



# Great Falls Business Improvement District ArtsFest MONTANA BUILDING APPLICATION 2019



The Great Falls Business Improvement District (BID), working in partnership with Great Falls Montana Tourism and NeighborWorks Great Falls, announces the first annual ArtsFest MONTANA in Great Falls.

During ArtsFest MONTANA 2019 artists will install a minimum of three (3) 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 to install one additional mural(s). Six (6) Montana artists will be selected to work collaboratively, with Cameron, in two groups to install two new murals in Downtown Great Falls.

**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 8/2/19 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.

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;
- c. A check payable to the Great Falls BID for \$1,000;
- d. Detailed plan for sealing of any murals installed. Property owners will be responsible for arranging sealing of the murals. Sealant must be applied no later than 10/1/19.

## **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 23, 2019 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 will 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, August 2, 2019 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 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, with this being our initial launch of ArtsFest MONTANA, 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?**

With this being the launch of ArtsFest MONTANA, 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 this first annual ArtsFest MONTANA. This allows for the property to be eligible for future ArtsFest MONTANA.

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

In applying to be included in this first annual ArtsFest MONTANA property owners are agreeing to have their murals sealed, at their expense, with one of the recommended anti-graffiti sealants, as noted below. Participating property owners agree to have the anti-graffiti sealant applied no later than October 1, 2019. If sealant is not applied, the BID will hire a contractor and the property owner will be invoiced accordingly. The property owner will also waive the right to have their property, or properties, considered for future ArtsFest MONTANA mural installations. Please note, there is no ongoing funding for this program and the property owner is responsible for ongoing maintenance of the mural. 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, as 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.*

*The BID's Art Grant program cannot be used in conjunction with ArtsFest MONTANA.*

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, AUGUST 2, 2019**

**GREAT FALLS BUSINESS IMPROVEMENT DISTRICT**  
**ArtsFest MONTANA Building Application**

**The Great Falls Business Improvement District (BID), in organizing the first annual 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 August 2, 2019** with a check for \$1,000 and a plan for sealing your mural. If you have any questions, feel free to contact the BID office at (406)727-5430.

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:

- Completed application form
- Photo of building wall (or walls) that are to be considered for mural installation
- Check payable to the Great Falls BID for \$1,000
- Plan for sealing mural

\_\_\_\_\_ *I have read all of the terms and conditions to have my property accepted for ArtsFest*  
**Initial here**     *MONTANA 2019 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 \_\_\_\_\_

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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 \_\_\_\_\_