

# Public Art mural downtown on Innovation Brewing build...

Nicole Owen

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Submission Date	Feb 18, 2022 9:55 AM
Name of Initiative	Public Art mural downtown on Innovation Brewing building
Contact Person	Nicole Owen
Title	owner
Address	414 W Main ST
City	Sylva
State	NC
Zip Code	28779
Primary Phone Number	8289893104
Email	innovationbrewing@yahoo.com
Organization Type	For Profit
Organization Tax ID	
Time of Year of Initiative	Off Peak (Dec - March) preferred

Describe the timing of the initiative in as much detail as possible (please list key project dates, milestones, timeframes, etc.)

We are putting a large mural on the entirety of the blank exterior wall of the Pie Times/Innovation building facing downtown. The wall is currently blank and a bit of an eye sore. The mural will greatly enhance the visual aesthetic for locals and visitors as they pass by or visit. It will also contribute to promoting public art in our community. The project is scheduled to begin in March and should take two weeks to complete. A local artist who is trying to begin a mural business is commissioned to do the project. This person also completed the mural on the motion makers building.

Describe your initiative

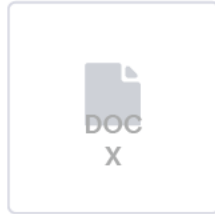
To beautify the downtown district with the addition of public art in the form of a large mural. The mural will encompass the entirety of the large blank exterior wall off one of the first businesses you see once you enter the downtown district.

Describe what previous experience applicant has in successful execution of similar endeavors	We have utilized local artists in the past to complete murals of various scale and design to enhance the aesthetic of our downtown buildings. Our current murals have already provided many photo opportunities for visitors and locals alike as well as created inspiration and admiration for the benefits that public art has to offer.
Website	<a href="http://www.innovationbrewing.com">www.innovationbrewing.com</a>
Social Media Channels - paste URLs below	@innovationbeer
Amount of Funds Requested?	\$3,000
Date Funds Needed	Apr 30, 2022
Give a narrative description of how this project will increase tourism and visitation in Jackson County	A vibrant, colorful and collaborative community are concepts that draw visitation to an area. Public art does a great job of expressing the existence of all those characteristics in a community. In the age of social media, photo opportunities are an integral part of the travel process for many individuals and murals are a great backdrop for a vibrant photo.
If this initiative has occurred before, what is new that differentiates it from prior years?	This is a larger scale mural than we have previously done.
What is your advertising and marketing plan for your initiative?	We will utilize the mural in many social media avenues and photos advertising our products and town.
Do you agree to acknowledge the 'Jackson County TDA' in materials as required? Any releases or ad placements should have a statement that "the event was made possible, in part, by the Jackson County TDA." Print ad placements, where/when possible should include the JCTDA logo.	Yes
Total anticipated cost of initiative	4000
Total funds your organization will provide toward total cost?	500

Detail funds requested from other sources and note commitments or anticipated receipt of funds from other sources

**We will receive \$500 from the Sylva Art and Design Committee towards this project**

Please upload your detailed budget, including event or initiative expenses and revenue. You can attach a spreadsheet (Excel), PDF, or Word Document.



[Mural Budget.docx](#)

How will you measure success of your initiative?

**Presence of the mural in social media among locals and visitors**

Is there anything else you'd like to add?

**Making the downtown district more attractive is an easy way to make Sylva a more desirable place to visit.**

Signature:

A handwritten signature in black ink, appearing to be 'M. W. ...' with a stylized, cursive script.



**INNOVATION BREWING**  
**PIE TIMES PIZZA COMPANY**  
**WOOD FIRED PIZZA**





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