

# COMMUNITY CANVAS MURAL GRANT PROGRAM GUIDELINES



These Guidelines provide an overview of Saanich's Community Canvas Mural Grant Program and requirements. They will assist you in preparing your application and are also a practical reference as you plan and undertake your mural project.

Review these Guidelines carefully before applying, as successful applicants will be required to confirm they have read and will adhere to the Guidelines provided. They will be updated as new information and input is received.

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## Part 1: Overview of Saanich's Community Mural Program

As a form of public art, murals have many positive impacts and benefits for individuals, neighbourhoods, and communities. When visible from public spaces, they have an impact on the shared environment, providing opportunities for engagement and enjoyment.

Murals in Saanich are identified as artwork painted or applied directly on a wall or other large surface. Murals include paintings, digitally produced images printed on substrate, mosaics or bas-reliefs.

All proposed murals in public view within Saanich, whether on public or private property, must be approved by the District of Saanich before installation.

Saanich's Community Mural Program encourages projects that enhance public spaces, strengthen community well-being, and provide opportunities for community and artist involvement through supporting the creation of murals in publicly visible spaces.

The Community Mural Program consists of two streams to support community mural initiatives:

### 1. Mural Proposals Seeking Grant-Funding

If your mural project needs financial support to make your proposal a reality, you can apply to the **Community Canvas Mural Grant Program**. It provides financial support to eligible organizations for the creation of community murals that enrich Saanich neighbourhoods and public spaces. Following an application period, submissions are reviewed for eligibility and successful applications are selected.

### 2. Mural Proposals Not Requiring Financial Support from Saanich (Self-funded)

If your mural project does not require funding support from Saanich to move forward, and you are simply seeking approval for your request to install a mural, you can apply year-round to initiate the mural approval process. Applications can be submitted by businesses, property owners, artists, community groups and organizations and can be requested for private or public property, including Saanich-owned property. The application and guidelines for self-funded mural projects are under development; in the meantime, contact staff for more information.

The following guidelines are applicable specifically to the Community Canvas Mural Grant Program.

## **Part 2: Community Canvas Mural Grant Program**

### **Program Purpose and Goals**

The Community Canvas Mural Grant Program supports the development of community-led murals through providing matching funding to successful applications from eligible organizations. By investing in community-led mural projects, this program helps realize initiatives that contribute to a vibrant, welcoming, and culturally valued Saanich for residents and visitors alike.

The mural grant program aims to:

- Enhance neighborhoods and public spaces by adding visually engaging and meaningful artwork;
- Inspire community pride and strengthen social well-being and sense of belonging through artistic expression;
- Support community-initiated involvement and engagement with public spaces, fostering connections between residents, artists, organizations, property owners and businesses;
- Provide support for regional artists through funding opportunities that enable them to create publicly accessible art for and with community, and that contribute to their artistic development;
- Promote opportunities for cultural expression and representation, reflecting the diversity, values, and identity of Saanich, encouraging applications from organizations and artists that identify as part of an equity-deserving group or underserved community.

### **Program Requirements**

#### **Applicant Eligibility**

Non-profit organizations, Saanich-based community associations, registered charities, and local First Nations are eligible to apply. Applicant organizations must be in good standing with the District of Saanich. Artists, businesses, property-owners, schools, and other stakeholders may participate in a mural project application led by an eligible organization.

If the applicant is not the property owner, they must receive signed written consent from the property owner granting permission to install and maintain the mural at the property.

## **Funding**

The Community Canvas Mural Grant Program provides matching funding of 75% of total project cost, or up to \$10,000 (whichever is less). A matching contribution of a minimum of 25% of total project cost (cash or in-kind) is required. For example, if a total mural budget is \$10,000, applicants could apply for \$7500 from the District and must contribute at least \$2500 of either cash or in-kind donations of goods or services (i.e. paint supplies, volunteer labour, cash donation.) Grant funding will be issued in installments outlined in a Letter of Agreement.

To disperse limited funding and support across multiple applicants and neighborhoods, Saanich may limit the number of grants it awards to a single applicant or neighbourhood in one year, depending on the overall number of supportable applications.

Applicants for a Saanich Community Mural Program Grant cannot be awarded a Saanich Community Grant for the same project.

**Eligible Expenses:** Funding can be used for artist fees, wall preparation and painting supplies, anti-graffiti coating, other professional labour costs, equipment rentals, insurance and permit fees, and other project-related expenses.

**Ineligible Expenses:** Funds cannot be used to purchase land or buildings, alcohol, or travel; fund staff positions, staff training or professional development; and towards projects already completed, or deficit or debt repayment.

Striving to disperse support across multiple applicants and neighborhoods, Saanich may limit the number of awards to a single applicant or neighbourhood in one year, depending on the overall number of supportable applications. Not all applications that meet eligibility requirements may receive a grant, nor may successful recipients be awarded their full requested amount.

## **Project Location**

Proposed mural locations must be within the District of Saanich.

Mural locations must be highly visible to the general public from public space. Locations will be on exterior walls of buildings or other structures to provide the most ongoing visibility.

Applicants may propose mural projects on either privately-owned or public properties. If the property is not owned by the applicant, the legal property owner must provide written consent for a mural on their property.

Privately-owned buildings may be proposed as sites, although single family dwellings, small-scale multi-unit housing or “houseplexes” may not.

Approval of murals on Saanich-owned sites is subject to prior written support for the proposed location from the District and does not ensure approval of the grant application. Other publicly owned sites within Saanich may be proposed, and owner written approval would be required.

## **Mural Design**

Murals in public places must be appropriate for all ages and respectful of diverse cultures and beliefs. Murals will not include commercial advertisements, inappropriate or controversial subject matter, political, racist, violent, hateful, discriminatory, or sexual content. The content shall not promote any business nor include commercial advertising of goods or services, logos,

trademarks, or brands. Murals are not considered a sign, and cannot incorporate elements that would be a sign, as regulated by [Sign Bylaw No. 8689](#).

Mural design and artwork must be approved by the District, and a design drawing and rendering are required in the application. Any proposed alterations and a final design must be submitted for review and written approval from the District prior to installation. Once the final mural design has been approved, changes are not permitted without written approval from the District.

Murals must comply with all relevant bylaws, permits and their applicable requirements. These include, but are not limited to, [Sign Bylaw No. 8689](#) and [Unsightly Premises Bylaw No. 9600](#).

## **Maintenance**

Materials must be durable, weather and graffiti resistant. Preparing and priming your mural surface and using appropriate materials for outdoor use are key to the longevity of a mural. A protective coating must be applied to the mural surface to protect against weather, graffiti vandalism and dirt.

Murals must be maintained, including monitoring, cleaning, and repair, for a minimum period agreed upon by the applicant and the property owner (normally 3-5 years). You must list the maintenance period must be listed in your application. The Applicant, property owner and artist should prepare and sign a form of agreement outlining terms, conditions, and responsibilities – including who is responsible for maintenance of the mural and any associated costs – for the duration of the agreement. Agreements can be extended or renewed.

## **Application Process**

Applications are accepted during an intake period as determined by the District. Applications are reviewed by staff for eligibility and to ensure they meet requirements and comply with District bylaws, policies, and regulations. Eligible applications are evaluated based on established criteria that include:

- Feasibility of the project, including budget, timeline, and organizational capacity to produce a successful project;
- High public visibility of the mural location;
- Condition and viability of the proposed location/surface;
- Mural proposal vision and goals and their alignment with the program purpose, goals and objectives;
- Potential community impact and benefits as well as community engagement, if suitable;
- Community support (i.e., community associations, organizations or groups, neighbours, local First Nations or Indigenous organizations— where appropriate);
- Mural protection and maintenance plan (considerations for durability of materials, protecting against and countering vandalism, as well as mural maintenance).

Applications recommended for approval by staff are reviewed by the Director of Parks, Recreation and Community Services for final approval. The District reserves the right to select no applications.

Applicants will be notified regarding the outcome of their application and awarded grant amount. Applicants will receive conditional approval and advised of next steps, including the requirement to complete a Letter of Agreement with the District of Saanich and provide required documentation prior to the release of funding installments.

Recipients must obtain appropriate permits and the minimum insurance and other documentation required for the permitting process. Requirements will vary depending on proposed location and specifications. More information is provided in Part 3 of The Guidelines. Recipients are responsible for all aspects of their project and its management, including meeting all required health and safety requirements.

### **Project Completion or Cancellation**

Successful recipients must complete projects within eighteen (18) months of award of funding. Progress updates may be requested, and the recipient will provide as requested.

Recipients must complete a Final Report within 30 days of project completion. The report must include a project summary, final budget sheet, copies of all receipts and invoices for eligible expenses, and photos of the completed mural. Staff will review the report and inspect the project to confirm it is satisfactorily complete and to approve the final funding installment.

Only under exceptional circumstances will a request for extension be considered, and the request must be submitted in writing to staff at least 30 days in advance of the completion deadline outlined in the Agreement or at the discretion of the Director of Parks, Recreation and Community Services. If a project is not completed by the deadline, or is unsatisfactorily completed as determined by the District, the recipient may be required to return all or a portion of the funds at the discretion of the District. If a project is cancelled and funds cannot be used for the stated purpose, the full amount must be returned to the District.

## **Part 3: Planning Your Community Mural Project**

This section provides supplemental guidance and some suggested resources that will assist you as you begin planning your mural project and before you apply to the mural grant program.

### **1. Getting Started: Developing Your Mural Project**

To start, consider the reasons why you wish to create a mural. Some questions you may ask:

- Are there needs or opportunities you identify or challenges you wish to address?
- How should the community, stakeholders, and neighbours be consulted, and are there ways that the community and others can be engaged and involved in its development?
- Who are your potential partners?
- What are your goals and objectives for the project?
- How will your project make a difference or benefit the community?

Consider how your potential project relates to the grant program's purpose and goals.

You may wish to prepare a "Project Brief" as you go through the development of your project. This will help you define and organize your proposal, your team, and may help with preparing a Call for Artist Qualifications or Artist Proposals, sponsorship requests, or other project tasks.

## **Additional Resources**

[Mural Toolkit](#), City of Victoria

[Planning a Mural Project – Quick Guide](#), and [Mural Production: A Resource Handbook](#), Mural Routes.

## **Mural Location**

When identifying a mural location, first consider the requirements provided in Part 2 to determine if the location meets the grant program criteria. Other practical factors that are important to consider when identifying a location include:

- Material and condition of wall/structure and preparation required to install a mural. Consider the surface material and its suitability for cleaning, prepping, applying, and maintaining a mural. Are there ongoing issues (e.g. moisture stains from leaky pipes)?
- Wall's exposure to the elements, facing direction, and environmental conditions. Some examples: a northern or western-facing wall may slow the rate of sun damage; a wall entirely in shade may cause moisture and build-up; exposure to the elements: high winds, rain, moisture, pollutants, dirt and debris can all decrease lifespan.
- Is the site in an area susceptible to vandalism? While a mural can help address graffiti, it can also fall victim to it if it is in a location that has less eyes on it regularly, is poorly lit, or obscured. Also, the mural's position on the wall or distance from direct public access can sometimes help reduce potential vandalism.
- Are there ways to mitigate potentially harmful conditions, such as modifying landscaping, repositioning sprinklers, or providing attractive barriers to minimize contact?
- Does the site's location and position provide safe and simple access for the mural artist and project team to install and maintain the mural? The mural site's height, location (i.e. on private or public lands, or requiring access to both for installation), ground surface, (needed for installation) and other health and safety considerations are some of the factors that will determine the expertise, resources, equipment and materials, and the health, safety, and insurance requirements you will need.

After you have identified a potential site, you will need to identify the property owner to discuss the proposed project with them, and seek their written permission to install and maintain it. How long will you agree to maintain the mural? With a good preservation plan and ongoing maintenance, your mural should be able to last at least several years. The owner or their designate must sign the Property Owner Consent Form that you must include in your application.

It is recommended practice for project organizers (applicants), property owners, and artists to develop and sign a form of agreement to guide the terms and conditions, roles and responsibilities of a mural project.

Please note when considering Saanich-owned properties (i.e., in parks, buildings, or other infrastructure): The number of murals that may be supportable on Saanich-owned locations will be limited in any given year by staff capacity and resources. Prior written support for the location from the District is required and does not ensure approval of the grant application. If your proposed mural project involves installing a road mural, Saanich has developed specific "Paint the Pavement Guidelines" and can provide them upon request.

## Additional Resources:

[“Planning a New Mural: Select a suitable site,”](#) *Conservation Guidelines for New Murals*, Canadian Conservation Institute.

[Mural Creation Best Practices](#) – American Institute for Conservation, 2006, Covers planning, wall selection, wall & surface preparation, painting, coating, and maintenance.

## 2. Permits and Insurance

Additional permits may be required for your proposed mural project, depending on its location and installation requirements. You are responsible for obtaining all required permits and meeting their associated obligations, such as providing proof of minimum liability insurance. Permits and insurance requirements will depend on your project’s location, specifications, and requirements, so it is good to research as you begin planning your project. Note that permit and insurance costs for the duration of your project can be included in your grant application as eligible expenses.

The following provides a list of some District permits that may be needed *after* you have first been approved from the District to use the proposed site in your grant application, and if you are approved for the mural grant and proceed with the project. Consult the permit requirements online for most up to date information:

**Murals in Saanich Parks:** A mural proposed in a Saanich Park would require a [Park Permit Application](#). Currently such a permit requires minimum \$2,000,000 commercial general liability insurance per occurrence and the District of Saanich must be named as an additional insured.

**Murals on Private Property Requiring Road Allowance or Road Closures:** If the installation or maintenance of a mural would impact public space, you will require either: an [Engineering Permit to Occupy the Road Allowance \(RAO\)](#) for temporary access to the boulevard or sidewalk; or an [Engineering Permit to Occupy the Municipal Right of Way \(RAW\)](#) if it requires road access or closure. Currently such permits currently require minimum \$5,000,000 commercial general liability insurance per occurrence and the District of Saanich must be named as an additional insured. *(Note that Saanich Engineering may waive these permit fees for grant-approved mural projects.)*

**Murals on Heritage Buildings:** A [Heritage Alteration Permit](#) may be required if the proposed location was a designated heritage site.

**Associated Special Events:** If you are planning a special event related to your mural project, such as an unveiling celebration, a [Special Event Permit](#) would be required. Currently this permit requires minimum \$2,000,000 comprehensive or commercial general liability insurance per occurrence, and the District of Saanich and Saanich Police Board must be named as an additional insured.

**Murals on all other District Owned Property:** An agreement will be signed between the recipient and the District for projects on all other District-owned properties. Insurance will be required and carried in accordance with the terms and conditions of the agreement between the recipient and the District.

Consider also if you will require access to adjacent private property when you are working on the mural project, and ensure you have appropriate permissions.

Ensure your project is covered by sufficient liability insurance and any other required insurance. Insurance requirements will vary depending on the location, property owner, and risk associated

with your project. Generally, projects in locations that encroach on public rights of way, which are installed at heights or require specialized lift equipment (which also require specific certificates to operate), may require higher levels of liability insurance. Depending on the materials used for your mural, you may wish to obtain environmental insurance. Discuss your project's insurance needs with your project partners and insurance provider. Artists should also be covered by appropriate liability insurance as well as WorksafeBC insurance.

#### **Additional Resources:**

Worksafe BC Links: [Who does & doesn't need coverage? - WorkSafeBC](#)  
[Personal Optional Protection - WorkSafeBC](#)

Search for "liability insurance general or commercial British Columbia"

### **3. Developing Your Project Team**

Consider the human resources you will need for your team to develop and manage your project, including a lead from your organization, a lead artist(s) and any volunteer, staff, or other professional support. Who are your potential partners? As the applying organization, you are responsible for project management, so it is important to consider your needs for a successful project. Note that the grant program's required 25% minimum contribution from the applicant organization can include some human resource costs – real and in-kind, such as volunteer labour or professional services.

### **4. Selecting and Collaborating with an Artist(s)**

Working with a qualified artist experienced in creating outdoor murals is highly recommended, as they will bring the professional expertise and creative and technical skills vital for the project. You will want to involve the artist in developing the mural and should work with the artist and property owner to prepare and sign a form of agreement that outlines the project, roles and responsibilities and terms and conditions of the project.

The region has many experienced mural artists, and the grant program recommends working with local and regional artists to help support their practice. Incorporating opportunities to build in artistic mentorship or skills development for emerging artists wishing to gain knowledge and experience in large-scale outdoor murals is encouraged where possible and appropriate. To help identify potential artists, we will be developing a directory of regional mural artists. In the meantime, some suggested resources are provided in this section.

There are different approaches to identifying and selecting an artist for your project. It is important to consider how and who will select the artist and the artwork for your project, and how you will avoid potential conflicts of interest in your selection process.

Preparing a Project Brief with relevant project information that artists can consider, including its goals, partners, location, size, budget, possible themes, community engagement, and other details will be helpful for your process. Feedback from artists may also help inform the project vision, scope and budget as you are in development.

Some approaches include:

- Identify a list of possible artists to reach out for their interest, pricing, and availability. As you contact artists, some artists may provide you with general pricing information or a scale (i.e. a charge per square feet, a minimum artist fee that they can work with), whereas others may have different approaches to pricing.



- Prepare and promote/circulate or to a selection of identified artists Call for Artist Qualifications (RFQ) or Proposals (RFP). An RFQ requires less work up front from an artist as it is based on their previous work and samples. An RFP requires more creative and administrative work from the artist and some artists may only apply if there are fees paid for shortlisted artists/proposals.

You could establish a selection committee comprised of different stakeholders and perspectives to select the artist or proposal. For civic public art projects, Saanich utilizes the [Public Art Process](#) found in our Comprehensive Arts Policy. Selection Committee processes can be undertaken in one, two or more stages, and often depend on the time, complexity and budget of the project. Consider what works best for you and the nature of your project and community, while making considerations for artists and the nature of their work and livelihood.

It is good practice to plan to pay a proposal fee to artists that have been invited or shortlisted to prepare a proposal, including a draft concept or design, to compensate them for their work. This fee would vary depending on their fee scale and the work required up front before they are awarded a commission/contract.

Once you have selected your artist, you should meet with them and the site owner and to further develop details of the mural project including proposed goals, objectives, budget, timelines, required permits and health and safety protocols, maintenance, as well as roles and responsibilities for the project. An agreement between the parties should be developed and signed.

As noted in an earlier section, artists should be covered by Worksafe BC coverage (options include Personal Option Protection), and liability insurance to protect them from risks such as personal injury, lost income, or property damage.

### **Additional Resources**

Arts Victoria Website: [Painters](#) or [Muralists](#) – visit artist’s websites to assess experience

[City of Victoria Mural Roster](#) – includes a useful section on Letters of Understanding

[CRD Landmarks – Public Art](#) – search “murals” under Artwork Type

[East West Mural Fest - Esquimalt Community Art Hub](#) – Interactive Map of past murals

Take an in-person tour of murals around the region and note the artist’s names. Search online for websites and social media sites for mural artists in Greater Victoria and ask around!

Contact staff if you are still searching.

[CARFAC Public Art Toolkit](#), Canadian Artists Representation. Provides a Minimum Recommended Fee Schedule (not mural specific but includes other types of public art projects).

## **6. Mural Design**

When developing your mural design, note the requirements and the approval process outlined in Part 2 and the additional guidance provided in this section.

Murals can be most effective when their location, scale, content and design enhance the site and surrounding environment. Consider examples you have seen that you feel are effective. Ask others about murals that they think work well and consider input from artists and others with experience in mural projects.

Consulting neighbours and community members on your mural project is important to gaining community support for your initiative. Engaging the community in some way through a process led by the artist to provide ideas or input into the design can sometimes be valuable for developing the themes, content, design and support for the mural project.

The applying organization, artist and owner should agree on a process for their input and approval of a mural design to submit to Saanich for their grant application and for final design approval by the District. Artists may request a design fee to prepare a concept design up front and may limit the number of edits that are included in their fee – or may charge additional fees for requested changes. It can also be good practice following approval by the District and prior to a mural's installation to notify the neighbouring community of the planned mural and details. Consider distributing and posting information at the site ahead of time with contact information.

In addition to the prohibited content listed in the program requirements (Part 1), the artwork should not include tags or acronyms. The artist, lead organization and sponsors can be acknowledged with a small label/sign outside the mural perimeter or in a lower corner of the artwork that identifies the artist, organizer, and sponsors, including the District of Saanich's Community Mural Grant Program.

Once a mural is completed, it is important to respect the artwork's installation. Applying to Saanich later to install signage overtop or directly adjacent to a completed mural that could dominate, detract from, commercialize, or alter the themes of an approved mural may not be supported.

### **Additional Resources**

[Mural Production: A Resource Handbook](#), 2014, Mural Routes. (Note some sections may be outdated, due to advances in practice (i.e. new materials, techniques, safe work practice, etc.).

[Planning a Mural Project – Quick Guide](#), Mural Routes.

A concise guide that covers all aspects of planning a mural project.

[Mural Toolkit](#), City of Victoria.

[Steps to a Mural.](#) Community Murals.

## **7. Planning for Preparation, Preservation and Maintenance of your Mural**

Murals are temporary artworks, but with good planning, preparation, materials and maintenance, they can last many years, and even longer in some cases. Preparation is key. The surface will need to be adequately prepared and may include power washing, sanding, repairing cracks or other deficiencies. An appropriate undercoating will help to seal and prepare the surface for the mural or first a primer coat (depending on needs).

The materials chosen to produce the mural and the method and conditions in which they are applied will have significant impact on the outcomes. Do your research, consult with artists, local product suppliers, other mural project organizers, and online resources to find the best-suited materials and equipment for your project. You should apply a protective coating to the surface upon completion. While this adds cost, when applied appropriately, it will help extend the lifespan and can protect against sunlight, weather, and make graffiti vandalism removal easier. You may have opportunities to utilize donated or discounted supplies for your project but make sure that they are the right materials for the job.

An experienced mural artist will have a process that works well for them and as with all aspects of your project, they can provide valuable input. In addition, there are excellent resources that

can build your familiarity with mural creation and what your project will require, from preparation through to maintenance. Getting a good sense of what is needed will help you build the right team, and an appropriate budget and timeline for the project.

When you have completed your mural project, remember that your care for the mural continues. You will be responsible for the maintenance of the mural – either fully, or in shared responsibility with the property owner and potentially others in your team. Your agreement with your project team should outline responsibility for everything from monitoring, maintenance (both of the wall and the surrounding landscaping/environment), and responsibility for maintenance or repair costs. Three years is a required minimum for the grant program, but five years is reasonable and common. Consider including an option to extend the maintenance and lifespan of the mural, as in many cases, with care they can last for many years more.

### **Additional Resources:**

Consult the suggested resources in Part 5 under General Guidelines in the development of your mural project's plans for materials, preparation, installation, and preservation and maintenance.

## **8. Health and Safety Considerations**

You are responsible for the project management and must ensure that your health and safety considerations are in place for your team and the general public. Plan for safe working conditions, taking note of the site and its potential obstructions or needs. These could include considerations for electrical wires, obstructions or obstacles such as dumpsters, seating or fences. Planning for safe work practices could include, but is not limited to:

- Creating a safety plan for your mural project, including the artist, volunteers, and artists that includes protocols for working alone (avoiding where possible) and for contacting for assistance or emergencies
- Cordoning off a safe zone for artists to work not accessible to the public
- Wearing of personal protective equipment where advisable or required (i.e. safety/reflective vests, masks, respirators);
- Having a first aid kit on site and a plan for seeking medical assistance;
- Safe use of ladders, including support;
- Ensuring appropriate use of lift equipment or scaffolding when working at heights, including any required certification/ insurance is in place;
- Ensuring you have drop sheets, tarps, tape and other materials to protect the site, project team, and general public from materials (e.g. dust, paint, coatings, spray) and weather;
- Proper recycling and waste disposal;
- Planning for the team's access to water, washrooms, and on-site storage if needed.

For projects on or occupying Saanich-owned lands during production, you will be required to have a traffic management plan as part of the permitting process to demonstrate you have planned for the safety of the general public, as well as those involved in the project.

Use water-based, environmentally-friendly materials where possible. Ensure that your materials are away, safe and secured daily, and leftover materials are safely recycled or disposed of as required.

**Additional Resources:**

"Health and Safety," [Mural Production: A Resource Handbook](#), 2014, Mural Routes, p. 73.  
[Recycling - Recycle Paint, Light Bulbs, Smoke Alarms, HHW - Product Care Recycling](#)

**9. Developing Your Project Budget and Timeline**

Budgeting realistically for your mural project is essential to your project's success. While donations of materials and volunteer labour can be critical to realizing your project, so too is investing in appropriate, quality materials and experienced and skilled artists. Your budget is affected by key factors such as the size and complexity of the mural, its location and accessibility, along with the tools, equipment, materials, rentals, insurance and permits its installation and maintenance requires. Build in some contingency.

Carefully planning your project and managing your budget and timeline will pay off. Be sure to consult the grant program's requirements in Part 2 as you plan and prepare these elements of your project proposal. Consult some of the resources and templates provided as tools.

**Timelines:**

Depending on the nature and specifics of your project, including such factors as the schedule of artists, time needed to apply for and get permits and insurance approved, equipment rentals, and the weather, planning for your mural project can take several months. The time required for the actual wall preparation and installation of the mural is a much shorter timeframe, and is driven by availability schedules, equipment availability, rental and permit approvals, and weather. Plan for contingencies in timelines as well and keep project partners and District staff informed.

**Additional Resources:**

[Budget Template](#), and [Mural Production: A Resource Handbook](#), Mural Routes.ca  
[Budgeting for a Mural Project: What You Need to Know,"](#) Tampa Murals.

**Part 4: Applying for the Mural Grant Program**

As you develop your mural proposal, read through Community Mural Grant Program Application Form carefully to ensure you understand the questions and materials that you must prepare. Take note of the deadline to apply, and plan to submit prior to that date to ensure there is time if there are any issues with your application or follow-up required regarding your application.

To apply for the program, you must complete an application form and submit required documents. There are two options for submission:

1. Complete an Online Application Form and upload your documents.
2. Complete and save a copy of the .PDF version of the Application Form, then email it and your required documents to the [Public Art Coordinator](#)

Before you sit down to submit your application, it is recommended that you:

- Prepare a complete draft of your application and your responses first, so that you can go back and cut and paste them from your draft, or return to it if there is an issue with your submission

- Ensure you have completed all the required forms, documents or images that you will be required to submit and have them ready.
- Check that your attachments meet the recommended formats and maximum file sizes (3MB per file) or you may have issues. Please follow the requested file naming conventions, listing your Applicant Organization's name in the file name (i.e., OrganizationName\_WallPhoto)
- With the online application, ensure you have sufficient time to complete the online application in one sitting – the form does not allow you to save progress and return later to complete the form. Once you have submitted your application, it may take some time for it to upload the attachments.

**Accessibility:** Applicants with accessibility needs who require assistance or accommodations with submitting their application are invited to contact staff.

## Part 5: Additional Resources

The following resources provide additional guidance that can help you develop and manage your mural project, apply for the grant program, and care for your mural. Note that where resources provide guidance that differs from the requirements or guidance provided in the Community Canvas Mural Grant Program requirements and information, you should follow the grant program's guidance. Contact staff if you have any questions.

### **General Guidelines – Include sections on Planning, Preparation, Materials, Installation, Conservation and Maintenance**

[Conservation guidelines for outdoor murals – Canadian Conservation Institute - Canada.ca](#)

Includes sections on: Planning a new mural, Creating a new mural, Caring for an existing mural, Condition report and inspection, additional resources.

[Mural Creation Best Practices](#) – American Institute for Conservation, 2006, Culturalheritage.org. Covers planning, wall selection, wall & surface preparation, painting, coating, and maintenance.

[Mural Resource Guide](#), City of Chicago

Includes checklist of practical considerations for getting started. Note some requirements are specific to City of Chicago. Be sure to follow requirements applicable to the District of Saanich.

[Mural Routes](#), including [Resources](#), Mural Routes

A Canadian organization focused on mural making, including creation, maintenance, care, and training for public mural art. Their website includes some resources to support mural artists and projects. Their resources include:

[Mural Production: A Resource Handbook](#), 2014, Mural Routes. (Note that some sections may be outdated, due to advances in practice (i.e., new materials, techniques, safe work practice, etc.).

[Planning a Mural Project – Quick Guide](#), Mural Routes.

A concise guide that covers all aspects of planning a mural project.

“Introduction to Project Management,” [Planning and Managing Murals](#), Mural Routes.

[Mural Toolkit](#), City of Victoria.

["Steps to a Mural,"](#) Community Murals.

[10 Mural Tips for Artists,](#) The Paint Spot, paintspot.ca.

### **Budgeting for Mural Projects**

["How Much?! Demystifying Pricing for Murals: A guide to pricing your work as an emerging mural artist with tips from experts in the industry,"](#) OCAD University and Mural Routes.

[CARFAC Public Art Toolkit,](#) Canadian Artists Representation.  
Includes Public Art Minimum Recommended Fee Schedule.

### **More information**

After reviewing the guidelines and application form, or during your application process, if you have further questions or require assistance, please contact staff either by email at [brenda.weatherston@saanich.ca](mailto:brenda.weatherston@saanich.ca) or by telephone at 250-475.5557.