



Mural and Graffiti Art Grant Program

It is the official mandate of the Downtown Windsor Business Improvement Association (DWBIA) to improve, beautify and maintain public lands and buildings within the DWBIA district, beyond that which is provided for by the municipality at large. The Mural and Graffiti Art Grant Program stems from this mandate, and from an increasing demand for alley art in downtown Windsor. This is evidenced by the alleyways between Ouellette Avenue and Pelissier Street, and Maiden Lane becoming major site attractions in the city centre due to their unique mural and/or graffiti art installations.

The purpose of this Program is therefore to provide funds for businesses and commercial property owners within DWBIA boundaries who wish to install murals or graffiti art in their alleyways, while establishing a framework and standard of quality for all murals/graffiti art that are installed on downtown commercial buildings.

Objective:

- To enhance and promote downtown Windsor's growing mural and graffiti art culture.
- To improve the walkability of downtown Windsor's alleyways, thereby making them safer and more attractive to pedestrians and visitors.
- To engage Windsor's many emerging and established artists.
- To reduce graffiti vandalism in downtown alleyways.

Funding:

- The DWBIA will provide up to 50%, to a maximum of \$2,000, of the cost of installing a mural on a commercial property.
- Funds will be awarded only for murals in alleyways or rears of buildings.
- Funding will not be provided for murals on heritage buildings.
- Applicants should be aware that the Mural and Graffiti Art Grant Program has limited funding. Therefore funds will be awarded on a first-come first-serve basis and/or to those applicants that demonstrate a greater adherence to the abovementioned guidelines and requirements.



- The Development/Infrastructure Committee will be responsible for vetting applications and awarding grants at its sole discretion.
- The DWBIA and the Development/Infrastructure Committee will reserve the right to accept or reject any application without providing reason.

Requirements:

- All proposed murals must be located within DWBIA boundaries.
- The proposed mural should not have been partially or fully completed at the time of the application.
- An application must include two comparative quotes for installation of the mural.
- Each installation quote must include a rendering of the proposed mural.
- Applicants must include a signed letter from the property owner stating their approval of a mural being placed on their property for a minimum of three (3) years.

Guidelines:

- The mural must appeal to a wide, culturally diverse audience and be suitable for all ages.
- The mural must not contain any offensive wording or imagery.
- The mural must not contain wording or imagery that is specific to the current tenant of the building.
- The mural must be visible and unique but still compliment surrounding properties and the neighbourhood.
- The DWBIA supports local arts, and preference will be given to applications that include local and regional artists.
- The DWBIA supports the preservation of heritage buildings, and as such, applications for murals on designated heritage buildings will not be accepted.

Health and Safety:

- Applicants must demonstrate that the selected artists have the appropriate health and safety training, and knowledge in relation to the type of project. (i.e. use of scaffolding, caution signs when necessary, etc.)
- Applicants will bear the sole responsibility in the event of an injury, accident and/or damage to any properties during installation of the mural.