

CRA Mural Grant Program
City of Dade City Community Redevelopment Agency

Program Purpose

The objective of the program is to use murals as a catalyst for redefining our area as a destination for arts and culture. Public art is an essential component to community revitalization. Art strengthens communities, drives tourism, fosters an environment of creativity and innovation, and helps eliminate blight. Through this community revitalization effort, we aim to engage the creative sector to drive economic development within the Community Redevelopment Area (CRA). Approval of a proposed project is based upon the project's overall consistency with the adopted Design Guidelines, funding availability, Community Redevelopment Plan and the Dade City Land Development Regulations (LDR).

- 1) To encourage pedestrian activity and enhance the walkability experience, eligible mural placements for grant funding are located within the CRA district boundary, adjacent to public rights-of-way, surface parking lots, or visible from public rights-of-way and limited to non-residential or mixed-use buildings only. Murals on purely residential structures are not eligible.
 - a) Grant applicants must be a building owner or non-residential tenant with building owner consent. Artists may propose a mural project, but the building owner or non-residential tenant must be the applicant.
- 2) All murals shall be designed, constructed, and maintained to complement and accent the architectural features of the building. Likewise, all accessories shall be in harmony with the overall character of the building. All color schemes shall accent the building, as well as harmonize with adjacent structures.
- 3) Murals funded through this program should support downtown beautification and placemaking; and reflect a heritage-inspired style that blends historical storytelling, regional agriculture, and nostalgic small-town imagery. The artwork should feel warm, and welcoming, capturing the spirit and identity of Dade City, a historic Florida town, while remaining visually engaging for visitors.
 - a) Painted murals must utilize high-quality, exterior-grade materials and include an ultraviolet fade resistant clear coat; and applicants are required to maintain the Public Art for two (2) calendar years from the day of reimbursement or funds are required to be paid back to the CRA.
- 4) Within a three (3) year period, only one (1) Public Mural grant shall be allocated to any one applicant or property, and grants shall be awarded on a first-come, first-served basis.

During this three (3) year period, the receipt of a mural grant will not preclude the applicant from applying for or receiving other grants offered by the CRA and; the receipt of a previous CRA grant does not preclude an applicant from applying for or receiving a mural grant. Funding may be awarded as follows:

- a) The program offers financial assistance in the form of a 50/50 (Property Owner/ Tenant & CRA) funds match, not to exceed \$5,000.
 - b) If design contains any direct advertisement of the business or businesses adjacent to the primary structure and/or surrounding structures, financial assistance reduces to a 75/25 (Property Owner/ Tenant & CRA) funds match, not to exceed \$2,500. No logos may be present on the mural.
- 5) No Public Mural grant funds or matching monies shall be used for signage, landscaping, general repair, structural, or habitable work, or otherwise to meet code for occupancy of the building.
- 6) No grants will be made to government or nonprofit owned properties or to tenants in government or nonprofit owned properties.
- 7) No Public Mural grants will be made to CRA Board member, a CRA Board member's immediate family, or to a business entity (sole proprietorships, partnerships, corporations or limited liability companies), in which a CRA Board member or his/her immediate family member(s) has/have any ownership interest.
- 8) All property taxes, Business tax receipts, and utility charges must be current at the time of the application to receive grant funds.
- 9) The applicant is responsible for obtaining any permits required to do the project. No grant funds can be used to pay any permitting fees.
- 10) In order to verify that costs are within reasonable parameters, the following materials are required with the application.
 - a) Artists' statement
 - b) Mural design/rendering
 - c) Description of theme and artistic intent
 - d) Project budget and estimates
 - e) Timeline for completion
 - f) Property owner authorization (if applicable)
- 11) To qualify for grant funds, a completed application (with appropriate plans) must be submitted to the City of Dade City, Attn: CRA Director, 38020 Meridian Ave (City Hall) Dade City, FL 33526.

- 12) No work to be funded by a Public Mural grant shall begin until authorized by the CRA Board.
- 13) Upon reimbursement of grant funding, the building shall be occupied by tenants or fully operational by owner within six (6) months. If this condition is not met, the grantee will refund the entirety of the grant funding received to the CRA. The owner/applicant may apply to the CRA for an extension of the six-month requirement before the expiration of the six (6) months and, for good cause shown, the CRA may grant a single, three (3) month extension.
- 14) If the building in which a CRA grant is applied for and funded is sold within three (3) years of CRA grant award, then grantee shall refund the entirety of the grant funding received to the CRA upon demand.
- 15) If design contains any direct advertisement of the business or businesses adjacent to the primary structure and/or surrounding structures and the tenant in which a CRA grant is applied for and funded is closed within three (3) years of CRA grant award, then grantee shall refund the entirety of the grant funding received to the CRA upon demand.

CRA Public Mural Grant Grant Program Procedures

Responsibilities

CRA Director – Primary contact person, record keeper and authority for coordination of the matching grant program.

Community Redevelopment Agency Board (CRA Board) – Considers Staff's recommendations and approves or denies funding of proposed projects.

Procedures

1. A PRE-APPLICATION MEETING IS HELD BETWEEN THE CRA DIRECTOR AND GRANT APPLICANT(S) TO DISCUSS PROGRAM BENEFITS AND REQUIREMENTS, DESIGN GUIDELINES, THE LAND DEVELOPMENT REGULATIONS, THE APPLICATION PROCESS, SPECIFIC PROPOSAL AND ANY OTHER PERTINENT INFORMATION. (THE APPLICANT MAY FIRST WISH TO DISCUSS THE PROJECT WITH ANY PERMITTING AGENCIES IN ORDER TO GAIN SOME LEVEL OF ASSURANCE THAT THE PROJECT IS CAPABLE OF BEING PERMITTED.) TO SCHEDULE A PRE-APPLICATION MEETING, PLEASE CONTACT THE CRA DIRECTOR, 352-523-5050 ext 413.

2. Applicant submits a copy of the application, including supporting data, to the CRA Director's office. The application packet is reviewed for completeness and returned to the applicant if further information is required.
3. Staff reviews the application for its consistency with the adopted Design Guidelines, Land Development Regulations, Community Redevelopment Plan and general compatibility with current Community Redevelopment Area structures and themes. Grant-assisted improvements must provide continuity of historic design and strengthen existing architectural features. A recommendation of approval or denial of the application shall be made by Staff. Project applications with the Committee's recommendation will be submitted to the CRA Board for consideration at its next regularly scheduled meeting. The applicant shall also be notified of the Committee's recommendation. The applicant will be provided every opportunity to modify the original application to achieve a positive Staff recommendation prior to consideration by the CRA Board.
4. All properties located in the Dade City Historic District and designated on the Dade City Historic Register will be reviewed by the Historic Preservation Advisory Committee before being taken to the CRA Board for consideration.
5. The CRA Board will review the project application and Staff's recommendation. The CRA Board shall approve, deny, or return the application to Staff for modification of the project or additional information gathering. Any modifications to the project suggested at the CRA Board meeting, which will be incorporated into the project, must be rescheduled for another meeting with Staff. The CRA Board may approve or deny an application contrary to the Staff recommendation. However, the project considered by the CRA Board must have been wholly reviewed by Staff with no subsequent modifications. The CRA Board's ability to approve, deny, or return the application is subject to the discretion of the CRA.
6. The applicant shall be notified of the impending CRA Board application review meeting and shall be invited by the CRA Director to attend the meeting to discuss the application and respond to any questions that may arise from the CRA Board discussions. Results of the CRA Board action shall be provided in a letter to the applicant by the CRA Director. The letter shall state the reasons for the action taken by the CRA Board.
7. No work for which a grant has been sought shall begin until authorized by the CRA Board and written approval has been received by the applicant. Once written notice of CRA Board approval has been received, work may begin in accordance with the approved application. The applicant is responsible for obtaining any permits required to complete the project. CRA Board approval of the project application does not guarantee its permitting status. All related licensing requirements shall be met.
8. Any unapproved changes to the application or artistic renderings will void the grant award. If the applicant wishes to change the project after approval by the CRA Board, the applicant must contact the CRA Director. Changes will then be submitted by the CRA Director to the CRA Board for consideration.
9. All grant-compensated projects must be complete, and a detailed bill showing final payment or a final lien waiver, if applicable, submitted for reimbursement within four (4) months of

CRA Board approval; otherwise, all grant funds will be forfeited. Limited time extensions may be granted by the CRA Board.

10. After work is complete, the applicant must submit to the CRA Director: (a) all paid bills or a final lien waiver for reimbursement, (b) a W-9, (c) proof of payment (i.e., cancelled check) and (d) an affidavit from the contractor certifying that all work is complete. The CRA Director shall notify the applicant of incomplete reimbursement information within five (5) days of receipt of the reimbursement request.
11. The CRA Director shall submit the detailed paid bill(s) or final lien waiver to the Finance Officer for reimbursement **once all reimbursement information is submitted within five (5) days of receipt**, along with verification that the work has been completed in accordance with the approved application. Copies will also be submitted to the City Manager.
12. The Finance Officer shall process the reimbursement to the applicant in accordance with the regular payment procedures of the City. **No funds will be disbursed until all work is completed and all items set forth in paragraph 10 above have been submitted.**

NOTE: All grant-compensated projects (design & colors) must remain for a period of three (3) years from the date of completion before a new application may be submitted for the same property.

CRA Public Mural Grant Program Application

Name of Applicant:

Name of Business:

Is Applicant a Tenant or Property Owner?

(If applicant is a tenant, written authorization by the property owner must be included with application.)

Property Address:

Single Story Building: YES or NO

Multi-Story Building: YES or NO

Total Linear Feet of street/alley exposure to be improved: _____

(Please provide a printout of the building schematic available on the Pasco County Property Appraiser website.)

Applicant Mailing Address:

Applicant Phone # _____ **Applicant Email:** _____

Description of Work to be completed: *(Appropriate Drawings/Plans/Renderings must be attached depicting work)*

Total Cost of Project: _____ **Amount Requested:** _____

I hereby submit the attached plans, specifications and color samples for the proposed project and understand that these will be subject to review and must be approved by the CRA Board.

I understand that no work can begin until I have received written approval from the CRA Board.

I further understand that the project must be completed within 4 months from date of approval and grant monies will not be paid until the project is complete.

I further understand that if the building is not operational by owner or tenants within six (6) months from date of grant, the grant monies shall be reimbursed to the CRA.

I further understand that if the building is sold within three (3) year from date of grant award, all grant monies shall be reimbursed to the CRA.

I certify that I have read the CRA Building Exterior Grant General Project Guidelines and Program Procedures and agree to comply with all requirements. I further certify that no member of the CRA Board, nor any immediate family member of the CRA Board, owns an interest in the property listed for this grant.

Signature of Applicant

Date _____

STATE OF FLORIDA
COUNTY OF PASCO

The foregoing instrument was acknowledged before me this _____ day of _____, 20____, by _____ who are personally known to me or who have produced _____ identification.

(Seal)

Print Name: _____
Notary Public, State of _____

Application Supporting Data

Each application shall include photos that clearly depict the existing condition of the building exterior(s) to be improved.

NOTE: Selections must take into account the architectural style of the building. If the property is listed on the City's Historic Registry, the proposed changes will be submitted for review and recommendation by the Historic Preservation Advisory Board.

In order to verify that costs are within reasonable parameters, the following materials are required with the application.

1. Artists' statement
2. Mural design/rendering
3. Description of theme and artistic intent
4. Project budget and estimates
5. Timeline for completion

Projects Proposed by Tenants

1. To be eligible for a direct grant, tenants must provide a notarized authorization for the work from the property owner.