

EXHIBIT “A”

A. OVERVIEW

The **Fort Pierce Redevelopment Agency (“FPRA”) Mural Program** is an initiative dedicated to revitalizing the community by transforming blank walls into meaningful works of art. Through this program, the FPRA funds the installation of murals on eligible properties within the designated redevelopment area. This program aims to reduce slum and blight, foster civic pride, and provide a platform for artistic expression while improving the overall aesthetic of the city.

B. ELIGIBILITY

To be eligible for this program, properties must be located within the designated redevelopment area (see map in section D) and zoned for commercial use. The FPRA may also identify specific target areas on an annual basis to encourage strategic mural placement. If applicable, any identified target area will be noted in the property owner application.

C. APPLICATION PROCESS

1. Property Owners:
 - a. Property owners interested in participating must submit an online application with the following information:
 - ✚ **Photos of the proposed wall:** The photos must show different angles of the wall and its surrounding environment.
 - ✚ **Measurements of the wall:** The application must provide the height, width and exact location of the wall.
 - ✚ **Mural Concept Statement:** The application must include a proposed theme and brief summary explaining how the mural will benefit the property, neighborhood and community.
 - b. Applications are submitted to the FPRA staff for review for eligibility. All eligible applications will be passed on to the Community Redevelopment Agency Advisory Committee (“CRAAC”) for review, evaluation, and recommendation.
 - c. The CRAAC will then review and evaluate the applications based on:
 - ✚ **Visual Appearance:** Is the building clean and well maintained? Will the mural complement and enhance the surrounding area?
 - ✚ **Visibility & Accessibility:** Is the location easily visible to the public without obstruction?

- ✚ **Theme & Artistic Significance:** Does the proposed theme bring a unique artistic perspective that differentiates it from the existing murals in the area?

Based on their review, the CRAAC will provide a recommendation as to which properties should move forward with a Call for Artists to submit a mural design for that property.

2. Artists:

- a. Once a property has been selected for recommendation by the CRAAC, FPRA staff will issue a Call for Artists for the properties recommended by the CRAAC, which will provide project details, including site specifications, artistic themes, and budget. Artists interested in participating must submit an online application with the following information:

- ✚ A concept design for the proposed mural
- ✚ A brief description of the design approach
- ✚ A portfolio, website, social media, etc. showcasing previous mural work
- ✚ A budget proposal that aligns with the proposed FPRA funding

- b. In a budget proposal, Artists should include costs for materials (paint, supplies), prep work (e.g., priming the wall), and any overhead (e.g., travel expenses, accommodation if the artist is coming from out of town).
- c. Applications are submitted to the FPRA staff for review for eligibility. All eligible applications will be passed on to the CRAAC for review, evaluation, and recommendation.
- d. The CRAAC will then evaluate Artist applications for the recommended properties based on:

- ✚ **Artistic Quality & Creativity:** How well the design represents the theme or design inspiration that was provided.
- ✚ **Aesthetics:** The design quality, potential visual enjoyment, innovation/risk in concept and technical approach, and prospective social interaction.
- ✚ **Artistic Qualifications & Experience:** The Artist's previous work and ability to execute large-scale projects.

- e. The CRAAC will select which property and Artist combination(s) should be recommended to the FPRA Board for award under the Mural Program.

D. AWARD AND APPROVAL

1. FPRA Board Award

- a. Once a property and Artist combination is selected for recommendation by the CRAAC, the FPRA staff will present the recommendation to the FPRA Board. Additional background materials, including all property owner applications and all Artist submissions, will be provided to support their review and consideration.
 - i. The FPRA Board may direct FPRA staff to issue a Call for Artists for the property not recommended previously by the CRAAC.
 - ii. The FPRA Board will also be able to consider any Artist and property combinations not recommended by the CRAAC.
- b. The FPRA Board will award the mural and authorize FPRA staff to refine and finalize the mural design and negotiate an agreement with the Property Owner and the Artist for the mural.
- c. FPRA staff will draft an agreement with the Property Owner, utilizing a previously approved template, outlining their responsibilities for the preparation and ongoing maintenance of the artwork.
- d. FPRA staff will draft an agreement with the Artist, utilizing a previously approved template that outlines the scope of work, timeline, and payment structure and deposits.

2. Agreement Approval Process

- a. The finalized agreements will each be signed by the applicable Property Owner and Artist.
- b. The finalized agreements, with the applicable signatures from the Property Owner and Artist, will go before the FPRA Board for final approval and execution by the FPRA Chair.

E. FPRA BOUNDARY MAP

The map below outlines the boundaries of the designated redevelopment area. All mural project locations must fall within this area to be eligible for consideration. Note: Target areas may also be identified on an annual basis to guide strategic placement.

FPRA MURAL PROGRAM GUIDELINES

