



## ART for wALL

January 27, 2021

Dear Mayor Pierce, Council, and Town Staff-

To continue the pace of work begun in Spring 2020, the Carolina Beach Mural Project (CBMP), a non-profit organization that supports and funds Public Art in Carolina Beach, is respectfully requesting \$10,000 in 2021 ROT (Room Occupancy Tax) funding to support Public Art in Carolina Beach.

The mission of CBMP is to celebrate and share the eclectic history and the cultural wealth of our island, inspire our beach community, welcome and engage visitors, and help CBMP become a destination for ART for Everyone. In less than one year, the non-profit organization has been successful in achieving this mission, attracting both local and regional media which increases the visibility and tourism of Carolina Beach. CBMP murals are currently being used by the Wilmington and Beaches Convention and Visitors Bureau in their marketing campaign, featured in Wilma Magazine and Our State is interested in writing an article about CB murals. Spectrum News showcased our "Surf & See" mural with a 3-minute feature in October 2020 and planning to run another segment in Spring showcasing the 2021 murals.

Throughout the world, Mural programs are being used as economic development initiatives, with the goal of increasing tourism by making commercial retail sectors more attractive destinations for visitors, as well as local residents. Liz Whitmore, the Historic Preservation Planner for the City of Sanford, NC notes *"There's an economic tie. People are coming from all over to see our murals. And as we know, when people come to town to see the murals, they will most likely stay to eat and shop. It's good for our local businesses"*.

Forbes Magazine writes *"Strategically placed art—on the side of a business, under a bridge, on the exterior walls of a community center—not only helps with the beautification of a neighborhood, but also, it can be a return of investment for commerce."* Forbes states that businesses located near murals can see up to a 50% increase in business due to visibility art gives an area. \*

COVID did not stop the Carolina Beach Mural Project from fundraising and making murals happen. In 2020, we raised over \$13,000 which funded 3 murals (1 still to be installed in front of Town Hall). Our funding comes from sponsors, private donations, selling mural merchandise, fundraisers, and grants. Murals cost between \$4,000 to \$15,000 each (depending on size, artist and theme).

Our goal for 2021 is to fund 4 murals that will celebrate the Beach Music Festival, the magic of the CB Boardwalk in Summer, the Venus Flytrap (subject still tentative) and CB's rich Marine Life or Sport Fishing (subject still tentative). We have even bigger plans for 2022 & 2023.

While the organization is working hard on fundraising, the infusion of \$10,000 from ROT monies would enable us to increase our budget and attract even more talented North Carolina artists to this program, accelerating the number and/or quality of murals we can install this year throughout CB.

We know the media buzz has positively impacted our community and visitors. ***Art is tied to tourism and it increases dollars spent in the community.*** I have included just a sampling of how the first murals have been received on social media and some links to the press that highlight Public Art in

Carolina Beach. Murals are reviving our downtown business district during shoulder and off- season. And the CB Mural Project has just begun.

*Total Appropriation of ROT Funding requested \$ 10,000.*

Respectfully,  
Maureen Lewis  
Founder & President Carolina Beach Mural Project  
<https://carolinabeachmurals.org/>

Budget for 2021 (Attached)  
2020 P&L (Attached)

<https://www.wilmamag.com/the-paint-town/>

<https://www.whqr.org/post/around-town-rhonda-bellamy-carolina-beach-mural-project?#stream/0>

<https://spectrumlocalnews.com/nc/charlotte/news/2020/11/02/bringing-blank-walls-to-life-with-public-art?>

Heidi Elizabeth~ They are gorgeous and such an important addition to our town. ❤️

Teresa Maino ~ WTG!! Thank you for bringing to life the importance of art in our community! You rock!!

Leane Bergeron ~ Absolutely beautiful!!!

Coco Lussier Daigle ~ How fortunate are we that we get to see that work of art every single day?! Feeling blessed that this is our town ~ where art is coming to our walls!

Kristen Dunn ~ Looks so good and I love the history lesson that goes along with it.

Sherri Swardell Vizcarra ~ Gorgeous! Can't wait to visit Wilmington again someday and check out that mural in person when we are NC residents!

Forbes article- <https://www.forbes.com/sites/wendyaltschuler/2020/03/23/americas-mural-magic-how-street-art-can-transform-communities-and-help-businesses/?sh=34873d8f1739>

The Carolina Beach Mural Project is proud to be working under the Island Arts Culture Alliance umbrella. The IACA is a non-profit organization working to ensure that Carolina Beach and Kure Beach have a vibrant, vital arts environment. EIN 83-2501436.

The CBMP Board of Directors have filed paperwork for their own 501 (c) (3) recognition and status is pending due to COVID backlog. EIN 85-0683181

