



OxForward Mural Grant

*****Applicants are eligible to receive 50% matching funds, not to exceed a \$8,000 match per application, for approved mural projects.***

Purpose

Murals possess the unique ability to enhance community identity and create a profound sense of place, particularly when strategically placed for pedestrians to enjoy. Oxford recognizes that murals can be powerful tools for storytelling, cultural representation, and engagement with our vibrant community. When thoughtfully designed and thought-provoking, murals have the potential to become lasting landmarks that define our city's character.

Eligible Projects

Murals must be in highly visible areas with high pedestrian and vehicular traffic. Please review the City of Oxford's [Mural Ordinance](#) to understand the City's requirements and permitting process. OxForward recommends that the applicant submit plans to OxForward before or in parallel with the City's permitting process to allow OxForward's Design Committee to provide feedback.

Eligibility

1. Owner(s) or tenant(s) of a building located within the Municipal Service District (MSD) only.
2. Any requests by the tenant(s) must have the building owner's written permission attached to the application.

Funding

- **Matching Funds:** Applicants are eligible to receive 50% matching funds for a mural project, not to exceed a \$8,000 match per application per fiscal year (July 1–June 30). For example, a \$10,000 mural project will be reimbursed the maximum match \$5,000 (50%), with the Applicant responsible for the remaining \$5,000 in expenses. Funds are reimbursed following the completion of the project. If funds are needed prior to the completion of a project, funding requests can be made on a case-by-case basis.
- **Annual Funding:** The total amount of funding available for the grant program will be determined on an annual basis by OxForward and may fluctuate from year to year. Funding may also be divided among several applicants based on the project scope.

Guidelines

1. Eligible projects must be visible from the public right-of-way. Top priority will be given to projects that will make a highly visible contribution to the commercial district.

2. The project can include side portions of the building if they have major pedestrian and vehicular exposure. A rear mural project application will be awarded if the parking lot and pedestrian traffic are accessible at the rear of the building en route to district businesses.
3. If the property is leased or currently under contract, all parties included on the lease or contract must agree in writing to the proposed project.
4. Murals will meet the ordinance requirements of the City of Oxford's Mural Ordinance ([website](#)). Applicants should thoroughly review the ordinance to ensure compliance and understand the permitting process.

Application Process

The Mural Grant is a rolling application, meaning that applications will be accepted throughout the year. Application(s) received by the OxForward will be reviewed monthly by the OxForward Design Committee at the meeting following receipt of the application.

1. **Pre-Approval Application:** Applicants must submit an application before work commences in order to gather feedback from OxForward's Design Committee. Murals that reflect Oxford's history are encouraged. Owner(s)/tenant(s) complete the application, including plans or sketches and building owner's permission, if necessary, and return to OxForward. OxForward may provide feedback. If an application is submitted to OxForward without prior pre-approval and after the work is completed, OxForward has the discretion to consider or not consider the application. Projects must be completed no later than six (6) months after the date of pre-approval, unless an extension has been granted by OxForward for unforeseen circumstances.
2. **Review:** OxForward's Design Committee reviews completed applications and selects grant recipients at its monthly meetings.
3. **Notification:** A Notification Letter will be sent to the applicant as to whether the project has been pre-approved as described in the application, pre-approved with conditions, or rejected. All decisions made by the Design Committee are final.
4. **Permits:** Applicants should determine early in the planning phase any applications and/or permits needed for the project. Applicants are responsible for all permitting and necessary approvals prior to commencing work on the project.
5. **Reimbursement Request:** Within 30 days of mural completion, the applicant must send items from the "Reimbursement Checklist" below. OxForward will review completed the application and, upon approval, request a check be issued, provided the work is accomplished in accordance with the agreement.

Pre-Approval Application Checklist

The completed application packet must include:

- A copy of Oxford's mural application (draft or completed)
- Description of the proposed mural, including location, sketches, materials, paint colors, etc
- Artist bio, including past work

Reimbursement Checklist

- The approved mural permit by the City of Oxford
- A paid receipt by the artist, and a canceled check
- Before and after photographs of the wall and mural

Contact

Grant applications, questions, and clarifications should be directed to:

Marley Spencer

Downtown Development Director, City of Oxford

marley.spencer@oxfordnc.org

Source of Funds

The OxForward Mural Grants are made possible through private contributions and may include appropriations from the City of Oxford, Granville County, and/or MSD funding.

OxForward Mural Grant – Application

| | |
|---|---|
| Date of Submission | |
| Business Name | |
| Applicant's Name | |
| Property Address | |
| Applicant Mailing Address | |
| Email Address | |
| Telephone Number | |
| I am the... | <input type="checkbox"/> Tenant <input type="checkbox"/> Building Owner |
| If tenant, please list the property owner's name and phone/email | |
| Estimated Project Cost | \$ _____ |
| Expected Project Start & End Dates | Start _____ End _____ |

Description of the project

I have included the following for my applications:

- A copy of Oxford's completed mural application
- Description of the proposed mural, including location, sketches, materials, paint colors, etc
- Artist bio, including past work
- A W9 of the applicant (March 2024 version)
- Total Project Expenditures: \$ _____
- Requested Grant Amount: \$ _____

I, _____ agree to the following:

Applicant's Name – please print

1. The recipient agrees to abide by and conform to all rehabilitation, repair, or replacement undertaken pursuant to this Agreement, to all applicable laws of the United States, the State of North Carolina, and those applicable provisions of the ordinances of the City of Oxford, directly or indirectly related to the subject matter in this Agreement.
2. The amount of this grant is payable, provided said project meets the City of Oxford's Mural Ordinance and any relevant permits are submitted and approved.
3. Feedback provided by OxForward will be advisory only. OxForward will not be a party in negotiations between the Recipient and any contractor employed by him/her.
4. Once project work has been completed, I understand that I must submit the following information within 30 days in order to receive the matching funds: 1) the approved mural permit by the City of Oxford, 2) a paid receipt by the artist, 3) a canceled check, 4) before and after photographs of the wall and mural, and 5) a completed W9 form (March 2024 version).

Applicant Signature

Date

Property Owner Signature
***If the applicant is the tenant, the owner MUST also sign*

Date

OxForward Office Use Only

| | |
|----------------------------|---------------------------------|
| Date Application Received: | Date Design Committee Approval: |
| Requested Grant Amount: | Date OxForward Approval: |
| Amount Awarded: | Applicant Payment Date: |