

North Greenwood CRA Art Oasis Mural Festival

In 2024, we hosted Clearwater's first Art Oasis Mural Festival. I chose the name *Art Oasis* because Clearwater often feels like a bit of an "art desert," with limited visual arts present in the community. The concept is that when murals are concentrated in one neighborhood or area, encountering them feels like discovering an oasis of art.

Through the festival, we brought seven new murals to the Downtown and East Gateway neighborhoods. I would now like to bring this same initiative to the North Greenwood Neighborhood. Murals would be offered to local businesses, property owners, and selected city structures. We will provide an application process for property owners (or businesses with property owner permission) who would like to host a mural.

The businesses from the last festival include:

Ranchito De Pepe Grocery Store, Senor Bubbles Laundromat, Clear Track Studios, Fraternal Order of the Eagles and Senor Subs. We also included the new artwork on the Municipal Services Parking Garage and one new mural in Coachman Park in this festival, though those were not CRA funded.

One element we hope to add this time, which we were not able to do previously, is possibly having a culminating neighborhood celebration to honor the new artworks to officially "close" the festival.

This festival will bring together regional artists, residents, and businesses to create murals that not only beautify the neighborhood but also foster community pride and connection.

Purpose of the Festival

- Encourage neighborhood revitalization and increased foot traffic to local businesses.
- Help establish North Greenwood as a cultural destination within Clearwater.

Artist and Design Selection Process

Traditionally, Clearwater holds an open call for artists. Those who score the highest (with first preference given to regional artists) are invited to submit three design proposals. The submitted designs are then shared with participating businesses. Selection is done on a first-come, first-served basis, meaning businesses that sign up earliest will have the broadest choice of designs for their building.

It's important to note that the City cannot dictate what a private property owner chooses to paint on their building, provided that the artwork complies with city codes and sign regulations. Property owners may request minor adjustments, such as changes to color variations or small tweaks to design concepts, but we limit extended back-and-forth revisions, as that can overly complicate and slow the process.

For murals on city-owned buildings, the City has more oversight. These designs typically require approval from the Public Art & Design Board and may also include opportunities for community input or neighborhood voting.

The City/ CRA fund the artist commissions, which cover materials, labor, and on-site storage. In turn, property owners receive a mural at no cost, an investment that would typically range from \$5,000 to \$20,000, depending on the size. Completed murals are added to the City's public art map, with the hope that they help attract more visitors and foot traffic to local businesses.

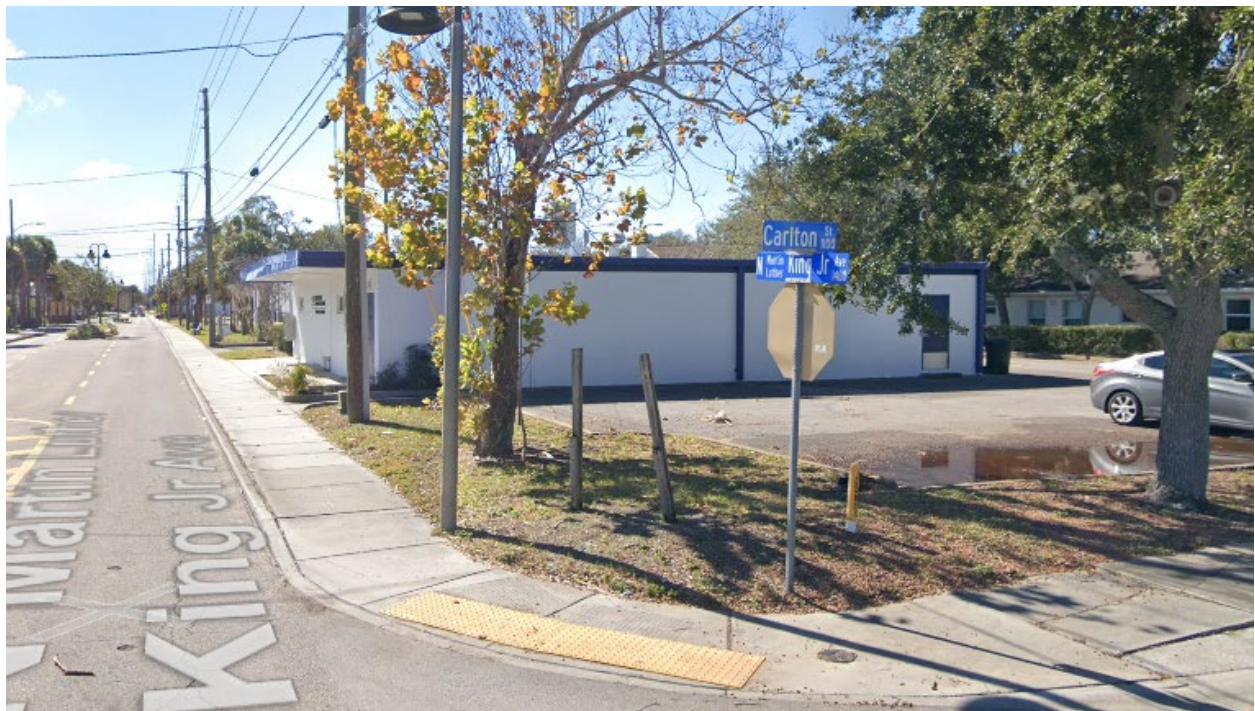
Potential Locations – **We have not contacted these businesses yet; these are simply highly visible walls that present strong potential for artwork.

Big Jims BBQ - 1303 N Martin Luther King Jr Ave





Clearwater Police Substation - 1310 N Martin Luther King Jr ave.





Pinellas County African American Historical Museum - 1101 Marshall St





Marshall Waste Water Treatment Plant Tank –



Chicken Mart - N Martin Luther King Jr Ave



Isah Gulley Center / Head Start -1045 N Martin Luther King Jr Ave



Smith's Services and Groceries - 1101 N Martin Luther King Jr Ave



Mike Anderson Collision Center - 1101 Seminole St, Clearwater, FL 33755



North Greenwood Library – Mural coming soon

Willa Carson Center - Mural already installed

Community & Business Partners

- Local businesses within the North Greenwood CRA
- North Greenwood CRA Committee
- Clearwater Arts Alliance
- Neighborhood associations
- City of Clearwater Departments (Public Communications/Neighborhoods, Parks & Recreation, etc.)

Next Steps

1. Work with this committee and North Greenwood residents to reach out to potential businesses and property owners and confirm available mural wall locations in partnership with those owners.
2. Open business application.
3. Secure funding by CRA trustees once this committee has given input and feedback on such a festival.
4. Identify selected businesses and artists.
5. Develop marketing and outreach strategies to promote the murals locally and regionally.
6. Launch community engagement initiatives leading up to the event.