

## 2023 MURAL PROJECT GUIDELINES AND PROCESS



KEITH COUNTY AREA DEVELOPMENT

FIRST IMPRESSIONS COMMITTEE

10 N SPRUCE STREET, SUITE C | OGALLALA, NE 69153



## OVERVIEW

Keith County Area Development (KCAD) is excited to announce the launch of the 2023 Mural Project in the community of Brule, Nebraska. Art in public places plays an important role in preserving our culture, conveying the history of our community, and beautifying our community. The main goal of the Mural Project is to support the creation of murals throughout Keith County to promote the creative expression of the artist and to provide an enriching visual experience for residents and visitors as a quality of place enhancement.

This project stems from the priorities identified during the 2020 Keith County Community Vision Planning process, through which three top community priorities were identified: Housing Development, Early Childhood Development, and First Impressions (or “Curb Appeal”). Within the First Impressions category, efforts are underway across Keith County to improve green spaces, cohesive branding and wayfinding, and to add murals.

The 2023 Mural Project will be the second mural resulting from these efforts. It is being pursued thanks to generous funding raised during the 2022 Keith County Big Give and a grant from the Keith County Foundation Fund.

### *Who is Involved?*

**Keith County Area Development (KCAD)** is administering the Mural Project, with support from the **First Impressions Committee (Committee)**. The Committee includes community members and interested volunteers. KCAD is governed by a Board of Directors.

**Property Owners** provide the wall for mural installation.

**Artists** provide the original work installed on the provided walls.

### *Project Timeline:*

- October 2022: First Impressions Mural Committee randomly selected the community to receive the next mural. Brule was chosen.
- November 2022: Issued a survey to residents of Brule and the Mural Committee to select the mural property location.
- January 2023: The Village of Brule Board approved the use of the Barton Park public restroom building. Mural site secured.
- February 2023: Creative Brief approved by the Village of Brule Board.
- March 2023: Call for Artists opens.
- April 2023: Call for Artists Closes; Artist Applications due April 30, 2023.
- May 2023: Applications reviewed by the Committee (individually, then as a group).
- Mid-May 2023: Finalists selected by the Committee, notified, and invited to submit final concepts. Present top picks with the Village of Brule Board for approval.
- June 2023: Finalists submit final concepts and complete finalist interviews.
- Mid-June 2023: Artist announced. Planning meeting with the Committee scheduled.
- Installation completed by Artist within 120 days.
- Project competition celebration to be scheduled in conjunction with an existing Keith County community event, such as Brule Day (August), etc.

## 2023 CREATIVE BRIEF

A survey was administered among Brule residents to gather information on what values were important to their community. Comments from the survey reflect feelings people have about Brule and are intended to help direct the artist in this brief. This brief also includes factual information about Brule and Keith County for context.

### *Keith County*

Keith County is located in the western part of Nebraska, roughly 20 miles east of the Nebraska-Colorado border. The population of Keith County is approximately 8,000 and includes the cities and villages of Ogallala, Brule, Paxton, Keystone, Roscoe, Lemoyne, Sarben, and Belmar. The county seat is the city of Ogallala, population 4,737. Located eight miles northeast of Ogallala is Lake McConaughy and Lake Ogallala State Recreation Areas. Lake McConaughy is Nebraska's biggest lake and the largest reservoir in a three-state region. This beautiful body of water offers natural white sand beaches, excellent fishing, boating, camping, birdwatching, and many types of outdoor recreation. Local residents and visitors come to enjoy the sun and the fun at Lake McConaughy.

The local economy is dominated by agriculture, with both Sandhills ranchland and rich farmland. In addition, health and wellness, recreational tourism, and transportation corridor services are strong economic anchors.

### *Village of Brule*

During the Westward expansion, Brule, Nebraska was a frequently visited site for pioneers heading West on either the Oregon, Mormon, or California National Historic Trails. California Hill, is located west of the village of Brule. You can still see the deep wagon ruts there today! Brule was founded in 1886 by Major Isaac Barton and his wife, Elizabeth, when they purchased a section of land they considered the "garden spot of the county" in the "Great American Desert". Brule was named after the Brule Sioux tribe, who camped at that location. French settlers called them Brûlé which literally meant "burnt". Brule's population began to grow with the arrival of the Union Pacific Railroad. Its location is right on Highway 30 and is one-mile north of Interstate 80. At the heart of the community, Barton Park is a beautiful green space that locals and travelers near and far frequent and enjoy picnics and playdates. Brule villagers also celebrate the annual "Brule Day" on the first Saturday in August. The festivities attract tourists who come to Brule to experience the small vibrant town atmosphere it offers.

### *Descriptive Theme*

First Impression Mural Project survey results supported the words '**beauty, nature, creativity**' as the top-rated values of respondents. Other values that rose to the top of the survey as being very important to respondents were **kindness, grace, unselfishness, authenticity, rustic, history** and **vibrancy**.

Some of the comments given were:

- A place to relax.
- Brule has the charm of a small town within driving distance of about anything you would want or need.
- Up and coming. Rebirth.
- Brule is my oasis. It is a beautiful, comfortable, community with a rich history and gorgeous surroundings.
- The spaces are wide and the sky is brilliant, both with color in the day, and stars at night.
- Everyone looks out for each other. Children don't have just parents; they have a village of them.
- Slower paced living & quiet.
- Small town, big feel.

The 2023 mural inspiration is using the key elements: **beauty, creativity, and nature**. These elements should be incorporated into the mural, but the artist has creative freedom on how they interpret the elements. Artist must provide a name for the mural.



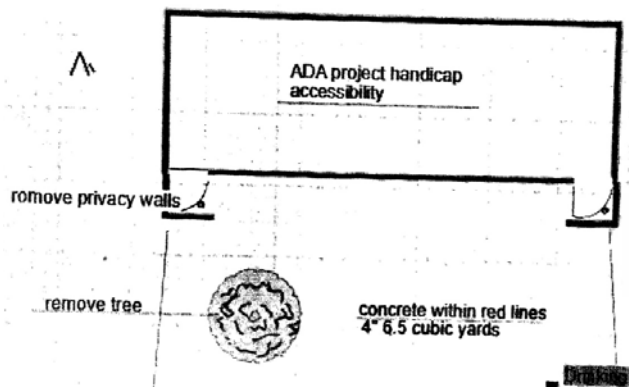
### MURAL PROJECT PROPERTY INFORMATION

The mural will be located on the exterior walls of the Barton Park public restroom building. Barton Park is located at 401 West 5th St in Brule- in-between State and Oak Streets and 5th and 6th Streets. The park covers a whole city block. The public restroom building is located on the South end of the beautiful, tree filled park.

There will be construction on the building this Spring/Summer to remove the current privacy walls so they are ADA handicapped accessible. The public restroom building exterior is 25 feet wide on the North and South walls, 10 feet wide (with the removal of the privacy walls) on the East and West walls and 9 feet (peaks) and 8 feet tall- approximately 630 square feet. The artist may choose to apply a mural to a portion of the building or to its entirety with consideration to existing features and fixtures, such as doorways and utilities. More photos available [here](#).



Barton Park public restrooms. Specs to remove privacy walls for handicapped accessibility.



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**Physical address of the site:** Barton Park is located at 401 West 5th St in Brule- in-between State and Oak Streets and 5th and 6th Streets. The public restroom building is located on the South end of the park.

**Site exposure to the public:** Many locals and travelers alike frequent Barton Park for picnics and family events. There is money budgeted for signage on Highway 30 so travelers are aware of the mural location.

**Benefit of a mural in this location:** A mural will bring color and interest to the park.

**Dimensions:** approximately 70 ft x 9 ft (approximately 630 square feet)

**Age of building:** approximately 50 years (built in 1970)

**Wall composition:** Cement painted brick and wooden peaks.

**Condition of the wall:** Excellent. There will be construction in the Spring/Summer 2023 to remove the privacy walls to make the building ADA Handicapped Compliant. Artists are encouraged to consider sun and water exposure to the building (sprinklers, hot Summer days, blizzards, etc.)

**Current use:** The public restrooms are currently being used by Barton Park visitors. Many locals and travelers alike frequent Barton Park for picnics and family fun.

## PROPERTY OWNER INFORMATION

Thank you for your interest in allowing your property to be used as a Mural Project Site.

The Committee has adopted a process for the placement of murals on public and private buildings throughout Keith County. The mural can be installed on a full wall, or designated portion of a wall as agreed upon by the Property Owner and KCAD. A Committee member will inspect the wall and take pictures and measurements of the designated wall prior to the project announcement.

### *Property Owner Expectations:*

- Property Owner must sign a Mural Installation and Maintenance Agreement (Agreement) if your location is selected to be the location of the mural.
- Site should have exposure to the public at all times (no interior walls, or exterior walls not visible behind locked gates).
- Proposed mural location should not need excessive repair prior to installing the mural and should be structurally sound.
- The key elements of the mural are set by the Committee (see: Creative Brief).
- Property Owner is responsible for the upkeep and maintenance of the physical property, as outlined in the Agreement.
- Property Owner must have insurance coverage to cover physical damage to the property.
- Property Owner must report the installed Mural to their insurance company as a building improvement.
- Logos or company advertising are not permitted in the designated mural space.
- Property Owner should be available to meet, if necessary, with the Committee and the Artist during the site planning, artist selection process, and execution of the mural.
- KCAD is the owner of the artwork on the wall and will determine the need for repairs, maintenance, and/or declaring the artwork at end of life as specified in the Agreement.
- The Property Owner is responsible for any repairs to the leased wall should the structure become damaged.
- KCAD will be responsible for paying for and arranging any repairs to the Mural deemed necessary.
- Property owner cannot alter the mural in any way for the duration of the Agreement.
- Damage to the mural should be reported to KCAD as soon as it is discovered.
- Sale of the building will be subject to the terms of the Agreement.

### *Chain of Ownership*

- Property Owner owns the physical wall.
- KCAD owns the artwork (Mural) on the wall.
- Artist owns all intellectual property rights and copyrights associated with the Mural.

## ARTIST INFORMATION

Thank you for your interest in executing an exterior Mural on public or private property within Keith County. The information provided is intended to assist applicants through the approval and installation process.

To simplify the language contained, the word “Mural” refers to artwork that is painted or affixed on an exterior wall.

### *Overview*

- Applicants without professional mural experience may apply, but it is recommended to partner with a professional muralist.
- Applicants must provide a budget for the project, and if the project is approved, funding must be in place before work can begin. Please consider all materials needed- including lifts, scaffolding, etc.
- Proposed Murals will be reviewed and approved by the Committee and the Property Owner.
- Murals should be proposed for the site predetermined by the Committee and designated in this packet.
- The Artist retains all copyrights to the art and intellectual property used in this project.
- All Murals approved through this process will become the property of KCAD as long as the Mural Installation and Maintenance Agreement is in effect.
- It will be the Artist’s responsibility to make any repairs to the installation site as deemed necessary by the artist.
  - Making arrangements for such repairs is the responsibility of the artist.
  - Costs related to the repairs, if necessary, should be included in your project budget proposal.
- To the extent practicable, Murals shall be applied only to the flat planes of walls.
- Final applicants will be interviewed either in person or via video conference prior to project approval.
- Artists must provide proof of liability insurance prior to beginning installation.
- Artists should provide a final copyright and usage rights agreement prior to the start of the installation.
- Artists must sign a Mural Installation and Maintenance Agreement (Agreement) if their design is selected.

### *Criteria for Approval of Murals*

The approval process for executing/installing Murals on public or private property within Keith County is administered by Keith County Area Development’s First Impressions Committee (the Committee), and the Property Owner. The Mural should be a professionally designed, original work of exceptional quality with consideration of the following criteria:

- Work that is of enduring value.
- Visual imagery that enhances the aesthetic appearance within Keith County and the nature and character of the site.
- Visual imagery that is appropriate for all audiences (not reflecting partisan politics, or containing sexual or religious content, or commercial advertising).

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- Artwork that is appropriately designed for all viewpoints to the mural (by pedestrians, moving vehicles, and seated audiences) determined by the location of the Mural.
- Suitability for the wall surface to receive all materials that are to be used to execute the Mural, including wall preparation material.
- Work that is appropriate to the scale of the building and to the site.
- All installation and technical issues.

*Mural Design Application Process*

Artists Applicants (Artist) shall:

- Complete and submit an Artist Application.
- Prepare a Mural Presentation Package as described in the Artwork Submission Process section and submit it by the application deadline (April, 30 2023).
  - The committee will narrow down Artist Applicants to no more than two (2) Finalists.
  - If selected as a Finalist, the Artist Applicant shall meet with the Committee in person or via video conference interview to discuss the proposed project details, including design, budget, and timeline.
  - If selected as a Finalist, the Artist Applicant shall prepare and submit a more finalized design (to scale) of their proposed mural on or before the deadline specified by the Committee. The Finalist(s) will be paid \$250 upon completion and submission of this finalized design.
  - The committee will select one Artist Applicant from the Finalists.
- Selected Artist must meet with the Committee in person (or via Zoom) to deliver a finalized conceptual sketch of the artwork to discuss project execution, budget, and timelines at an agreed upon time before the start of installation.
  - This meeting will take place in Keith County, Nebraska, but specific location will be determined.
  - Travel costs for this meeting will be at the Selected Artist expense.
- The Selected Artist will be awarded the commission, and payments will be arranged accordingly and discussed at the in-person meeting with the Committee.
- Artist, Property Owner and KCAD representatives will sign the Mural Installation and Maintenance Agreement.

*Budget*

Because the size/scope of the mural within the identified wall is variable, we understand that the project budget may vary widely. A total of \$10,000 has been identified for the purposes of this project. Travel costs, materials (including ladders), and personal liability insurance should be included in the budget. The Committee may collaborate with the artist to request needed in-kind contributions from local partners, within reason.

Each finalist will be paid a \$250 stipend upon completion of his/her finalized design proposal.



***Mural Presentation Package Submission Process***

Only Mural Presentation Packages that are fully completed and submitted on or before the stated deadline will be accepted for review.

- Artist Application.** *The application is available online or in this packet.*
- Artist Portfolio.** *Please include at least five (5) examples of previous work (digital or print). While these do not have to be mural examples, the selected works should demonstrate exceptional creativity and execution.*
- Primitive draft of the concept for the Mural.** *This does not have to be to scale, but should be generally sized to the shape and size of the selected wall.*
- Written narrative.** *The narrative should include the following information:*
  - Detail about the creative concept*
  - Detail about the planned execution of the intended artwork*
  - List of proposed materials that will be used to complete the mural*
- Project budget.** *This should be a complete project budget including any anticipated expenses the Artist may incur to execute the project.*

*Things to consider in your budget proposal:*

- Repair of the wall prior to installation, if necessary for project implementation*
  - Equipment rentals*
  - Materials costs*
  - Travel expenses*
  - Administrative costs*
- Drafted Artist Agreement.** *A proposed copyright and usage rights agreement.*

Questions regarding your application should be directed to Keith County Area Development at [info@kcad.org](mailto:info@kcad.org) or (308) 284-6623.

Artist application packets should be sent by one of the following means:

Mailed to:

- or -

Sent by email to:

Keith County Area Development  
ATTN: First Impressions Committee  
10 North Spruce Street Suite C  
P.O. Box 418  
Ogallala, NE 69153

info@kcad.org  
ATTN: First Impressions Committee

## ARTIST APPLICATION

*This application may be completed online at [www.kcad.org](http://www.kcad.org) or submitted by email/mail as detailed in this packet.*

Artist Name \_\_\_\_\_

Company Name (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Web address (if applicable) \_\_\_\_\_

Have you previously been commissioned by a municipality, county, or state for a public art installation? If yes, where?

Have you previously completed an exterior mural? If yes, where is it located?

Do you have any special needs that need to be accommodated while on-site?

Is there something unique about you that you would like for the selection committee to know?

(e.g. Born/raised in Keith County, have cultural ties to the chosen theme for the mural, unique installation methods, etc.)

How would you like to conduct your interview if you are selected as a finalist? Video Conference or In-Person?

A thoughtfully curated portfolio of previous work should be submitted or uploaded. Keep in mind the information noted in the Creative Brief to curate your work. You can include a website if you wish to show additional work you created.