



MURAL

MILE

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ABOUT THE MURAL MILE

The Mural Mile is an initiative that engages the Rock Hill community and local, regional, and national artists in the design and installation of a series of murals throughout Knowledge Park in downtown Rock Hill.

NEXT STEPS

So, are you ready to create a mural? The process of creating a mural can be fun and exciting as long as you know how to prepare and properly execute the project. This how-to guide serves as a resource to bring together a wall, its property owner, an artist, and a community to make a beautiful piece of art. Outlined in this guide are two models for mural development – the artist-led model and the community-led model. These models should serve as a guide only. Steps may be rearranged to fit the artist or organization.

CONTACT US!

We are here to help you create something memorable! This process can be daunting at times, so we want to make sure you have the tools and resources to produce a lasting project in Rock Hill.

Email us at art@onlyintown.com

MAKE IT OFFICIAL

If you would like to officially be a part of the Mural Mile and be featured on our website/social platforms, consider applying via our online application.

Apply at onlyintown.com/muralmile

INFO

ARTIST-LED MODEL

Are you a site owner who needs help finding an artist or have you already chosen one? Are you an artist who has a building in mind or do you need help picking a site? Either way, the artist-led model can lead to a visual masterpiece.

STEP 1: IDENTIFY THE MURAL SITE

Either an artist, the Rock Hill Economic Development Corporation, or the team coordinating the project will identify the site for a mural and seek permission from the site owner.

STEP 2: IDENTIFY A MURAL COORDINATOR

We suggest using someone from the Rock Hill Economic Development Corporation's Quality of Life Committee. This committee has many individuals who understand the process of creating a mural. However, you may select your own coordinator who has experience and knowledge in regard to the process.

STEP 3: OUTLINE KEY OBJECTIVES AND GOALS FOR CREATING THE MURAL

Objectives and goals will be created by the team coordinating the mural. Objectives could include:

- Making the space more colorful and creative
- Showcasing the history/future of an area
- Creating an identity for the site and community
- Minimizing graffiti
- Increasing safety

STEP 4: CHOOSE AN ARTIST

If an artist has not already been identified, choose the artist through the following methods:

- Call-For-Artists
- Directly contact artist

STEP 5: CONDUCT A MEETING WITH TEAM AND ARTIST TO DISCUSS PROCESS

Have the mural coordinator and/or team meet with the site owner and artist to discuss logistics. These may include the following:

- Budget
- Timeline
- Equipment
- Safety precautions
- Traffic management
- Community involvement
- Permits, ordinances, easements, insurance, etc.

A mural agreement between the organizations should be completed at this time (or soon after) to secure the process between organizing entity, artist, and site owner.

STEP 6: BEGIN CONTENT DEVELOPMENT

The artist will present a near final design to the mural team. The mural team may make a request for design changes. The artist will take the team's suggestions and incorporate edits. A final version will then be presented to mural team for approval.

REQUIRED: A design review procedure is currently in place utilizing the expertise of the City of Rock Hill Planning Department. They will consider the artwork as it relates to the elimination of any advertising motifs and make sure that historic building guidelines are being met.*

STEP 7: INFORM THE COMMUNITY

Contact those who may be impacted by the mural. For example, neighboring residents, businesses, etc. This ensures they are aware of the plans for the site.



STEP 8: ORGANIZE A SAFETY/TRAFFIC PLAN

The mural coordinator and artist should create a plan for people who are passing by to observe the mural. This could include creating a footpath or blocking off certain areas around the site. A safety plan should be created if community members are assisting with the painting process. Signage will need to be printed to direct detours.

STEP 9: PREPARE THE SITE

The site should be properly prepared. This could involve cleaning, pressure washing, repairing cracks or irregularities in the surface, and/or priming the surface. Facilities and amenities such as bathrooms, water sources, etc. should be identified.

STEP 10: PAINT THE MURAL

Painting should begin at the site. See page 7 for health and safety protocol. Painting should begin at the site pending completion of steps 1-9.

STEP 11: DOCUMENT

The mural coordinator and/or artist should document the process of painting the mural. Methods of documentation may include video and photography.

STEP 12: CELEBRATE

Organize and host an event to celebrate the completed mural. Invite the public, organizations, and officials in the city. This may be public or private.

STEP 13: EVALUATE

Evaluate the success by measuring it against the original objectives. Take note of strengths and challenges throughout the process. Collect evidence/data about the project. This may include:

- What participants thought
- What the artist thought
- What bystanders think and how the community receives the mural

PRO TIP

When you are planning to start a mural, don't forget to think about the ending! Maintaining the mural is just as important. Ask yourself these three questions:

1. How long do you want the mural to last?
2. Who will maintain the mural?
3. Who will pay for the maintenance of the mural?



Community murals are a great way to add color to an area and employ artists. With some preparation and a good design, you can have a lasting mural that your residents will cherish.

COMMUNITY-LED MODEL

STEP 1: IDENTIFY THE MURAL SITE & APPLY

The organization, community group, and/or neighborhood will identify the site for a mural and seek permission from the site owner.

STEP 2: IDENTIFY A MURAL COORDINATOR

We suggest using someone from the Rock Hill Economic Development Corporation's Quality of Life Committee. This committee has many individuals who understand the process of creating a mural. However, you may select your own coordinator who has experience and knowledge in regard to the process.

STEP 3: CONDUCT A MURAL "INTEREST" SESSION

With your mural coordinator and team, hold a session with the community/neighborhood to gauge interest in the project. Ask participants to help define the objectives for the mural. Such as:

- Making the space more colorful and creative
- Showcasing the history/future of an area
- Creating an identity for the site and community
- Gathering community to create belonging
- Building strong and safer communities, tackling exclusion, and promoting equality
- Promoting creative community members
- Minimizing graffiti
- Increasing safety

STEP 4: CHOOSE AN ARTIST

If an artist has not already been identified, choose the process through which the artist will be selected. This may include a "Call-To-Artist" via online or personally asking an artist to apply. Invite the community to participate in the artist selection process. Ask them to serve on the panel that will choose an artist or ask them to spread the word to artists to apply for the project.

STEP 5: CONDUCT A MEETING WITH TEAM AND ARTIST TO DISCUSS PROCESS

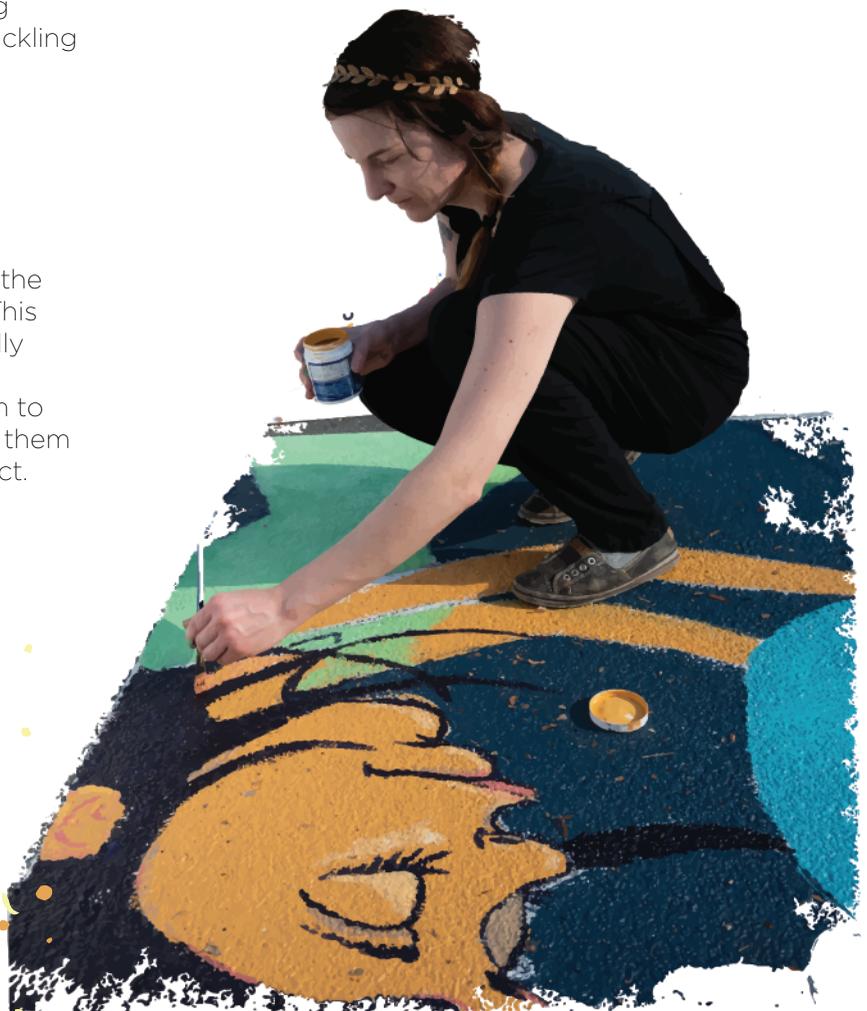
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- Budget
- Timeline
- Equipment
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- Community involvement
- Permits, ordinances, easements, insurance, etc.

A mural agreement should be completed between the organizations at this time (or soon after) to secure the process between organizing entity, artist, and site owner.

PRO TIP

Potential sites should be visible from multiple vantage points and perspectives. Consider how the mural will be viewed by pedestrians, automobile traffic, and cyclists.



STEP 6: CONDUCT A MURAL WORKSHOP

The mural coordinator will coordinate one or more workshops led by the artist. Communities and neighborhoods should be invited to attend. This process involves brainstorming ideas for the mural such as design, color, etc.

STEP 7: BEGIN CONTENT DEVELOPMENT

The artist will present a near final design to the mural team and community. Invite community members to review the artist's concept and give their feedback. The mural team may make a request for design changes. The artist will take the team's suggestions and incorporate edits. A final version will then be presented to mural team for approval.

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STEP 11: PAINT THE MURAL

Painting should begin at the site. Consider having community member help with the painting. See page 7 for safety and health protocol. Painting should begin at the site pending completion of steps 1-9.

STEP 12: DOCUMENT

The mural coordinator and/or artist should document the process of painting the mural. Methods of documentation may include video and photography.

STEP 13: CELEBRATE

Organize and host an event to celebrate the completed mural. Invite the public, organizations, and officials in the city. This may be public or private.

STEP 14: EVALUATE

Evaluate the success by measuring it against the original objectives. Take note of strengths and challenges throughout the process. Collect evidence/data about the project. This may include:

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Health and safety must be top priority when creating a mural! A system that identifies possible hazards and a way to manage them should be implemented. A mural project should be considered a worksite that enforces rules.

HEALTH & SAFETY

GENERAL RULES

- If the wall is more than 10 feet tall, use scaffolding or a hydraulic lift. Even on smaller walls, ladders are not the safest option. If using a ladder, someone must support it.
- A traffic plan may be necessary. For example, people walking on the street may be forced to walk onto the road to avoid the mural worksite. The City of Rock Hill can assist with changing traffic patterns and closing of streets.
- The mural worksite should be blocked with cones, stanchions, rope, and/or other material that creates a barrier to the public and those working on the site.
- Artists and volunteers should wear protective gear such as facemasks, reflecting vests, gloves, etc.
- Drop sheets and garbage bins should be on site to ensure cleanliness and tidiness.
- Materials should be disposed of in an environmentally friendly manner.
- Access to running water, storage, and bathroom facilities should be in close proximity to the worksite.
- If volunteers are helping with the mural, set ground rules for where they can and cannot be as well as what they can and cannot touch in regard to materials. Open-toed shoes and head phones should not be permitted on the site.

LIABILITY INSURANCE

No matter the scale of the mural project, consideration to insurance needs should be given. General liability insurance through the artist, through the site owner, or through another organization is highly recommended. This type of insurance does not cover people working on the project such as employees or volunteers. Volunteer insurance is a separate type of insurance.



Sometimes, murals can be expensive. However, there are many ways to secure funding! It is best to be prepared for all costs involved, whether they be large or small. This will ensure a clear process for the mural project.

BUDGET & FUNDING

EXAMPLE OF EXPENSES

- Artist fees. Sometimes, this can be negotiated depending on the size and scope of the project.
- Artist's travel expenses such as plane tickets and hotel accommodations.
- Mural Coordinator fee.
- Consultation/meeting/workshop costs such as renting a space, catering, etc.
- Site preparation such as cleaning, pressure washing, primer for the wall.
- Paint, brushes, drop clothes, masks, tape, rollers, buckets, and other installation materials.
- Rental of scaffolding and/or lift equipment.
- Marketing to promote the mural.
- Permanent/temporary signage
- Permits
- Documentation of mural.
- Reception/party upon completion of mural.
- Portable toilets and other supplies for on site work. Food, water, etc.
- Evaluation fees.
- Contingency to cover the "unknowns," such as additional paint or other materials. This is typically set at 10% of the total project budget.

FUNDING

Murals of various sizes can cost anywhere from \$2,000 to \$35,000 or more. There are many resources for funding opportunities such as the Arts Council of York County, Old Town Association, site owners, Rock Hill Economic Development Corporation, Women's Arts Initiative, local and national grants, and more. For additional resources on how to secure funding, contact us at art@onlyintown.com

permitted on the site.

OTHER OPPORTUNITIES TO MAKE ART

In addition to the Mural Mile program, we have other ways artists and organizations can create art. Check these out. Don't forget to apply!

[power of art] MURAL PROJECT

Often, power and utility boxes are not very pleasing to look at. This project aims to spruce up these boxes with vibrant colors and creative interpretations. Apply to create your very own mural and help transform plain utility/power boxes into works of art!

APPLY: ONLYINOLDTOWN.COM/ARTPOWER



[walk of art] MURAL PROJECT

Help create a lively pedestrian experience by painting a downtown crosswalk. The goal of this project is to paint interesting, fun, and colorful crosswalks that add character and charm to sections of downtown Rock Hill. Apply to create your own [walk of art]!

APPLY: ONLYINOLDTOWN.COM/ARTWALK

Below is a checklist to keep you on track. Please note, this is not an all-inclusive list.

- | | | |
|---|---|---|
| <input type="checkbox"/> Identify Site | <input type="checkbox"/> Develop Timeline | <input type="checkbox"/> Create Traffic Plan |
| <input type="checkbox"/> Choose Coordinator | <input type="checkbox"/> Sign Agreements | <input type="checkbox"/> Create Safety Plan |
| <input type="checkbox"/> Hold Workshop(s) | <input type="checkbox"/> Send Art to Planning | <input type="checkbox"/> Purchase Materials |
| <input type="checkbox"/> Choose an Artist | <input type="checkbox"/> Secure Insurance | <input type="checkbox"/> Order Equipment |
| <input type="checkbox"/> Develop Budget | <input type="checkbox"/> Secure Easements | <input type="checkbox"/> Contract w/ Security |
| <input type="checkbox"/> Secure Funding | <input type="checkbox"/> Inform Neighbors | <input type="checkbox"/> Plan Party |

CHECKLIST



APPLY



Scan this QR code with your phone's camera. This will take you to our website where you can apply to be a part of our Mural Mile. Or visit www.onlyinoldtown/muralmile to access the same information.

