

Way DownEast CDA Project Guidelines

Please review the following project goals, guidance, and criteria and jot down your thoughts, ideas, questions, etc. in this document.

Goal: Develop a series of thematic murals that connect the WDE communities, by sharing a common theme such as *nature, recreation, history, heritage, art*, etc. Begin with a single theme, working with an artist chosen via RFP to work with each town to visually capture the local stories related to that theme. Over time, more murals can be designed to increase the number of murals in each community creating a local mural walk. The increasing number of murals will entice people to visit all 4 communities to see the murals, which will become an attraction to visitation. *This project could ultimately be connected through marketing with murals being created in Ellsworth, and with other art tours that move people through the region such as the Maine Sculpture Trail.*

Project Guidance and Criteria for Way Downeast Mural Project:

- **Visitor Engagement** – *visibility, interactivity (learning, photo op, hashtag, qr code)*
 - Mural location should be **highly visible** in each downtown as a background for a photo opportunity and to exhibit regional collaboration and unity.
- **Common Theme** – *connection to tourism and visitation (welcome, sharing, stewardship...)*
 - Each mural has a **common core** that offers a welcoming message to visitors.
 - The **common theme** must be planned, discussed, and agreed upon by all four communities.
 - Each town's **depiction** of the theme **will vary** according to their own assets and stories.
- **Regional Presence** – *consistent presentation in all four hub communities*
 - Towns work with a **single artist** to listen to their stories and weave them together into a visual depiction.
- **Community Involvement** – *opportunity to engage school and community members in concept and painting*
 - **Local people** must be **involved** somehow in the making of their mural. Example: The artist might draw the big outlines with various sections being painted by local people.
- **Modest Budget** – *ideally the group will use CDA funding to leverage or match other funds*
 - **Available Funds:** \$15,000
 - **Expected Local Match:** \$3,750