



## **URBAN ARTS FUND POLICY 2020**

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### **1. URBAN ARTS FUND PROGRAM BACKGROUND**

Denver Arts & Venues (A&V) established the Urban Arts Fund (UAF) in response to graffiti task force recommendations made by Mayor Hickenlooper’s administration in 2007. The goal was to create murals in areas that were deemed “graffiti hot spots,” and to provide positive, creative experiences for youth to deter future vandalism. The first mural projects were implemented in 2009. As of February 2020, the UAF has facilitated the creation of over 330 murals throughout the City and County of Denver, engaging more than 4,000 youth and community participants, and abating more than 450,000 square feet of vandalized walls.

### **2. MURAL DEFINITION**

For the purposes of the UAF program projects, a mural is defined as a one-of-a-kind work of art, which is hand-created and applied directly to the surface of a physical structure. It may be comprised of paint or a variety of mixed media, including three-dimensional elements, which are graded for exterior use, and harmoniously integrated into the physical structure.

### **3. URBAN ARTS FUND PROGRAM GOALS**

- Deter Graffiti Vandalism
- Foster Meaningful, Creative Experiences for Youth
- Develop Opportunities for Artists
- Ensure Diversity, Inclusiveness, Equity and Accessibility
- Advance community building and social change

## **4. URBAN ARTS FUND PROGRAM GUIDELINES**

Inspired by IMAGINE 2020, Denver Arts & Venues (A&V) is committed to the agency's Diversity, Equity and Inclusiveness Initiative (DEI). These core values have guided the development of the Urban Arts Fund guidelines, application and selection process. We define such values as follows:

**Diversity:** Recognition and representation of individual or group differences encompassing race, ethnicity, gender, sexual orientation, country of origin, ability, socioeconomic status, age, religion, and other area of identity.

**Inclusiveness:** Embracing differences by creating environments in which any individual or group can feel welcomed, respected, supported, and valued to fully participate. To achieve inclusiveness, recognition of implicit or unconscious bias is necessary.

**Equity:** The fair treatment, access, opportunity, and advancement for all people, while at the same time identifying and eliminating barriers that have prevented the full participation of some groups. Improving equity involves increasing justice and fairness within the protocols, processes, practices and policies of institution or systems, as well as in their distribution of resources. Confronting and tackling equity issues requires an understanding of the root causes of disparities within our society. Equity is closely tied to actions and results to address historical disparities.

### **A. Eligibility**

Any artist or team of artists demonstrating the ability to execute a successful mural project. We encourage emerging artists, and artists representing marginalized communities including women, people of color, people with disabilities, and people identifying as LGBTQ+, to apply.

Preference will be given to:

- Projects with a well-planned youth development and community engagement component
- First time applicants (artists and organizations who have not received funding in previous years)
- Projects in neighborhoods and Denver City Council districts which do not currently have UAF projects or have few mural projects.

### **B. Projects on Private Property**

Projects on private property will require permission from the property owner. You may use the **Property Owner Letter** as an introduction to the property owner. This letter describes the UAF Program, its benefits, and the responsibilities of the City and Property Owner.

### **C. Projects in Public Spaces**

For projects in public spaces (example: in a city park), once approved, Arts & Venues will work with City Council representatives to garner their support of the project in their district.

## **5. IDENTIFYING URBAN ARTS FUND PROJECTS**

### **A. Graffiti Hot Spots**

UAF projects must focus on a “graffiti hot spot.” A graffiti hotspot is an identified location which is the ongoing target of graffiti vandalism. Photo documentation of graffiti vandalism must accompany each application.

### **B. Locating Graffiti Hot Spots**

See map of graffiti hot spots.

## **6. SELECTION PROCESS – URBAN ARTS FUND STEERING COMMITTEE**

The Urban Arts Fund Steering Committee (UAFSC) will review and select UAF projects on an annual basis. The UAFSC is comprised of one member from each of these city departments: Denver Public Works, Public Art Committee, Denver Commission on Cultural Affairs, Denver Community Planning & Development, Denver Parks & Recreation, Mayor’s Office. Additionally, the Steering Committee includes at least one local artist.

## **7. MAINTENANCE and CONSERVATION**

The maintenance of UAF mural projects on private property are the sole responsibility of the property owner. For projects on public property, A&V will make every effort to conserve murals within its means to do so. The artist will be given the first opportunity to restore or repair a mural. At its discretion, the City of Denver reserves the right to abate any mural project in a public space.