recommended anti-graffiti sealants, as noted below. Please note, there is no ongoing funding for this program and the property owner is responsible for ongoing maintenance of the mural and sealant will protect the artwork and extend the life of it, as well. Typically, any graffiti on the mural can be easily removed with a pressure washer if the mural is properly sealed with the recommended anti-graffiti coating options provided. The BID will provide property owners with a small amount of any required cleaner as well as any instructions for graffiti removal, if ever needed. The BID's graffiti policy remains in effect, as long as a valid liability release is signed by the property owner and on file in the BID office (please note that liability release forms are valid for one year, so property owners will need to complete one annually, if needed). Options for anti-graffiti mural sealant:

- TSW – This Stuff Works
- Vandlguard

Property owners agree that murals will remain on the building for a period of five (5) years after installation.

The BID Board reserves the right to deny any application due to incomplete information.

Please note: In addition, the BID reserves the right to offer, deny or suggest changes of the applicant requesting participation in ArtsFest MONTANA for any reasons not specifically listed in this documentation.

At the request of the City-County Historic Preservation Advisory Commission, their *Policy for Murals in Central Business Historic District* is attached for your review and consideration. Note: This policy has not been adopted by the City Commission and is not a part of City Code.

**PROPERTY OWNER
APPLICATION DEADLINE
IS 12:30PM
FRIDAY, JULY 17, 2020**

GREAT FALLS BUSINESS IMPROVEMENT DISTRICT
ArtsFest MONTANA Building Application

The Great Falls Business Improvement District (BID), in organizing ArtsFest MONTANA, is seeking property owners who are interested in having murals installed on their buildings.

To have your building considered for ArtsFest MONTANA, fill out this form completely and return to the Great Falls Business Improvement District (BID), 318 Central Avenue, Great Falls, MT 59401 **no later than July 17, 2020** with a check for \$1,000. If you have any questions, please contact the BID office at (406)727-5430 or email info@greatfallsbid.com.

Property Address _____ Date _____

Property Owner _____

Property Owner Phone Number _____

Email Address _____

Business Name _____ Business Type _____

Please circle all that apply: business owner property owner

Please provide the square footage area available for mural installation:

Exterior Building Square Footage available for consideration _____

Number of sides of the building available for consideration _____

Don't forget to include the following with this application:

- This completed application form
- Photo of building wall (or walls) that are to be considered for mural installation
- Dimensions of wall submitted for consideration (as noted above under square footage)
- Check payable to the Great Falls BID for \$1,000

_____ *I have read all of the terms and conditions to have my property accepted for ArtsFest*
Initial here *MONTANA 2020 and agree to all of the terms and conditions.*

The BID reserves the right to deny any application due to incomplete information.

Signature of property owner _____ Date _____

Do not fill out below this line – for office use only

Date application received in BID office _____ Parcel _____ Taxes Paid _____

Date presented to committee _____ Date voted on _____ Approved Denied

Committee Notes:

Approval Letter _____



Great Falls Cascade County Historic Preservation Advisory Commission

Policy for Murals in Central Business Historic District

Purpose

The purpose of setting guidelines for murals within the Central Business Historic District is to maintain the integrity of the historic district while allowing for compatible artistic and creative expression in appropriate locations and designs. This document addresses the compatibility and appropriateness of the placement, massing, scale and materials for murals.

Guideline

New murals proposed within the Central Business Historic District should be designed with respect to the building's size, character, and features. The mural should not compromise the historic character or integrity of the original resource. Care should be taken when preparing the surface of the building for painting in order to prevent damage to the structure. The Commission encourages murals to be placed strictly on buildings that are rated as noncontributing. If murals are being considered for a contributing building, they should be carefully evaluated - with input from HPAC and as further noted in this policy.

Location

Generally, murals should not be placed on primary or secondary (front or side) building facades facing a street. This is especially critical if the building is contributing. For a contributing building, any new murals should only be placed on facades that are facing an alley. Even in such situations, alley facing murals are not preferred on original building materials. If a mural is being considered for a secondary (side) facade, it should only be considered if the facade has been altered from its original form. New murals should not obscure significant features of the historic building and should not be painted over identified historic murals or signage. All murals should be carefully considered, and even murals proposed on noncontributing buildings may still affect the historic character of the Central Business Historic District.

Design & Materials

The scale of the mural should be appropriate to the building. The treatment and application of murals on historic material should follow all relevant Preservation Briefs as published by the National Park Services Technical Preservation Services. Paint should be intended for exterior use and of superior quality so as not to corrode or compromise the integrity of the material to which it is applied. Reflective materials should not be used. When possible, a scrim treatment would be preferable compared to direct application of paint to a historic building. However, the installation of a scrim should also preserve the historic integrity of the building.

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