



St. George Desert Tortoise Mural Mockups V2

chris peterson studio
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The community and economic development benefits of murals

Attracting visitors

- In a survey by the Outdoor Advertising Association of America (OAAA), 64% of consumers said that murals make them more likely to visit a business or area.
- A survey of business owners in Philadelphia found that 72% reported that their business had increased after a mural was painted nearby.
- A 2012 Philadelphia survey discovered that viewing public art was the second most popular activity of its residents - above hiking and biking!

Increase Property Values

- Once locals and tourists frequent a mural and spend their money in the area, the building on which the mural is painted becomes more desirable, ultimately increasing its property value. A walking trail in Indianapolis is filled with public art that boosted the property values in the surrounding area by \$1 billion. (Realtor.com)
- A study by the Philadelphia Mural Arts Program found that property values within one block of a mural increased by an average of 15% over two years.

Mural Investment spurs increased economic activity

- A study by the Los Angeles County Arts Commission found that for every dollar invested in a mural, the local community receives a return of \$24 in increased economic activity.

Creative placemaking and site activation

- Carefully conceived public art installations and environments, rich with connections to our history, the natural world or the ephemeral quality of life, help make places of meaning within a community. Art can celebrate the qualities that make one place different from another. (Americans for the Arts)

Chris Peterson (b. 1975) grew up in the foothills of Utah's Wasatch Mountains. Inspired by the wild places of the American West, he began painting in his twenties. He studied painting at BYU and Kansas City Art Institute and spent time living and painting in New York City.



In 2001, Chris shifted to pursue a career working in conservation and community organizations. This work included Colorado River restoration advocacy, rural development programs in East Africa and South Asia, helping to establish a hybrid charter school, and directing a community center for Salt Lake City. Graduate studies at the University of Utah during this time earned Chris an M.P.A. in Nonprofit Management & Environmental Policy and an M.S. in Environmental Humanities with emphasis on conflict resolution and leadership development.

Chris taught elementary art (K-6) in 2009, which inspired him to begin moonlighting on murals and organizing community arts projects. In 2017, a series of wildlife murals led him back into the studio to refine his painting and design processes. His practice today includes commissioned studio projects, community arts projects and custom murals. Chris also co-founded Utah Wildlife Walls; a collab with Utah Wildlife Federation to install 29+ wildlife murals statewide.



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V2.2

v2.3

