




Project Name: <u>The Mural project: Roseland</u>	Requested Grant Amount: \$ <u>2500</u>
Project Physical Address: • <u>1129 Sebastopol Rd, Santa Rosa</u> • <u>1024 Sebastopol Rd, Santa Rosa</u>	Other Funding Sources: \$ <u>6792.40</u>
	TOTAL Project Cost: \$ <u>9,292.40</u>
Nearest cross street: <u>Sebastopol Rd</u>	Group or organization: <u>The Mural Project, Inc.</u>
	How did you hear about the Grant Program? <u>Referral</u>
What is your CAB area? (Check one) <input type="checkbox"/> Northwest <input type="checkbox"/> Northeast <input checked="" type="checkbox"/> Southwest <input type="checkbox"/> Southeast <input type="checkbox"/> Core <input type="checkbox"/> Citywide Not sure? Click here: http://srcity.org/DocumentCenter/Home/View/14754	
Property Owner (see page 3 for all requirements): <u>Jose Navarro & Amelia Martinez</u> <u>Business Owners</u> Name – Property Owner Title	
Contact Person responsible for Grant Application <u>Maria-Jose Lindo-Lawyer</u> <u>mylindoart@gmail.com</u> <u>707.508.8254</u> Name – Contact Person Email Phone <u>621 Avalon Ave,</u> <u>Santa Rosa</u> <u>95407</u> Address City Zip	

GRANT SCOPE: This Application Packet describes the intended use of the requested Grant funds to complete the Project identified above and the elements listed in the Project Budget. I declare under penalty of perjury, under the laws of the State of California, that the information contained in this Application Packet, including required attachments, is accurate.

Print Name Maria-Jose Lindo-Lawyer
Title President & Founder

Signature 
Date 09/01/21



Community Improvement Grant Project Budget and Matching Funds

PROJECT NAME:

Cost Estimate: List all features, amenities, supplies and plans (Add or delete rows as needed)

Cost Estimate	Requested Funds	Match
Salaries/Wages (In-kind only)		
Volunteer hours (\$22.14/person/hour) 40 hours x 4 vol.	N/A	\$3312.40
Contracted Services		
Materials/Supplies		
Paint	\$1000	\$2000
Paint Brushes	\$200	
Tarps	\$100	
Food for artists + volunteers	\$200	
Tshirts	\$250	
Printing/Reproduction		
Maps	\$150	
Rentals		
Scissor lift	\$600	
Other		
Fetzer - donation		\$250
Vince Rodriguez - domain		\$1000
Total Requested Grant Amount	A. \$2500	
Total Matching Funds		B. \$692.40
Total Project Cost (A+B)		\$ 9,292.40

Other Funding Sources:

Funding Sources	Date Committed	Amount
Fetzer Winery - donation	6/13/21	\$250
Golden Paint - 50% Match for paint	6/24/21	\$1000
North Bay Color Supply - donation	9/01/21	\$1000
Vince Rodriguez - domain purchase	06/08/21	\$1000
Total		\$3250



The Mural Project, Inc.
Roseland, Santa Rosa, CA
www.themural-project.com
707-508-8254

Dear Community Advisory board,

1.a. The Mural Project was established in 2021 with the mission of creating art and opportunity for budding artists in impoverished and neglected communities. Our goal is not only to create beautiful murals, but to use community muralism to elevate diverse artists and build an early-career pipeline for them to become art professionals. The Mural Project exists to help people see that when opportunity is lacking in their community, they have the agency to change it or create something new.

b. In Fall/Winter of 2021, The Mural Project is launching an inaugural mural festival in Roseland. Called The Mural Project: Roseland, this event is poised to cover 5-10 public walls with artwork by local muralists. These top-quality murals lining Roseland's main strip, Sebastopol Road, will mark out spaces of safety and expression that creates a walkable constellation of murals through the heart of the neighborhood. We have approval for 6 walls from business and nonprofit property owners in Roseland.

2. Maria-Jose (MJ) and Joshua Lawyer are working professional artists who founded The Mural Project because they saw a lack of public art in their Roseland neighborhood. Muralism at a high level has the ability to transform communities, giving neighborhoods a sense of place, lowering crime rates, eliminating vandalism and boosting the local economy. However, the public art in Santa Rosa, and its murals specifically, have generally depicted only a small portion of the vibrant life happening in wine country, and the murals are few and far between.

We are actively soliciting sponsorships both locally and nationally, to support the festival costs. We have applied to several grants and have obtained some funding through local businesses interested in supporting our cause. Our outreach plan is to continue applying to grants both locally and nationally and seek out donations from local and large corporations.

3. MJ and Joshua witnessed first hand how impactful a mural can be in a community like Roseland, when their 2019 mural "Good vs Evil" became a neighborhood touchstone. The mural has become an anchor and an expression of identity in the face of the negative aspects of gentrification. The Mural Project was born out of a desire to see more art, more representation, and more opportunity in and for neighborhoods like Roseland.



Good Vs. Evil : Located in Roseland, Santa Rosa



a. With five walls on family-owned businesses already committed (including, Tia Maria Panaderia y Pasteleria, Site One Landscape Supply, Sazon Authentic Peruvian Cuisine, El Mercadito and Novedades).

b. in-kind donations coming in through local vendors and art supporters, The Mural Project: Roseland is already alive in the minds of our artists and community members.

c. We have the support of Wonderland Gallery in SF the owner and curator Irene is a staple in the bay area art scene, Golden Paints and North Bay Color Supply, Shady Oaks Brewing company, Sazon Restaurant and Mitote Company.

4. Minimal maintenance would be required for the murals with The Mural Project, and for any needed touchups, The Mural Project will be responsible.

5. The Mural Project prides itself on being environmentally friendly, we carefully source our materials and execute our projects with minimal waste.

6. All of our participants during The Mural Project will adhere to current Covid-19 protocol. The Mural Project will have all the artists and volunteers sign contracts and we will provide the needed supplies to adhere to protocol.

7. The Mural Project requests \$2500 to cover basic materials for the installation of the murals.

- \$1000 will go towards paint which will be matched by Golden Paint Supply
- \$200 will go towards the purchase of brushes
- \$150 will go towards to the purchase of tarps for all the murals
- \$200 will go towards feeding to artists and volunteers in addition to other donated food
- \$250 will go towards purchasing shirts for the team to wear during the festival
- \$100 will go towards printing some maps for the mural tour
- \$600 will go towards the two scissor lifts we will need to match the donated time from the lift company

Total = \$2500

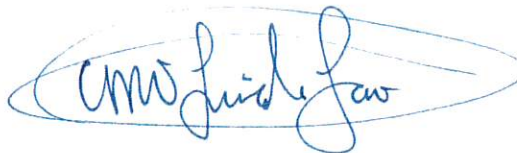
The status of the matching funds will mainly come in from the paint purchase since we have secured a %50 discount of whatever material we need and the scissor lift will be discounted at a %75 percent discount as soon as we place our order. In kind donations of food will be donated at the time of the festival.

While we do the footwork to uplift our community and coordinate a festival to bring high quality muralism to Roseland, we need your help to make this project a reality. Your financial support can help The Mural Project: Roseland in our mission to create a sense of place in our neighborhood. We sincerely hope you will join us in our mission, to create beauty and opportunity for local artists in Roseland.

We would welcome the opportunity to tell you more about the project and to include you among our sponsors who are helping to create beauty in neglected spaces.

Sincerely,

Maria-Jose (MJ) Lindo-Lawyer
 Founder and President
 The Mural Project EIN: 86-2542556



mjlindoart@gmail.com

707-508-8254



The Mural Project, Inc
www.themural-project.org

707-508-8254

September 1st, 2021

Community Improvement Grant

100 Santa Rosa Ave, Room 6

Santa Rosa, CA, 95404

Subject : Authorization to use location on 1129 Sebastopol Road, Santa Rosa.

Dear Community Improvement Grant,

This letter is to authorize The Mural Project to paint a mural on Sazon Peruvian Resturant on 1129 Sebastopol Road in the Fall/Winter of 2021.

Jose Navarro

1129 Sebastopol Road

Santa Rosa, 95407

A handwritten signature in black ink, appearing to be "JN" or a similar stylized monogram, written over the printed name and address.