



## MLK MURAL PROJECT

### SUMMARY

Creating 39 MLK themed murals across 39 communities in Connecticut. Each mural represents a year that MLK was alive and shined his light.

### CT Murals

A project of The RiseUP Group, Inc.



## **The MLK Mural Project**

### **Executive Summary**

CT Murals is partnering with **39 communities across Connecticut to create 39 murals** for each year of Martin Luther King, Jr.'s life by MLK Day 2022. Each mural will represent **the messages, images, and symbols that Martin Luther King, Jr stood for**. CT Murals works with National Level artists in collaboration with Local Artists to create high quality murals.

When each project is approved by Sustainable CT, their Community Match Fund will provide funding for half the budget of the project, or **\$7,500 out of \$15,000 budget**. The RiseUP Group, Inc can serve as the 501c(3) fiscal sponsor to allow tax deductible donations from supporters.

**The artistic motivation for the series:** MLK was a man bringing light to darkness and represents a symbol for more equal and positive times ahead. While the work will always continue, these Martin Luther King Jr. murals are a reminder that the light is shining in 2021.

In addition to a mural installation, CT Mural is partnering with the Connecticut Center for Nonviolence (CTCN) to bring each community a half-day Martin Luther King education series. CTCN promotes a comprehensive framework for conflict reconciliation and coalition building rooted in the philosophy and practices of Dr Martin Luther King, Jr and the Civil Rights Movement. The CTCN has worked with thousands of people of all ages, in schools, universities, community centers, with Law Enforcement and civic organizations throughout Connecticut and beyond. For more information, please visit [www.ctnonviolence.org](http://www.ctnonviolence.org)

### **Benefits of Project**

- \$585,000 investment directly into the hands of Connecticut artists and creatives
- 39 communities receive Martin Luther King education on equality
- 39 communities receive a high-quality piece of Public Art
- The State of Connecticut becomes united behind one clear message of equality through more than words
- Thousands of community member volunteers will participate across the State



## Timeline for Murals Once Mural Approved by Town/City



## Budget

Communities will raise **\$7,500** and receive a \$7,500 match grant from Sustainable CT for eligible donation. The total budget for each mural is \$15,000. Each project will be unique in its installation process depending on size and scope. In-kind donations also help reduce the budget.

| Budget Item                                | Budget Amount   |
|--|-----------------|
| Artist Fee                                 | \$9,500         |
| Primer                                     | \$170           |
| Lift/Scaffolding                           | \$500           |
| Paint                                      | \$243           |
| Anti-graffiti Clearcoat                    | \$423           |
| Other supplies                             | \$150           |
| <b>Subtotal Art</b>                        | <b>\$10,986</b> |
| MLK Education by CT Center for Nonviolence | \$1,500         |
| Video Documentation of Project             | \$500           |
| Marketing/Community Outreach               | \$500           |
| DJ for Unveiling                           | \$300           |
| Other Unveiling Celebration Costs          | \$500           |
| <b>Subtotal Unveiling</b>                  | <b>\$3,300</b>  |
| Contingency                                | \$714           |
| <b>Grand Total</b>                         | <b>\$15,000</b> |



**CT Murals Sample Portfolio:**

