



# PHOTO/MURAL GRANT PROGRAM GUIDELINES

## COMMUNITY REDEVELOPMENT AREA & SPECIAL PLAN AREA

### MISSION

The objective of the Photo/Mural Grant Program is to use murals and historic photographs to beautify the CRA and SAP, promote private investment, and enrich the local and visitor experience to the area. Art and history strengthen communities, drive tourism, and create an environment of creativity and innovation. Through this program, the city aims to engage the creative sector to help promote development in the CRA/SAP.

### PROGRAM DESCRIPTION

The Photo/Mural Grant Program provides financial assistance to create murals or place historic photographs on exterior walls of buildings that are visible from the public right-of-way or parking lot. The program is available to property owners and limited to non-residential and mixed-use buildings within the Community Redevelopment Area and Special Area Plan. The program provides a reimbursement of 50% of the mural/photo costs not to exceed \$2,500. This grant program is available year-round. Funds are distributed on a first come, first-served basis.

Murals/historic photos funded by the program shall be maintained for a minimum of five (5) years and shall be the responsibility of the property owner. The final product must be sealed with an ultraviolet, fade-resistant clear coat. The grant application includes an acknowledgment from the property owner relative to the term of maintenance.

A mural or photo may not use letters, words, numerals, figures, emblems, logos, or any parts or combination thereof to advertise goods, services, or merchandise of the business or businesses adjacent to the primary structure and/or surrounding structures. The design shall not include any alcohol, tobacco, adult entertainment, or obscene or offensive materials.

The Tarpon Springs Historical Society maintains an archive of historical photos that can be viewed at 160 E. Tarpon Ave., 727-943-4624. The city does not maintain a list of muralists or artists for recommendation.



## ELIGIBILITY AND APPLICATION REQUIREMENTS

1. Only properties within the CRA or SAP are eligible (map is provided).
2. Building owners only are eligible to apply.
3. Property taxes, both City and County, must be current.
4. The program is reimbursable. Grant funds can be used for up to 50% of project costs not to exceed \$2,500. Grant funds shall only be used for costs related to the mural or photograph project.
5. All grant applications must receive approval by the Public Art Committee (PAC) and the Technical Review Committee (TRC) before any installation can commence. No grants will be awarded on an application if work has been started or completed.
6. Funds shall be allocated on a first-come first-served basis.

## APPLICATION PROCESS

1. Download an application from the City's website: [www.ctsfl.us](http://www.ctsfl.us), or secure an application from the Community Redevelopment Center (CRC), 61 W. Tarpon Ave.
2. Review the application and for questions call 727-943-4932.
3. The mural design and/or historic photo requires pre-approval by the Public Art Committee (PAC) and final application approval by the Technical Review Committee (TRC).
4. Submit the completed application package via email to [klemmons@ctsfl.us](mailto:klemmons@ctsfl.us), mail, or drop off at the CRC. The completed application package should include the following:
  - a. Completed Photo/Mural Grant Application
  - b. Itemized list of expenses, estimates from artist/contractor, i.e., artist fees, supplies/materials, insurance, wall preparation, sealing, scaffolding, etc.
  - c. Proof of ownership of the building.
  - d. Resume or Curriculum Vitae of the artist if a mural is proposed, along with two (2) images of the artist's murals.
  - e. Image(s) of a color rendering or proposed mural or photo project
  - f. Image(s) of site and building where the mural or photo will be placed
  - g. W-9 Form

## REIMBURSEMENT PROCESS

Disbursement of grant funds shall only occur upon project completion and when the following documents are submitted, and all required conditions are met. Upon project completion, the applicant contacts the CRC office at 727-943-4932 to begin the reimbursement process.

The applicant submits a "reimbursement package" which includes the following:

1. Final invoices and proof of payment. Copies of applicable invoices showing "paid in full." Receipts must clearly show how the project was paid, i.e., check, credit card.
2. Digital photo(s) showing the finished project.



All applicants that are awarded a grant understand that when submitting for reimbursement, “cash receipts” will not be accepted due to auditing requirements. Payment for materials and services must be made by check, money order or by credit card.

If the project is not completed within one year from approval of the grant, the grant award shall expire.

## APPLICATION REVIEW

The Public Art Committee (PAC) shall pre-approve all mural designs and photographs prior to complete application review by the TRC. PAC generally meets on the second Wednesday of each month at 2 p.m. at City Hall. The PAC will review the mural design or historic photo based on the following:

1. The content of the mural or photo. The design may not identify a specific business or contain a commercial message, any alcohol, tobacco, adult entertainment, or obscene or offensive materials.
2. The medium used to create the mural or photo shall be of high quality and durable.
3. The mural content or historic photo should enhance the CRA/SAP and contribute to its character.

In considering the mural design or photo, the PAC may approve, approve with appropriate conditions or safeguards, or deny the design. If the applicant’s request is denied by the PAC, the applicant may file an appeal to the Board of Commissioners (BOC) within 10 days of the PAC’s decision. Said appeal will be scheduled at the next available BOC meeting.

Upon approval of the mural design or historic photo, the applicant will receive written confirmation from the PAC. The full Photo/Mural Grant application will then proceed to the Technical Review Committee (TRC) for final approval. The TRC generally meets the second Thursday of each month at 9 a.m. at City Hall. The TRC will review the application for completeness and any safety/permitting concerns.

In the event the applicant fails to adhere to the guidelines and criteria for the installation of the approved mural or photo, the application will not be funded, and the applicant will be required to remove the mural or photo at the sole expense of the applicant.

In the event the mural or historic photo is removed from the property within one (1) year of completion by means other than force majeure, the applicant shall refund the grant.

## FOR MORE INFORMATION, CONTACT:



**KAREN LEMMONS**  
**ECONOMIC DEVELOPMENT MANAGER**  
**CITY OF TARPON SPRINGS**  
**727.943.4932**  
**KLEMMONS@CTSFL.US**

# PHOTO / MURAL GRANT APPLICATION FORM

COMMUNITY REDEVELOPMENT AREA & SPECIAL PLAN AREA

**REIMBURSABLE GRANT**

*Design and Application Must Be Approved Prior to Commencement of Work*

## I. GENERAL INFORMATION

**Applicant's Name** (only building owners are eligible): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City / State / Zip Code: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Phone / Email: \_\_\_\_\_ / \_\_\_\_\_

**Artist's Name** (if mural is proposed): \_\_\_\_\_

Address: \_\_\_\_\_

Phone / Email: \_\_\_\_\_ / \_\_\_\_\_

Website: \_\_\_\_\_

Tax ID#: \_\_\_\_\_

**Address where Historic Photo/Mural will be located:** \_\_\_\_\_

CRA       SAP

**Name of Business** (if applicable): \_\_\_\_\_

**Dimensions of Mural/Historic Photo:** \_\_\_\_\_

**Description of Proposed Mural/Historic Photo** (Please provide a description of the mural project and name, or description of the historic photo. Include information on materials, including paint, finished coating, and other means of affixing the photo or mural to the building.):

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## II. COST OF THE HISTORIC PHOTO/MURAL

Please provide cost estimates for the proposed historic photo/mural:

Artist/Contractor Fees	\$ _____
Supplies/Materials	\$ _____
Wall Preparation	\$ _____
Scaffolding/Ladders/Lifts	\$ _____
Sealing (must be ultraviolet, fade-resistant clear coat)	\$ _____
Other: _____	\$ _____
<b>Total Project Cost:</b>	<b>\$ _____</b>
<b>Grant Funds Requested (maximum \$2,500):</b>	<b>\$ _____</b>

## III. FUNDING

Under this grant program the applicant may request up to \$2,500 for the historic photograph or mural project.

Please Note: Grant funds can be used for up to 50% of total project costs, not to exceed \$2,500. To ensure an efficient reimbursement, please make certain that the applicant's name on this application matches the name on the method of payment uses. For example, if John Smith is applying for a grant, John Smith's name should appear on proof of payment provided to the city, not a corporate or other business name.

## IV. APPLICANT'S ACKNOWLEDGEMENTS

Please read and initial all of the following:

\_\_\_\_\_ ALL HISTORIC PHOTOGRAPHS AND MURAL DESIGNS MUST RECEIVE APPROVAL BY THE PUBLIC ART COMMITTEE (PAC) AND ALL GRANT APPLICATIONS MUST RECEIVE APPROVAL BY THE TECHNICAL REVIEW COMMITTEE (TRC) BEFORE ANY INSTALLATION CAN COMMENCE. No grants will be approved on an application if work has been started or completed.

\_\_\_\_\_ I agree to maintain and preserve the historic photograph or mural for a minimum of 5 years. In the event the historic photo or mural is removed from the property within one (1) year of completion by means other than force majeure, the applicant shall refund the grant.

\_\_\_\_\_ In the event the applicant fails to adhere to the guidelines and criteria for the installation of the approved photo or mural, the application will not be funded, and the applicant will be required to remove the mural or photo at the sole expense of the applicant.

\_\_\_\_\_ All applicants that are awarded a grant understand that when submitting for reimbursement that "cash receipts" will not be accepted - NO EXCEPTIONS. You must pay for materials and services by check, money order or credit card.

\_\_\_\_\_ All grant recipients must complete a W-9 Tax Form and will receive a 1099 Tax Form for their award.

\_\_\_\_\_ **If the project is not completed within one year from approval of the grant, the grant award shall expire.**



## V. ATTACHMENT CHECKLIST

Only Complete applications will be accepted, so please be sure you submit the following with this application:

- Completed Application
- List of all businesses including name, address, phone, and email.
- Proof of Property Ownership.
- Proof of current city and county property taxes.
- Itemized list of cost estimates from the artist or contractor.
- Resume or CV of the artist if a mural is proposed.
- Color image of the proposed mural project or photographic image of the historic photo.
- Image of the building where the mural or photo will be placed.
- Completed W-9 Tax Form.

## VI. APPLICANT'S SIGNATURE

\_\_\_\_\_  
Applicant's Name (Printed or Typed)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Date

STATE OF \_\_\_\_\_

COUNTY OF \_\_\_\_\_

Sworn to and subscribed before me by \_\_\_\_\_ who is personally known to me or produced \_\_\_\_\_ as identification, this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Notary's Signature \_\_\_\_\_

SEAL:

### FOR MORE INFORMATION, CONTACT:



**KAREN LEMMONS**  
ECONOMIC DEVELOPMENT MANAGER  
CITY OF TARPON SPRINGS  
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KLEMMONS@CTSFL.US