

# Mural Program for the City of Norman

- Define a community's identity and attract visitors
- "Permanent" and temporary

## Funding

- Murals are not inexpensive
- National average for a mural is \$35/sq. ft.
- Oklahoma average for a mural is between \$15 and \$20/sq. ft.
- A temporary, rotating mural program (like Plaza Walls) is \$5/ sq. ft.
- Admin cost of any mural is 20% of total budget

## Administration

- RFP/RFQ management
- Selection management
- Contracting with artist(s)
- Management of installation



## Long term funding

IF Hotel Tax increase passes, NAC can commit to allocating Public Art funds for a mural program - Can City match?