



How to Plan a Community Mural

1. Convene a project committee with broad representation and diverse skill sets.
2. Identify a champion/advocate in local government (town councilors, town manager/mayor, local CDPD, etc.) to support, advise, advocate and optimally participate on oversight committee.
3. Identify site and scope of a project that serves multiple constituencies, is celebratory and disarming and captures the public's imagination.
4. Seek guidance and mentorship as needed for budgeting, fund raising, developing scope and schedule, selecting artist: don't reinvent the wheel!
5. Develop budget and identify preliminary revenue sources (local foundations, LCC, businesses, Rotary and other service clubs). Develop project schedule, including schedule for grant applications.
6. Approach potential business donors for support.
7. Research list of successful muralists in local area (to keep travel costs to minimum).
8. Request qualifications and interest of short list of artists.
9. Decide on desirable level of community participation in execution of mural (e.g., do you want students to participate?).
10. Convene artist selection committee—including representation from arts organizations, high school arts faculty, high school art students, local artists—to interview short list of artists who respond to RFQ.
11. Execute Memorandum of Understanding with selected artist, stipulating artist's obligation to provide documentation of insurance and a CORI report.
12. Establish understanding with artist about themes and symbols to be included in artwork.
13. If the mural is to reflect city/town themes: conduct community survey through library, high school and other community outreach, soliciting ideas about the meaning of the city and iconic images of locale. (Optional depending on design goals.)



14. Approve final design.
15. Build awareness and support for mural project through local media.
16. If students are to be involved in execution: recruit student interns with assistance from high school arts faculty and/or staff.
17. Address issues of liability for student interns by partnering with Recreation Dept. or local youth organization.
18. Solicit donations of supplies and equipment and volunteer labor in collaboration with artist.
19. Facilitate execution of mural, including advocacy and assistance as needed by artist, acknowledgement of students, snacks and celebrations.
20. Issue press releases and reach out to media representatives to insure periodic press coverage.
21. Celebrate completion of mural with “ribbon-cutting,” inviting town and school officials, press, parents, community members.
22. Debrief, reflect, collect lessons.
23. Do it again!