

2021 and Beyond

The Alleyway Art Project

What have we done so far?

- 5 murals installed
- 3 murals TBC by September
- 3 murals awaiting matching funds

- Two grant applications pending (awards announced in April)



IF we get these two grants and
install all 11 murals...

\$60,000

Of public art in Fort Bragg from
the Alleyway Art Project

Benefits of a Mural Walk



Character and Place



Bring foot traffic to
CBD



Increase local
property values

\$18,000 Challenge Grant

- Anonymous group of locals
- Just for AAP murals
- One year runway

Goals

- Between 8 and 12 murals
- Mix of sizes
- Strong artistic voice
- Locally relevant
- Entice foot traffic

City Involvement

- Match funds
- Identify locations
- Boost call for entries
- Point person with decision making power
- Continue to waive fees
- Installation logistics

Arts and Culture District



● More murals

● Lighting

● Banners and signage

● Sidewalk culture

● Walking tours

● Sculpture

● Logical boundaries

● Local craft fairs

● Alleyway festivals

● Clear benefits of inclusion

● Street music






Creative California Communities Grant

Creative California Communities (CCC) supports meaningful, collaborative, creative placemaking projects that animate, activate, and celebrate communities. Projects support community goals and encourage increased engagement in arts and cultural activities with community members. Will be offered in the next 1-2 years.



Creative California Communities Grant

Creative placemaking projects use local artists, cultural resources, and/or the creative sector as central components in strategically shaping the physical and social character of a neighborhood, town, tribe, city, or region. Partnerships between public, private, not-for-profit, and community sectors are essential to this program.



Up to \$150,000

Requires a 1:1 match, but allows for 50% in kind contributions from 3rd parties.

Cash match can also come from corporate or private sources.

A proposal to expand a pre-existing project will make us a strong applicant.

This is absolutely within our grasp.



Details

Why invest now?

- Double your impact
- Get more murals
- The money goes back into the local economy

● Establish a project we can expand with grant funds

● Show a pre-existing partnership between our organizations

● Lay the groundwork now, so we can execute the plan within the two year grant timeline

Questions?

