



DOWNTOWN MURAL GRANT GUIDE

Thank you for your interest in the ADBA Downtown Mural Grant Program. We encourage you to review this guide and then contact the ADBA to set up an appointment to discuss your project and the grant process.

OVERVIEW

Following the original, historic streetscape of Abbotsford established in 1891, the downtown is the only walkable neighbourhood in Abbotsford allowing visibility and sightlines into storefronts and alleyways. It is a neighbourhood on the rise with like-minded business owners who are collaborative and ready to bring diversity and charm to the area. Outside of each business brand, there are opportunities to layer art and culture into the backdrop making its streetscape an exciting and stimulating walkable area. Unique visual experiences in the form of mural art expressions on downtown buildings will enhance its walkability, create a culturally vibrant community and destination.

PROGRAM PURPOSE AND GOAL

Murals have an ability to promote the marketability of retail and commercial spaces while providing an interesting and inviting public domain contributing to quality of life and civic pride for the community and its visitors.

This program is meant to align with the City of Abbotsford Downtown Historic Neighbourhood plan by activating spaces within the business improvement area. As seen in 3.15 Public Art and Creative Expression, [Neighbourhood Plans | City of Abbotsford](#), the aim is to 'build on existing strengths in public art and creative expression by maintaining and creating new sculptures, artistic street benches and murals that celebrate Abbotsford's history, culture and setting.'

The Mural Grant goal is to provide the private sector an opportunity to invest in creating a downtown cultural experience.

PROGRAM DESCRIPTION

The grant program will provide matching grant funds on a reimbursement basis for **pre-approved murals** that are anywhere within the boundaries of the business improvement bylaw area (see map below).

This grant is available subject to approval and funding availability, the matching grant funds when awarded are a dollar-for-dollar match. In other words, the Mural Grant Program reimburses the applicant for half of their total costs:

Maximum grant program award amount	\$5,000
Minimum grant program award amount	\$1,500

Total Mural Project costs	Required matching amount by property owner/business owner	Possible Grant Program Award*
\$ 3,000	\$1,500	\$1,500
\$10,000	\$5,000	\$5,000

*Grants will be considered on a first-come, first-served basis and approved by the ADBA Board of Directors according to funds available.

ELIGIBLE PROPERTIES:

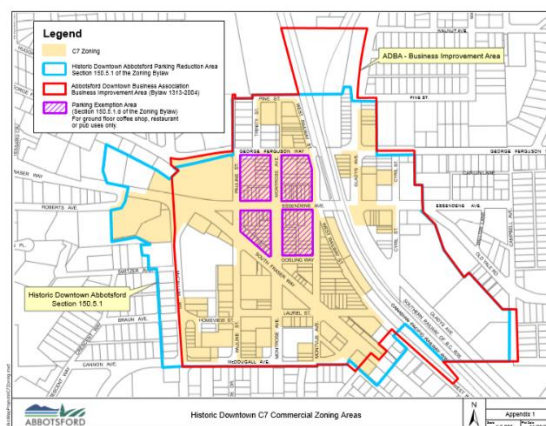
Existing buildings located within the Abbotsford East Downtown Business Improvement Area (City of Abbotsford, Bylaw 1699-2007). See map 1

If the mural art will be installed on a public street-facing building located in the Historic Downtown Neighbourhood Plan's Land Use Designation: Historic Center and Urban Centre Mixed, City of Abbotsford Development Permits may apply. Please refer to the City of Abbotsford Historic Downtown Neighbourhood Plan at

<https://www.abbotsford.ca/Assets/2014+Abbotsford/Plan200K/HDNP+Final+Plan.pdf>

For map:

https://drive.google.com/file/d/1oNZSq_48K4mxE_uk8f0v6kFb4cBLViqY/view?usp=sharing



ELIGIBLE APPLICANTS

To be eligible to apply:

1. Grant applicant must be a property owner, or a business owner located in the downtown as described above;
2. All city of Abbotsford Property Taxes pertaining to the property are fully paid and current;
3. If the applicant is the business owner, the building owner must approve of the application in writing and confirm that the mural will be paid for by the applicant;
4. Applicant must start the Mural **after the applicant is approved**; and
5. Applicant must not have received a previous Mural Grant in the prior 5 years, or as approved by the ADBA.
6. The mural design is **pre-approved** by the Abbotsford Downtown Business Association appointed Sign and Façade Committee.
7. Be a registered ADBA member (business owner or property owner).
8. Artwork can be applied using the traditional paint method, however recognizing that there are new vinyl graphics produced with the ability to 'wrap' buildings, this type of mural will be considered.

ELIGIBLE COSTS

1. Artist services
2. Substrate wall preparation
3. Artist supplies
4. Equipment rental - lift
5. Lighting

INELIGIBLE COSTS

1. Brand advertising
2. Demolition
3. In-kind (donated) improvement work costs
4. Interior renovations
5. Standard building exterior renovations, improvements, painting or artistic design elements
6. Asbestos or lead testing
7. Utility costs (light, heat)

DESIGN AND PROJECT REQUIREMENTS

All projects must conform to any applicable city bylaws during the implementation phase of the mural project (ie. Highway Use permits, Development permits) and fulfill design guidelines adopted for the area – see attached ADBA Mural Art guidelines and the City of Abbotsford Historic Downtown Neighbourhood Plan, see pg.41 and 68). Murals containing advertisement for a business are not considered under this grant.

All murals must have the written approval of the building owner.

APPLICATION PROCESS

1. Mural Grant application – available online at www.downtownabbotsford.com
2. Please complete application and provide supporting documents.
 - a. Mural design concept (written and rendering)
 - b. Artist information – include example of past artistic work.
 - c. Cost estimate of project – itemized breakdown
3. If owner is not the applicant, approval in writing by the owner.
4. Picture of current site where mural location is proposed.

APPLICATION SUBMISSION

1. Mural grant submission (application and supporting documents) must be emailed into the Abbotsford Downtown Business Association (office@downtownabbotsford.com). Please make application attention to: ADBA Sign and Façade Committee.
2. The Sign and Façade Committee will review the application and make any recommendations prior to submitting the Mural Grant application to the ADBA Board of Directors for final approval. The Board has full discretion to approve or make recommendations further to the Sign and Façade Committee and is not bound to the SFC recommendations.
3. An approval letter will be emailed to the applicant stating the funds approved and the commitment period for completion of the project.

4. A submission of a mural grant application does not constitute a guarantee for funding under the Mural Program.

REIMBURSEMENT GRANT AGREEMENT

1. Reimbursement (grant funds) will be provided *after* the final inspection of the mural by the ADBA Executive Director.
2. A Downtown Mural Grant Reimbursement Request form will need to be submitted to the ADBA office within 3 weeks of the project completion. Receipts of supplies and artist fees to be attached to the request form.
3. Mural grant cheque will be made payable to the Mural Grant applicant
4. Please allow 6 weeks for processing of payment

PROMOTIONAL RIGHTS

By accepting grant funds, the participant authorizes the ADBA to promote the project and property by any methods that they choose (social media, print ads, signage, etc.)

MAINTENANCE OF MURAL

1. By accepting grant funds, the participant (grant applicant) commits to properly maintaining the mural by keeping it clean and free from graffiti while the mural remains in situ. For assistance with this, please consider the anti graffiti coatings grant to prevent vandalism.
2. Any damages must be repaired as soon as possible.