

## **Los Muros On Main**

The Redevelopment Agency of Midvale City (RDA) is inviting the Salt Lake County Council to participate in the 3rd Annual Los Muros on Main: Midvale City Mural Festival, scheduled for June 3-8, 2024. We're seeking donations of exterior walls on buildings along Midvale Main Street to be transformed into captivating murals by talented artists.

### **What We Offer**

- **Cost Coverage:** The RDA will cover all costs associated with the mural creation, including artist fees and materials.
- **Artist Selection & Collaboration:** We'll work closely with you to select a qualified artist whose style complements your property and vision.
- **Mural Design:** Collaborative design process to ensure the final mural aligns with your space and reflects the unique character of Midvale.

### **Benefits for Salt Lake County Council**

- **Enhanced Property Aesthetics:** A beautiful and unique mural can significantly improve a property's curb appeal and make it more inviting to the public.
- **Cultural Enrichment:** Contribute to the vibrancy and cultural richness of Midvale and Salt Lake County.
- **Community Engagement:** Showcase your commitment to the arts and engage with residents and visitors through a visually compelling public art project.
- **Artist Support:** Provide a platform for talented artists to showcase their work and contribute to the community.

### **Program Overview**

This year's festival, held on June 8th, 2024, from 4 pm to 9 pm, aims to invite world-class artists to create murals that are:

- **Aesthetically pleasing**
- **Imaginative**
- **Iconic**
- **Welcoming**

Murals will become a permanent fixture on Midvale Main Street, adding vibrancy and a sense of place. Participation in the festival offers a cost-effective way to commission a high-quality mural, typically valued at \$10,000 to \$30,000, depending on size and artist. Artists are drawn to festivals to showcase their work, meet fellow artists, and contribute to a community project. While final designs require approval from property owners and a selection committee, the festival allows for creative freedom that responds to Midvale's unique identity and spirit.

### **Artist Application & Selection Process**

A selection committee comprised of a Midvale artist, a Main Street Business Alliance member, and Midvale City RDA and Community Development staff will evaluate artist applications. Here's what the committee prioritizes:

- **Artwork reflecting Midvale Main's character and diversity.**
- **Contributions to the vibrancy and sense of place on Midvale Main.**
- **Adherence to Midvale City Public Art Guidelines**
- **Artwork demonstrating cultural sensitivity and respect.**

Selection criteria include:

- **Artistic excellence, quality, and unique design ability.**
- **Professionalism, effective communication, and mural material application skills.**
- **Artistic style appropriate for Midvale Main, the community, and businesses.**
- **Experience and ability to complete the project within the timeframe.**

The committee will recommend a primary and possibly an alternative artist for each available wall. After artist selection, the RDA will pair artists with property owners and staff for final design approval and installation coordination.

#### **The Redevelopment Agency Will Be Responsible For:**

- Issuing a call for artists, managing applications, and contracting with chosen artists.
- Providing funds for artist fees and mural creation/installation on the property.
- Selecting artists best suited for the properties and program, ensuring final designs align with both the artists and property owners.
- Guaranteeing the murals comply with Midvale Main Street Mural Program's guidelines and all applicable laws.

#### **The Applicant (Building or Business Owner) Will Be Responsible For:**

- Designating a wall for the mural as part of the Midvale City Mural Festival.
- Providing the artist with artistic freedom while collaborating on the final design.
- Working with the RDA for final design approval.

The agreement between the RDA and the Applicant outlines all of the responsibilities and requirements.

We believe Los Muros on Main presents an exceptional opportunity for the Salt Lake County Council to leave a lasting and positive impact on Midvale, its residents, and the current and future patrons of the Midvale Senior Center.