

Murals of Possibilities Overview

The Murals of Possibilities Grant supports the creation of new murals that celebrate local art, history, and culture within Albuquerque's Metropolitan Redevelopment Areas. This initiative aims to foster the creative economy, beautify community corridors, and strengthen neighborhood identity through public art.

Applications accepted on a rolling basis.

Program Basics

- Eligibility: The property must be:
 - » Located in a Metropolitan Redevelopment Area (MR Area)
 - » Check MR Area Eligibility
 - » Privately owned (commercial or multi-family) or operated by a business
- Rolling Applications: Awarded on a competitive basis and open until funds are depleted
- Priority: Given to new applicants and projects located in highly visible or high-traffic areas

View the Murals of Possibilities Flyer (PDF - Exhibit A)

What the Grant Can Cover

Up to \$750 per project for the creation of new murals, including:

- Artist fees and design services
- Materials and supplies
- Permitting fees
- Installation

Note: Expenses incurred before receiving a grant award are not eligible. Property owners or tenants are responsible for costs exceeding the award amount. Mural can be interior or exterior, but must have public access.

Application Requirements

All applications must be submitted online and include:

- Online application form
- Proof of property ownership or lease with owner's notarized permission
- Description of project scope
- Images, sketches, or proposed renderings
- Itemized project budget with cost estimates
- Project timeline
- Modified W-9 form (via DocuSign)

Note: Applications will not be accepted via mail, email, or in person. Incomplete applications will not be reviewed or scored.

Design and Maintenance Requirements

- The mural must be maintained for a minimum of three (3) years
- Awardees must hire their own artist and manage all aspects on the project
- Final mural designs must be approved by the MRA to ensure alignment with the City of Albuquerque Public Art guidelines
- Any damage or graffiti must be reported to the City promptly
- The City of Albuquerque reserves the right to photograph and reproduce mural images for promotional use

If You're Awarded

- 1. Sign the **Sponsorship Agreement** with MRA.
- 2. Submit an **invoice** to receive your \$750 sponsorship.
- 3. Paint your mural and take photos.
 - » View Suggested Content Collection Checklist (PDF Exhibit D)
- 4. Submit photos to close out and remain in good standing.

Frequently Asked Questions

I'm not in an eligible Metropolitan Redevelopment (MR) Area. Can I still apply?

No. Check MR Area Eligibility.

Who determines which MR Areas are eligible?

MR Areas are selected based on available funding and the goals of the program. The Albuquerque City Council designates MR Areas and allocates funding for programs like the Murals of Possibilities Grant.

Why isn't my area in an MR Area?

MR Areas are parts of the city that have experienced long-term disinvestment, which has affected residents' quality of life and made private development more difficult without public support. These areas are evaluated through a formal assessment process, and if they meet specific criteria, the City Council may designate them as MR Areas.

I'm a tenant and do not own the property. Can I apply?

Yes! Tenants can apply, but you'll need a notarized letter from the property owner giving you permission to make the improvements.

How should I answer the application's narrative questions?

Please include as much detail as possible. This is a chance for you to explain the proposal and how it will benefit the community.

What permits or insurance do I need?

As the awarded applicant, you will need to work with the City's Planning Department at 505-924-3860 to obtain any necessary permits and ensure your project meets all codes and regulations.

Codes, Standards, & Regulations - City of Albuquerque

What happens if my project costs more than my grant award?

The awarded applicant is responsible for expenses or overages above the awarded amount.











CITY OF ALBUQUERQUE MODIFIED W-9 INSTRUCTIONS STEP-BY-STEP

To register as a supplier with the City of Albuquerque, you must complete the City's modified W-9 form using the instructions below. This version of the form is required for entry into our procurement system.

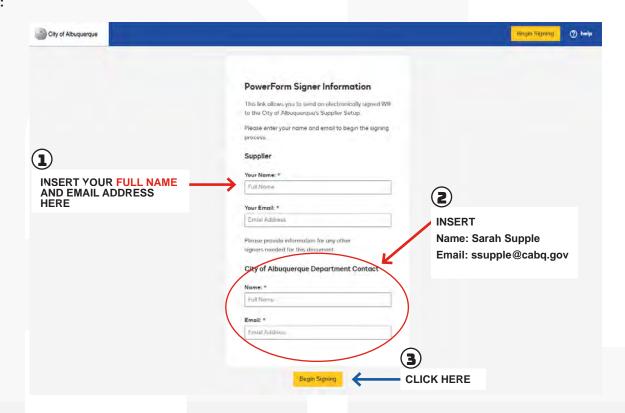
Please follow the steps outlined below carefully.

STEP 1:

Scan the QR code or click on the link below to access the Modified W-9 Form on DocuSign.



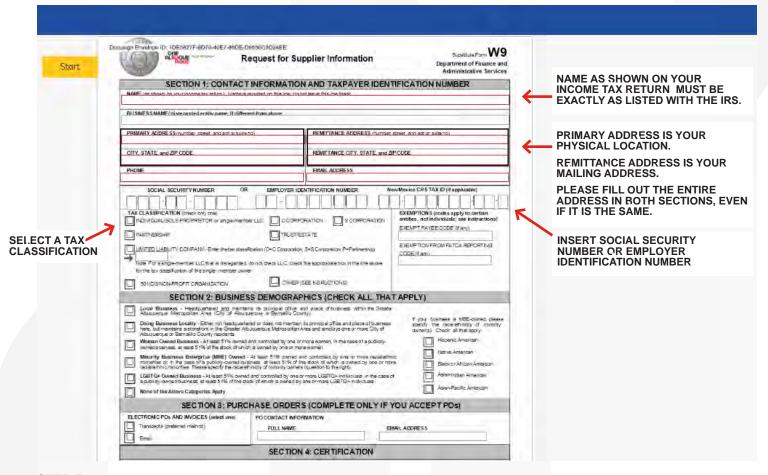
STEP 2:







STEP 4:



STEP 5:





Content Collection Checklist

Please gather and submit the following materials to help the City showcase your mural and its impact on the community.

Photos (5-10 images)

- Before and after shots of the mural wall or surface
- Wide shots of the completed mural in its surroundings
- Candid shots of your team, artist, or artist at work
- One or two photos with extra space (ideal for future social media captions)

Video (Optional but encouraged)

- A 10–30 second horizontal video clip showing the completed mural
- A short testimonial from the artist or business/property owner
- Time-lapse or walk-through of the mural in progress (if feasible)

Quote/Testimonial

- 1-2 short quotes (1-2 sentences each) reflecting on the mural
- Please include the name and title of the person quoted
- Please confirm permission to share the quote publicly

Logos & Branding (If applicable)

High-quality PNG logo of your business or organization (transparent background preferred)

Project Info

Please share:

- Name of your business or property
- Name of the artist (s)
- Brief description of the project (1-2 sentences)
- Completion date
- Any notable details (e.g., artist inspiration, community involvement)
- Social media handles or hashtags we can use to tag you

Submission Format

Upload all materials to <u>MRA's SharePoint Folder</u> (https://sfftp.cabq.gov/f/fb98ed7dd6bb312a) Name files clearly (e.g., "Murals_YourOrg_Photo1.jpg")