



THE GOOD OF THE HIVE®

Project Proposal from
Matthew Willey Murals, Inc (*The Good of the Hive*)
Garfield County Libraries and New Castle Climate and Environment Commission
December 9, 2025
This is a proposal and not a contract.
Contract will follow upon acceptance of this proposal

Matthew Willey Murals, Inc (aka The Good of the Hive)
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First, thank you for your interest in The Good of the Hive™ and the bees.

This document serves as a proposal for a project between Matthew Willey Murals, Inc (aka The Good of the Hive™), Garfield Public Libraries and New Castle Climate and Environment Commission for a mural of bees and other pollinators hand-painted by artist Matt Willey as a part of his global art project called The Good of the Hive™.

The goal is to paint a total of 50,000 bees around the world as a collective/connective series of artworks to raise awareness about the importance of bees and celebrate the beauty and power in human connection. Matt has completed 69 projects with over 11,000 individual bees in 10 years.

Matt has created buzzing hives of awareness and inspiration at Smithsonian's National Zoo in Washington DC, the US Embassy in Beijing China, Dag Hammarskjold Plaza in New York City and Burt's Bees Global Headquarters. He has collaborated with the World Council of Peoples for the United Nations and NYC Parks' Art in the Parks Public Art Program. He has painted in a Broadway star's dressing room in NYC, at a fire station in the American south, at locations across the US, in the UK, Australia and Costa Rica.

And he would be honored to have the opportunity to bring some bees to your community in New Castle, Colorado.

Scope of Work:

Matt will design an original, one-of-a-kind, hand-painted mural featuring honeybees and other pollinators to be created on the New Castle Branch of Garfield County Libraries. The art will expand on the theme of books started on the Rifle branch and carry the message of sustainability, as well. Simultaneously, we will work together to create experiences during the project that invite and include the community into the project as it is happening.

Design Concept:

Design TBD. For reference, please view many examples at TheGoodoftheHive.com.

Terms:

1. Matt Willey designs and implements the creation of a hand-painted mural as a part of The Good of the Hive™. This mural will take approximately 4-6 weeks on site to create. This project brings:
 - a. Permanent and ongoing presence as a participant in this global art project for the duration of the project (approximately 12 more years).
 - b. Community and student engagement. The artist is always happy to speak to field trips of students brought to the mural site and will respond to teacher requests to visit schools (within reasonable distance from the mural site). The artist does not force this or reach out to engage. It is up to the community. The artist works on an “attraction not promotion” model.
 - c. Ongoing social media engagement throughout the creation of the mural.
 - d. One public speaking engagement and/or “meet and greet” event with the artist.
 - e. One art/pollinator conservation and/or community event. TBD (examples from other locations are potluck dinners, outdoor film nights, pollinator themed food or dance party events) *Depending on the event, additional fees may apply.
2. Travel, food and accommodations are included in the fee.
3. Materials are included: paint, brushes and coating.
4. Scaffolding and/or lift rental are NOT included and are to be supplied by Garfield County Libraries and New Castle Climate and Environment Commission (if needed).
5. Matthew Willey Murals, Inc retains exclusive rights to the design of the mural. GCL and NCCEC may use the mural for promoting pollinator and environmental awareness. The goal is that we are raising awareness and magnetizing attention through working together. GPL owns the physical piece of art and, for example, could paint over (or remove) it if they felt the need (although it is the hope of the artist that it will stay intact).
6. Matthew Willey Murals Inc owns the intellectual property in terms of the art. A separate contract would be needed for approval of any commercial use of the imagery created by Matt Willey. With that stated, the artist does, at times, consider commercial partnerships and collaborations if they are of benefit to both parties and the bees.
 - a. Allowable uses:
 - i. The presence of The Good of the Hive and Matt Willey on the GPL and town websites.
 - ii. Social media and storytelling about the project is welcome and encouraged without written agreement.
 - iii. Outreach to the community, media, donors and stakeholders.

- iv. Any reference of participation in The Good of the Hive's global movement.
 - b. Unallowed uses:
 - i. Using the visual and/or the story of The Good of the Hive™ for profit or financial gain without a separate agreement in writing with Matthew Willey Murals Inc.
 - ii. Using the visual and/or the story of The Good of the Hive to directly promote or support commercialization of businesses in the community or outside the community without written consent from Matthew Willey Murals, Inc. To specify- any business can use social media to share about what is happening. We raise awareness through sharing about participation and collaboration. But people sometimes get confused and use the work to try to sell their products as if The Good of the Hive is endorsing them or that I endorse all honey producers somehow. The Good of the Hive is not directly endorsing any product through the creation of this artwork. (With that said, the artist unabashedly, without exception, endorse libraries and reading)
- 7. MWM, Inc provides general liability insurance throughout Matt's time on site.
- 8. Matt Willey shall be paid a total fee of \$48,000 USD.
- 9. A deposit of \$16,000 USD is required to secure the timeframe of summer 2026 in Matt's schedule.
- 10. Typically, the artist receives a second payment when he begins the project and the third payment upon completion, but the payment schedule beyond the deposit is somewhat flexible.

Thank you!