

North Greenwood CRA Art Oasis Mural Festival

CRA Budget Request: \$80,000

Murals to Be Funded: 7 new murals

In 2024, the City hosted Clearwater's first **Art Oasis Mural Festival**. The name reflects the idea that, while Clearwater can sometimes feel like an "art desert," concentrated public art can transform a neighborhood into an oasis of creativity. Last year's festival successfully delivered seven new murals across the Downtown and East Gateway neighborhoods.

This year, the Arts and Cultural Affairs Division is requesting funding to bring the same initiative to the North Greenwood Neighborhood. Murals will be offered to local businesses, property owners, and selected City-owned structures. An application process will be available for property owners, or businesses with property owner approval, who wish to host a mural.

For this iteration, we hope to add a new component that was not previously possible: a culminating neighborhood celebration to honor the new artworks and officially close the festival.

This festival will bring together regional artists, residents, and businesses to create murals that beautify the neighborhood while enhancing community pride and connection.

Purpose of the Festival

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

Artist & Design Selection Process

Clearwater will conduct an open call for artists (currently open). The highest-scoring applicants, with preference for regional artists, will form the top 10 pool. Business owners will review artist portfolios and select their preferred artist, who will then design a mural specifically for their building. Selection operates on a first-come, first-served basis, giving early applicants the widest selection of artists.

The City/CRA funds the artist commissions, which include materials, labor, and on-site storage. Property owners receive a professionally created mural at no cost, an investment that would typically range from **\$5,000 to \$20,000**, depending on scale. Completed murals will be added to the City's public art map to help draw visitors and increase foot traffic.

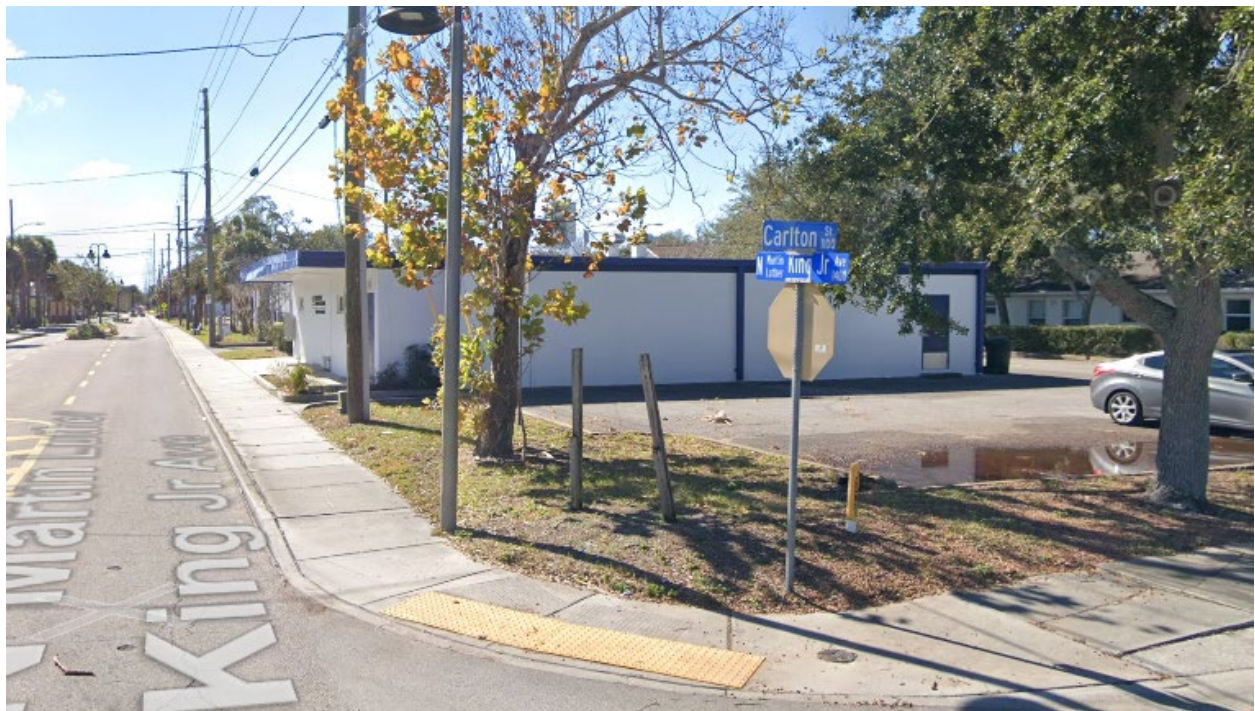
Potential Locations –

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

Pinellas County School Board (property owner) has already given permission





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



Murals Already Scheduled in North Greenwood

- **North Greenwood Library** – Library-funded and included in the festival
- **Parks Beautification Building** – Public Communications/Neighborhood-funded and included in the festival
- **Willa Carson Center** – Mural completed last year with Public Art Grant funds

Next Steps

1. Business application currently open.
2. Consultant is conducting outreach with multiple business owners.
3. Score artist submissions and select top 10.
4. Develop marketing and outreach strategies to promote the murals locally and regionally.
5. Launch community engagement initiatives leading up to the event.