



#VoicesofCLE

**PUBLIC
ART
PROJECT**

Designed to engage artists throughout our city to spark conversation, movement, healing and community.

www.voicesofcle.com

Amplifying voices in our community - especially those of color - is more important than ever, and the #VoicesofCLE public art initiative is a call to action for local artists and creators to inspire, communicate and represent through their medium. This effort is meant to provide a platform for freedom of expression and encourage healing while also sparking conversation and action, here and now.

Downtown Cleveland Alliance, in partnership with LAND Studio, Karamu House, Ingenuity Cleveland, Cleveland Public Library, Destination Cleveland and many more, will connect businesses with local artists to create visual expressions that elevate the perspectives and lived experiences of all our community's residents on storefronts and building facades throughout Downtown.

ARTISTS:

Downtown brings together people from all backgrounds, city neighborhoods, and suburban communities. It's a place to live, work, play and do business, and many business owners in Downtown have expressed their support of recent protests and frustrations with status quo. They've also asked for help in animating their spaces while awaiting needed repairs to windows and storefronts. If you are an artist who would like to amplify your work and bring eye-catching and thought-provoking visuals to Downtown by participating in this public art project, [CLICK HERE](#) to sign up and be added to our growing database.

Organizers will verify and maintain this list and provide it to any business owner seeking to hire a local artist for the purposes described above.

Please note that organizers are advocating for artist compensation but will not be negotiating contract terms or payments on behalf of either party. As standard with public art practices, murals may not include nudity, profanity, depictions of drug use, weapons or images that provoke violence.

BUSINESSES:

To request access to the database of local artists apply online at:

www.voicesofcle.com/businesses

Prior to reaching out, please consider that these artists are professionals and should not be asked to donate their time or talents for this initiative. A guide to engagement, artist agreements and compensation are outlined on the following page.

BUSINESS TOOLKIT:

STEP 1: Find the right Muralists, Street Artists, or Large Format Artists for your business

Submit your request participate to access our city's database of artists by logging onto: www.voicesofcle.com/businesses. The list of artists will be updated as artists sign up to participate. We recommend looking at past work via links and other materials provided in artists' profiles to determine if they're a good fit for you. As you consider an artist collaboration, we encourage you to celebrate and embrace the diverse demographics of our community.

STEP 2: Prepare a Contract

For ease and efficiency, you can refer to this [ARTIST AGREEMENT](#) template should you not have access to any existing contracts. Feel free to customize in any way to best fit your business and legal needs. Organizers will not be involved in contract negotiations or communications between artists and businesses.

STEP 3: Compensation & Payment Terms

For temporary pieces, we suggest paying artists between \$250-500 per panel (typically 4ft x 8ft), plus the cost of supplies. For semi-permanent installations, please consider \$750-1,500 per panel, plus the cost of supplies. The accepted fee is up to you and the artist, and some artists may request higher payment or a stipend for supplies depending on their experience and your agreed upon design.

Organizers strongly encourage that all artists be paid and ask that you not expect them to donate their time and talent. Please ask the artist how they'd like to be paid (cash, check, Venmo, Paypal, etc.) and be prepared to provide payment the day the work is completed.

If you would like to pursue a semi-permanent installation, organizers are available to offer additional guidance.

IMPORTANT CONSIDERATIONS

- Please ensure that you receive proper permissions to participate from your landlord or property owner.
- Every establishment has a different timeline for window installation. Every artist's craft reflects their personal perspectives and lived experience. If you find an artist that you like, consider thinking about how to incorporate a version of their temporary work into a permanent installation at your business
- We recommend letting the artist have full control of the design, with a small amount of input or a phase from the business owner.
- It is standard for public art that there be no nudity, profanity, depictions of drug use, weapons or images that provoke violence; you can add this to your request to the artist if you are concerned about content.
- If you would like the artist to do a sketch before starting, please offer to compensate the artist for each sketch or revision they do for you (\$25-50).
- As you begin to document your participation in this project on social media channels, we encourage you to use the hashtag #VoicesofCLE.



SMALL BUSINESS FUNDING ASSISTANCE

Bridging the financial gap for commissioned work

We understand the financial challenges businesses are facing at this time. Funding assistance is available on a first come, first served basis to small businesses that demonstrate a financial hardship and an equal passion to participate in this project. [CLICK HERE TO APPLY](#). (Note: You will need a Google account to access the application form). This program is 100% funded by donations. As donations are received, funds will be disbursed to applicants to help pay for commissioned artist work.

Organizers can also supply businesses with a database of interested and eager volunteers to help bridge the funding gap. To request access to the volunteer database, please contact us at www.voicesofcle.com/contact.

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