



**2020 GREATER HARRISBURG
COMMUNITY FOUNDATION
BENJAMIN FRANKLIN TRUST FUND
GRANT APPLICATION
DATE DUE: AUGUST 1, 2020**

Thank you for applying to the Benjamin Franklin Trust Fund of the Greater Harrisburg Community Foundation, a regional foundation of The Foundation for Enhancing Communities. Tell your story clearly and concisely. Attachments are required; follow all directions. Failure to answer questions, utilize this template, or provide required materials will disqualify your application. **Answer all questions using information that applies to the project seeking support of grant funds.** Contact Jennifer Strechay, Program Officer for Community Investment, at 717-236-5040 or jstrechay@tfec.org with questions.

APPLICANT SNAPSHOT

Applicant Organization Name

Sprocket Mural Works

Provide your organization's name as currently recognized by the IRS

Check box if the Applicant Organization Name above is a "Doing Business As" name and the provided 501c3 letter states a different name. *To be recognized by the "Doing Business As" name, attach ONE legal document using the provided name. If not provided, TFEC will utilize the 501c3 name.*

Check box if the Applicant Organization uses a Fiscal Sponsor and provide name here

Click or tap here to enter text.

Name, Title, Email, Phone of Executive Leader

Megan Caruso, President, hello@sprocketmuralworks.com, 717.350.1953

All contracts and notifications of grant status will be addressed to the individual provided here

Applicant Organization's Physical Address

2036 Green Street, Harrisburg, PA 17102

Applicant Organization's Address for Mailed Communications

2036 Green Street, Harrisburg, PA 17102

All contracts and notifications of grant status will be sent to the address provided here

Name, Title, Email, Phone of Contact Completing Application

Jeff Copus, Secretary, hello@sprocketmuralworks.com, 412.848.1787

If application questions arise, this individual will be contacted by TFEC staff

Counties to be served as part of project; check all that apply.

- Cumberland Dauphin Franklin Juniata Mifflin
 Lebanon Perry
 Northern York (Dillsburg Area)

PROJECT NARRATIVE

Answer questions 1-5 clearly and concisely; no limit (except for Project Snapshot)

PROJECT TITLE 2021 Harrisburg Mural Festival

Project Title must match title listed throughout application and online

APPLICANT ORGANIZATION MISSION STATEMENT

The mission of Sprocket Mural Works is to increase community pride and civic engagement through creative action.

PROJECT SNAPSHOT

1. Capture your project and the community need it seeks to address in 200 words or less.

In September 2021, Sprocket Murals Works will create 10 murals during a focused 10-day period. This serves as a celebration of Harrisburg, with the goal to inspire others, celebrate our region, and join people together in collective creative action.

Now more than ever, the community needs a positive reason to join together in celebration. No matter where we stand with the pandemic in 2021, there will be safe ways for the city to celebrate and enjoy the murals.

PROJECT NARRATIVE

2. Describe the proposed project, the geographic area it will serve, and the audience to be served; state why this audience was selected. You MUST use and complete the following statement within your answer, "Grant funds will be used to _____". Include when and where the project will take place. List dates and locations as appropriate in chronological order and state if provided dates/locations are confirmed, estimated, or to be determined.

In September of 2021, Sprocket Murals Works will create 10 murals during a focused 10-day period. This is building upon the success of our 2017 & 2019 Harrisburg Mural Festivals. Concentrating our energy into a focused period of creation allows us to maximize our efforts and gain efficiencies of cost, manpower, and organizational capacity.

Painted by local, regional, national, and international artists these murals will help to unite Harrisburg, increase tourism, activate underutilized spaces, and aid in the health of the community.

We are building a more mural dense city, expanding on our walkable mural tour, which currently spans from the Downtown train station, through Downtown, and into Midtown past the Susquehanna Art Museum. The 2021 Harrisburg Mural Festival seeks to expand the tour toward Allison Hill. Targeted areas for murals during the 2021 festival – 3rd Street (Downtown -through Midtown), Market Street (3rd Street and East), Derry Street (Mulberry Street Bridge – 19th Street).

Our 2021 mural festival priorities include increasing access to art and providing a reason to celebrate.

Our focus is to increase the accessibility to art of all the residents of Harrisburg. According to the most recent census data Harrisburg residents are 51% black, 33% white, 5% Asian, 11% identifying as other or two or more races, with 19% identifying as Hispanic/Latino.

We know that public art increases the perception of a city, encourages tourism, and stimulates the economy. 2020 is proving to be a very difficult year for everyone, the mural festival will give a reason for locals to go outside and explore the city again and a reason for visitors to return to the city. Our wrap up festival in 2019 was attended by around 8,000 people, many of those were people from outside of the city, coming to the city's offerings.

We want to give people a reason to celebrate our city.

Murals have the ability to create positive social change by addressing the roots of systemic negativity. This was highlighted through research out of Yale University School of Medicine. According to their research, public murals promote changes in residents' perceptions about their neighborhood to reduce health risks due to neighborhood decay and disorder. Specifically, increases in residents' perceptions of collective efficacy and neighborhood aesthetic quality in the years following installation of a public mural provide evidence of the public health impact of murals, with stronger sustained outcomes for individuals living near multiple newly created murals.

The research out of Yale shows the following community-level results, showing that over the course of about one year, residents living within one mile of a newly installed mural reported:

- A relative increase in collective efficacy, including social cohesion and trust among neighbors as well as informal social control.
- A relative increase in neighborhood aesthetic quality, including overall aesthetic quality, the walking environment, ratings of specific buildings, and perceived neighborhood safety.
- A relative decrease (at a statistical trend) in stigma toward individuals with mental health or substance abuse challenges.

Also, after almost two years, residents living within one mile of *more than one newly installed mural* reported:

- A sustained relative increase in collective efficacy, including social cohesion and trust among neighbors as well as informal neighborhood social control.
- A modest but sustained relative increase in perceptions of neighborhood aesthetic quality, including the quality of the walking environment and perceived neighborhood safety.
- A promising and sustained relative decrease (again at a statistical trend) in stigma toward individuals with mental health or substance abuse challenges.

Yale indicates that within six months after the installation of a new mural, residents' perceptions of their neighborhood change to protect them from health risks associated with neighborhood decay and disorder.

Sprocket Mural Works believes that murals affect change by creating a positive impact in residents' view of their community and surroundings.

The Mural Festival will give residents strength and hope following the COVID pandemic. Laure Biron, Director of the Porch Light Program, a joint collaboration with the City of Philadelphia's Department of Behavioral Health, Intellectual disAbility Services, and the Philadelphia Mural Arts Program, states, "The mural-making process, it builds a sense of self-efficacy. I think it's really powerful ... to be able to point at something and say, "My imprint is on that." It's symbolic of a process that they've been going through. Programs like ours are also saying that creativity is *in* you—it's on the walls around you, it's in the programs that you go to, and there's imagination inside of you that, if you can tap into it, you can survive a whole lot more challenges." (Kochman, 2018) We all need encouragement to survive more challenges.

The Mural Festival will address the social and cultural concerns of the city. Murals stimulate narratives of cultural and community connection, beauty, resilience, and hope. Such narratives inspire residents to appreciate their neighborhood's aesthetic qualities, foster a sense of cohesion with other neighbors, and nurture a belief that residents look out for one another. And that a defining impact of public murals may be that they serve as a catalyst for social change. Murals not only beautify a neighborhood but may also mobilize residents for community action. (Tebes & Matlin, 2015)

We look forward to continuing to beautify the city through art for all to enjoy.

Grant funds from the GHCF Benjamin Franklin Trust Fund Grant will be used to cover a portion of an artist's stipend.

References

Kochman, L. (2018). Public Health and Public Art. Philadelphia Mural Arts.
Tebes, J.K., & Matlin, S.L. (2015) Porch Light Program Final Evaluation Report. New Haven, CT: Yale University School of Medicine.

Dates & Locations

Timeline:

August 1, 2020: Sponsorship contracts and recruitment

September 31, 2020: Walls scouted and contact made with owners

March 15, 2021 (or earlier): Open call to artists

April 15, 2021: Artists selected

May 15, 2021: Artist contracts secured

June 1, 2021: Artist transportation and lodging secured

June 1, 2021: Advertisement for projects in The Burg

June 15, 2021: Mural designs finalized

June 30, 2021: Mural Celebration location finalized, volunteer recruitment

July 1, 2021: Supplies ordered

July 1, 2021: Promotions begin in The Burg, Harrisburg Magazine, Susquehanna Style, and WITF

August 16, 2021: Supplies organized and volunteers assigned

August 14 - 29, 2021: Walls prepped and primed for artists

September 3, 2021: Kickoff Party

September 3, 2021 – September 12, 2021 – Mural Artists Painting

September 3, 2021 – September 12, 2021 – Artist Meet & Greats, Artist Talks, Gallery Features

September 12, 2021: Closing Celebration and Mural Dedications

There are three targeted areas for murals during the 2021 festival – 3rd Street (Downtown -through Midtown), Market Street (3rd Street and East), Derry Street (Mulberry Street Bridge – 19th Street).

Closing Celebration and Dedication will be held in the 200 block of State St, in front of the Capitol Building.

FUNDING

3. Restate the amount you are seeking from TFEC and describe any other funding sources and amounts. If this proposal is not funded at the

level requested, will you be able to implement the project as stated? Explain as needed.

We are requesting \$1,700 from the GHCF Benjamin Franlin Trust Fund Grant. This project is budgeted at \$125,000, which is a reduced budget from the 2019 Mural Festival, this is to realistically approach 2021. Additionally funding will come from Sponsorships (in 2019, we raised \$80,000 through sponsorships) and grant opportunities (largest outstanding grant is through the NEA - \$25,000).

If funding is not awarded at our requested amount for this grant (or other grant requests), we can scale the mural series down to work within our received amount, this could include reducing the number of murals and/or reducing the size of each project.

PROJECT SUCCESS

4. What will project success look like and how will project success be measured and documented (i.e.: how will you know the project is successful? Are you collecting value statements, numbers served, surveys, photos, before and after images, or using other methods)?

Success will be measured by our ability to execute 10 new murals for the City of Harrisburg while completing the following objectives:

1. To complete 10 murals utilizing professional artists in August and September of 2021
 - a. Work with international, national, regional, and local artists to create public artwork for the city
 - b. Engage volunteers from all walks of life for the wall prep, painting, and celebration of the mural creation process
 - c. Under direction of the artists execute the murals
 - d. Host a community mural celebration and dedication
2. To further develop an archive for the stories of Harrisburg's murals
 - a. Place the story of the mural festival online and accessible to all
 - b. Photograph original murals
 - c. Document creation process
 - d. Interview the mural artists & community members
3. Publicly tell the story of the high quality, easily accessible artwork throughout the city Harrisburg, elevating the public perception of art and public art in the city of Harrisburg to increase tourism and community pride
 - a. Create a video highlighting the murals in Harrisburg
 - b. Promote the murals beyond Harrisburg
 - c. Collaborate with regional partners

4. Utilize the creation process as a form of community building leading to a safer, healthier city
 - a. Work with local law enforcement officers to have a positive community presence during the creation process
 - b. Hold no-cost community events to engage with local residents
 - c. Gain community input, feedback, and support throughout the project

Our success will be measured by qualitative data against our objectives as outlined above. We will document our successes through written and visual expression, including interviews and the use of photography and video documentation. We will work closely with the artists and the community to document the creation process.

ACCESS & INCLUSION

5. As a community foundation, TFEC fosters a climate of purposeful inclusion that values diversity of gender, age, race, ethnicity, national origin, range of abilities, sexual orientation, and socio-economic status. Please state how your project will be made accessible to all individuals who qualify for participation in the project and describe any accommodations, modifications, technologies, or services you will offer to ensure that all eligible participants experience the best possible services or outcomes.

Our focus is to increase the accessibility of art to all the residents of Harrisburg. According to the most recent census data Harrisburg residents are 51% black, 33% white, 5% Asian, 11% identifying as other or two or more races, with 19% identifying as Hispanic/Latino. These freely accessible pieces of public art break down the perceived barriers of cultural activities, which is especially beneficial to the residents of Harrisburg, of which nearly 32% live below the poverty line. Because the finished murals will be freely visible to all, the final products are inclusive.

In order to ensure that the final pieces are representative of the community, artists from a variety of backgrounds (race, socio-economic, religion, sexual orientation, and gender identity and expression) will be chosen to complete the artwork.

BUDGET WORKSHEET

Complete the Budget Worksheet below; a Project Total is required.

ITEM OR SERVICE <i>Examples include: Contracted Services, Equipment, Personnel, Supplies; list your own as appropriate.</i>	DESCRIPTION OF ITEM OR SERVICE	REQUESTED GRANT FUNDS <i>List where funds sought through this grant opportunity will be applied.</i>	OTHER FUNDING SOURCES <i>List the names and amounts of all other funding sources.</i>	PENDING, COMMITTED, OR RECEIVED <i>Using a P, C, or R, indicate the status of all funding sources.</i>	\$ TOTALS <i>Add across to provide a total for each row. Total columns as indicated in bottom row.</i>
Artist Stipends	10 artists, \$5,000/artist average	\$1,700	Dauphin Co, NEA Our Town, & Sponsorships	P	\$50,000
Supplies	Paint, Primer, Brushes, Dropcloth	\$	Pennsylvania Council on the Arts, Sponsorships	P	\$17,000
Artist Travel & Lodging	For out of town artists	\$	Sponsorships/ InKinds	C	\$4,000
Professional Services	application of masonry, sealer, and top coat	\$	Sponsorships/ InKind	P	\$6,000
Insurance & Administration	Insurance & administrative oversight	\$	Sponsorships	P	\$10,000
Advertising & Promotion	marketing, photography, video	\$	Dauphin County, InKinds, Sponsorships	P	\$15,000
Ongoing Maintenance	Funds earmarked to address future needs	\$	Sponsorships	P	\$3,000
Lift Rental	Lift & scaffolding rental	\$	Sponsrships	P	\$8,000
Dedications & celebrations	Community celebrations & block party	\$	Sponsorships	P	\$12,000
TOTALS		\$1,700 Total: Requested Grant Funds	\$123,300 Total: Other Funding Sources		\$125,000 PROJECT TOTAL

Sprocket Mural Works Board of Directors

Megan Caruso, President

Independent Designer
Creative Director, The Burg
Co-Founder, Sprocket Mural Works

Melissa Richards, Vice President

Director – Experience Strategy, Red Privet

Jeff Copus, Secretary

Visual Arts Teacher, Harrisburg Academy
Adjunct Faculty, York College of Pennsylvania
Co-Founder, Sprocket Mural Works

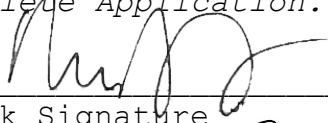
David J. Robertson, Treasurer


Owner, Creative Director, Factory 44 Inc.

2020 BENJAMIN FRANKLIN TRUST FUND SIGN & SUBMIT FORM

Provide signatures from the applicant organization, below. Both organization representatives must sign.

By providing your original OR digital signature below, you agree that the provided information in this application is true to the best of your knowledge and may be submitted for review. Completion of this form is one component of your Complete Application.

President/CEO  Megan Caruso
Ink Signature Digital Signature

Board Secretary  Jeff Copus
Ink Signature Digital
Signature

REQUIRED ATTACHMENTS TO BE UPLOADED & SUBMITTED BY 4PM IN THE DEADLINE DATE

All grant materials must be submitted through the TFEC online application system by 4pm on the deadline date. This grant opportunity does not utilize delivered or mailed materials.

- Complete Application:** Applicant Snapshot, Project Narrative, Budget Worksheet, and Sign & Submit Form with original or digital signatures.
- Board of Directors List:** Professional affiliations (ie: work positions and/or titles as applicable) must be included.
- Letters of support are OPTIONAL for this grant opportunity but must be uploaded by the deadline date. No more than TWO letters of support with original or digital signatures may be provided.** Letters of support from the applicant organization's Board of Directors will not be accepted; identical form letters are discouraged.
- Applicants who utilize a FISCAL SPONSOR** must include a letter signed by the Executive Leader of the Fiscal Sponsor organization indicating agreement to serve as the Fiscal Sponsor. An original or digital signature is required.
- IRS 501(c)(3) determination letter**
- 1st Page of Applicant Organization's Most Recent 990.** If 990 is not available, upload applicant organization's most recent audit or financial statement.

QUESTIONS

If you should have any questions regarding this form or TFEC grant opportunities, contact Jennifer Strechay, Program Officer for Community Investment, at jstrechay@tfec.org or 717-236-5040.