

City of Philadelphia
MuralArtsProgram

Lincoln Financial Mural Arts Center at the Thomas Eakins House
1727-29 Mount Vernon St., Philadelphia, PA 19130
P: 215.685.0750 F: 215.685.0757
www.muralarts.org

May 18, 2016

The Honorable Darrell Clarke
City Council President
City Hall, Room 490
Philadelphia, PA 19107

Dear Council President Clark:

This letter is in response to questions raised at the April 12, 2016 Council hearing on the Mural Arts Program. At this hearing, the following questions were asked:

Henon: *If you were to receive an additional \$250k in funding, provide specifics of what you could do.*
Mural Arts would divide an additional \$250,000 in funding as such: \$170,000 for Public Art and Civic Engagement (PACE) and \$80,000 for our Guild re-entry program.

Public Art and Civic Engagement

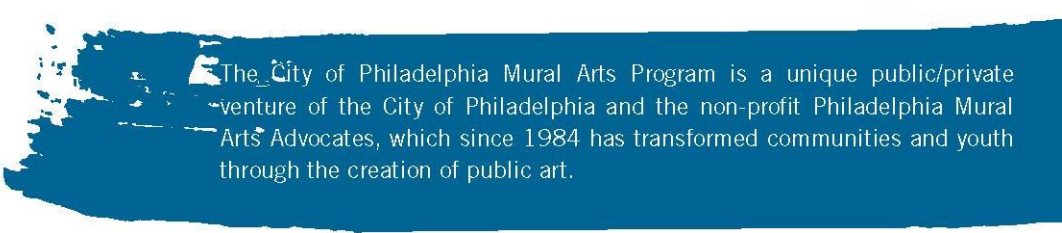
The \$170,000 for PACE would support four to six community-driven public art projects that:

- Address priorities voiced by community leaders and the city
- Engage residents in a collective vision and activate them as citizens
- Build bridges of understanding across social, cultural, and economic divides
- Nurture safe and welcoming public spaces, including parks, schools, and recreation centers
- Improve quality of life for refugees and immigrants
- Showcase Philadelphia's unique and diverse assets

This work truly leads to a transformation of both place and people and often turns liabilities into amazing community assets. We are excellent ambassadors for the City of Philadelphia and a trusted partner to those we serve.

The Guild

The \$80,000 for the Guild re-entry program would support additional projects that create new community assets, enliven existing local assets, reconnect returning citizens with their neighborhoods and families, and provide employment opportunities that largely prevent individuals from re-offending.



The City of Philadelphia Mural Arts Program is a unique public/private venture of the City of Philadelphia and the non-profit Philadelphia Mural Arts Advocates, which since 1984 has transformed communities and youth through the creation of public art.

The Guild program offers skill-building workshops, apprenticeship on public art and community improvement projects, work readiness training, and peer mentorship. This combination creates an engaging learning environment where formerly incarcerated individuals can apply new skills, forge healthy bonds with their communities, and chart a path for their futures.

Guild graduate's astonishing one-year recidivism rate of 12% significantly outperforms the statewide rate of 35%. The PA Department of Corrections estimates that a mere 10% reduction in recidivism alone would bring a cost savings of \$48 million annually.

The most significant results of The Guild are the individual development gains seen in participants. Many who went through our program speak about how their work with Mural Arts gave them a sense of pride, helped them feel like role models and providers for their families, and inspired them. For some, it was the first time they enjoyed going to work.

A short film documenting the role of the program in participants' lives can be viewed here: youtube.com/watch?v=Rap4buLu_jQ.

Oh/Taubenberger: *Put together the approximate cost of lighting for murals and how we can leverage and coordinate funding.*

Attached is a document prepared by our lighting consultant Robin Miller describing cost considerations for lighting murals.

Lighting has proven to be a difficult component to resource because it tends to come down to the interests of those funding any given project. Some funders like supporting lighting; others find it to be a nice but unnecessary add-on. We have yet to identify a funder that is motivated to take on the larger project of lighting multiple murals. However, investment from the City to launch such an initiative would likely motivate private funders to get involved and we would be happy to coordinate a campaign to that effect. An initial investment in lighting might also help us leverage in-kind support, such as labor from IBEW and/or supplies from various lighting companies.

Taubenberger: *What is the procedure/process in getting a mural up? Share details and expectations for next three years.*

Please see the attached infographic for a brief overview of the various ways a mural or other work of public art is initiated. Annually, Mural Arts is able to take on 50 – 100 projects, depending on scale and resources available. We have to make difficult decisions, often declining or delaying projects that would have significant positive impact. As a result of high demand, we are able to plan approximately three years ahead. This is good in the sense that it helps us plan ahead, but has the downside of reducing flexibility to take on urgent and important opportunities. Increased funding from the City would allow us to respond to more requests and operate with greater flexibility.

Henon: *Is there an opportunity to partner with Commerce and get involved in a storefront program?*

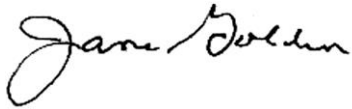
Mural Arts saw great success in working with Commerce in 2012 on *Philly Painting*, a major transformation of the Germantown Avenue corridor at Lehigh Avenue. Upon meeting with Director of Commerce Harold Epps in March 2016, he referred us to Deputy Commerce Director Karen Fegley

to explore opportunities for continued collaboration. Mural Arts leadership staff and Karen Fegley met on April 21, 2016 for a brainstorming session.

From singular façade improvements to large-scale commercial corridor initiatives, the Director of Commerce believes in public art as a catalyst for equitable revitalization and as a signal to community members that the future of their neighborhood will see increased investment and care. Mural Arts is thrilled at the possibility of building on our fruitful relationship with Commerce.

Thank you for being a huge part of making this work possible and for understanding the critical role of arts and culture in keeping Philadelphia on a steady, upward path.

Sincerely,

A handwritten signature in black ink that reads "Jane Golden". The signature is fluid and cursive, with the first name "Jane" written in a larger, more prominent script than the last name "Golden".

Jane Golden
Executive Director

Lighting Cost Considerations for City of Philadelphia Mural Arts Program
Robin Miller, Miller Design Group
21 April 2016
(267)246.3153

Lighting costs for murals vary according to the parameters of the project and include, but are not limited to:

- size of the mural
- structural capacity of the host wall
- artistic message
- lighting fixture type required to show the mural in its best light
- installation considerations.

Prices can start around \$4,400 for a mural the size of the **PFCU** mural in Fishtown to \$10,900.00 for a mural like **Haiti Mural Project** in Germantown to upwards of \$125,000 for high profile projects such as the **Mural Mile Tour** collection and the **Love Letter Train series**.

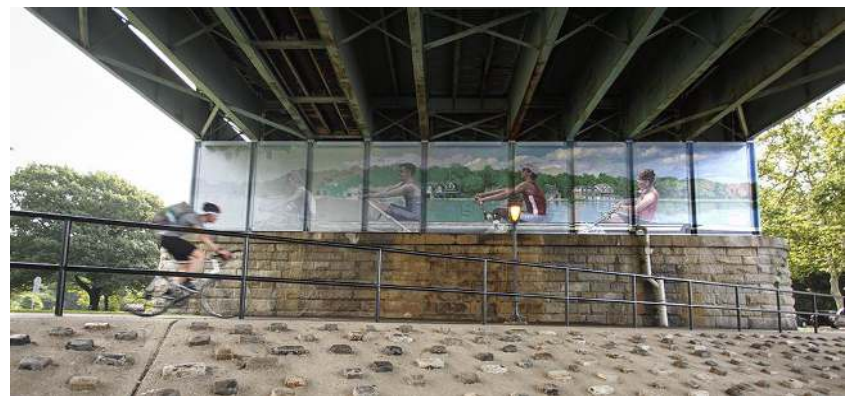
Below are cost examples of murals with lighting that have been installed or are in progress.

Lighting Cost Considerations for City of Philadelphia Mural Arts Program
Robin Miller, Miller Design Group
21 April 2016
(267)246.3153

1. How We Fish(Installed): \$19,985.00 (price included lighting equipment, installation, and labor(IBEW)).



2. Rowing Mural estimate--\$24,320.00 (price includes lighting equipment, installation, and labor (IBEW)).



Lighting Cost Considerations for City of Philadelphia Mural Arts Program
Robin Miller, Miller Design Group
21 April 2016
(267)246.3153

PRELIMINARY COST ESTIMATES FOR MURAL LIGHTING DESIGN CANDIDATES

1. Peace Wall 29th & Wharton Streets

Estimate: \$17,900.00 (price includes lighting equipment, installation, and labor).



www.muralarts.org/collections/projects/peace-wall

Lighting Cost Considerations for City of Philadelphia Mural Arts Program
Robin Miller, Miller Design Group
21 April 2016
(267)246.3153

2. Haiti Mural Project 4675 Germantown Ave.

Estimate: \$12,300.00 (price includes lighting equipment, installation, and labor).



www.muralarts.org/haiti

Lighting Cost Considerations for City of Philadelphia Mural Arts Program
Robin Miller, Miller Design Group
21 April 2016
(267)246.3153

**3. It Has To Be From Here...Forgotten but Unshaken 3263 N. Front Street
Estimate: \$27,900.00 (price includes lighting equipment, installation, and labor).**



www.muralarts.org/collections/projects/it-has-be-here

Lighting Cost Considerations for City of Philadelphia Mural Arts Program
Robin Miller, Miller Design Group
21 April 2016
(267)246.3153

4. Our City, Our Vets 4129 Woodland Ave.

Estimate: \$31,500.00 (price includes lighting equipment, installation, and labor).



www.muralarts.org/ourcityourvets

New Projects @ Mural Arts

muraLAB experimental projects

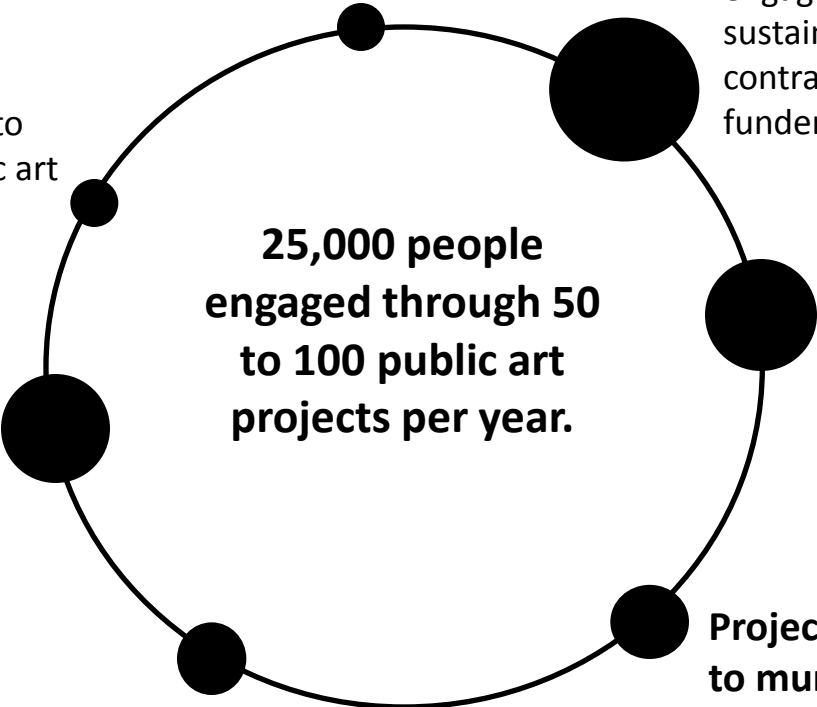
muraLAB funds learning exchanges with artists from around the world. Sometimes we ask them to propose or implement small projects that test new approaches to public art.

Projects developed within Art Ed, Porch Light & Restorative Justice

These projects explore issues relevant to the target population, and seek to engage participants in a deep and sustained way. They are funded by contracts with agencies and private funders.

Artist call for ideas

We issue a call to artists to propose mural and public art ideas. Strong ideas are developed into projects.



**25,000 people
engaged through 50
to 100 public art
projects per year.**

Projects developed with community organizations

A partner approaches us with a pressing need or opportunity. Sometimes partners bring resources, sometimes we collaborate to find support.

Major special projects

These are ambitious, high profile projects imagined and developed by Mural Arts' special projects team and visiting curators. They are funded by major grants, and corporate sponsorships.

Projects developed in response to mural applications

Each year, we create projects in response to mural applications from community leaders. The selection is made by an advisory panel. These are funded largely through our City allocation.

Projects developed with corporate partners

A corporation approaches us to commission a project. We move ahead if resources are provided, and there is mission-alignment.