



MARSHALLTOWN MURAL PROGRAM

A vibrant arts and culture environment is critical to enhancing the quality of life and driving economic development while nurturing a positive view of the community among residents and visitors alike. The mission of the Arts & Culture Alliance is to cultivate a community of arts and culture and we believe a community enriched in arts and culture will attract, retain and engage residents. A Marshalltown Mural Program provides an avenue for our community to make Marshalltown THE place to live, work, learn and play, as well as an opportunity to enhance quality of life and support economic development. The vision of the mural program is to add vibrancy to our community while celebrating our unique diversity, history and geographic location. The program will create an opportunity for an increased focus on quality of life, community pride, beautification and creative placemaking.

Murals impact communities in a variety of ways by providing opportunities for diverse stakeholders to collaborate, communicate a community's identity, story or history, attract visitors and create a site for community gatherings. Murals have the unique ability to build and instill a sense of community pride and belonging as well as address public safety, infrastructure and/or social challenges, all the while increasing foot traffic and driving tourism. From planning to unveiling, murals provide opportunities for all ages, ethnicities and abilities to participate in community building.

WHAT IS THE PROCESS?

- The Alliance will work with you to identify a theme or inspiration for your wall.
- Once inspiration, a timeline, and the wall has been agreed upon, the Alliance will create and send out a Request for Proposal (RFP) to Iowa artists.
- The timeline can take between 1 and 3 months from the time the RFP is sent out to the completion of a mural on your wall.

HOW MUCH DOES A MURAL COST?

- Proposals are created for each unique wall based upon the square footage of the work on a sliding scale.
- The final number includes the artist fee, materials, equipment, a donation to the Alliance and the general mural maintenance fund.

HOW WILL THE MURAL BE MAINTAINED?

- A clean and well-maintained building wall to begin with is the number one factor in having a mural last for decades. A simple power-washing of the wall before the mural painting begins can do wonders.
- An anti-graffiti coat will be rolled over the mural once it has been painted. This allows for any graffiti to easily be washed off from the mural and protects the paint.
- Down the line any natural decay over the years of the mural can be addressed by requesting funds from the Alliance's general mural maintenance fund. The original artist will be given the right of first refusal to touch up the mural. If not, another artist may be appointed to help restore the mural.

For more information, please contact the Arts & Culture Alliance at:

(641) 752-2787 or director@artsandculturealliance.org

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