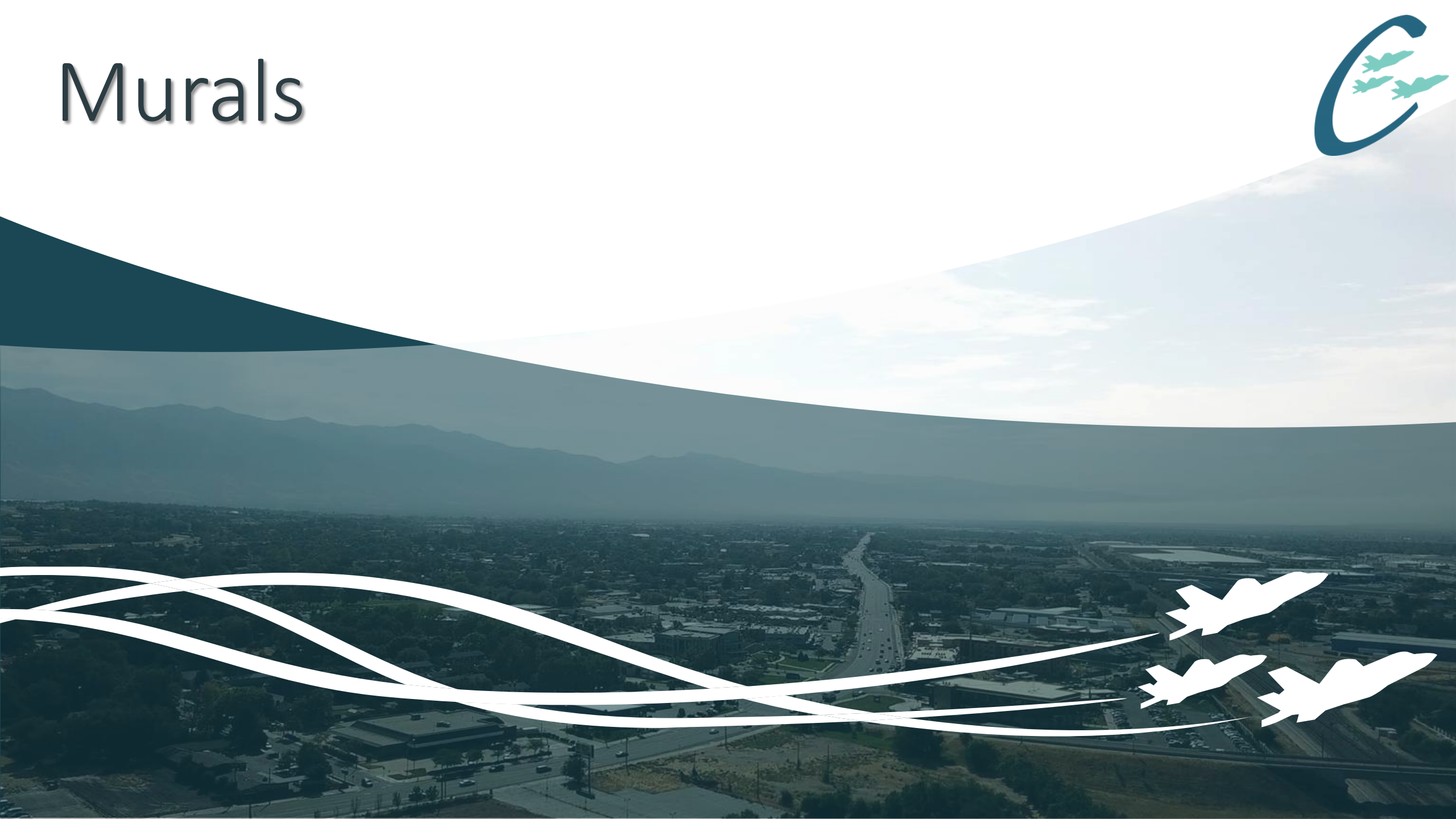


Murals



Questions to discuss

- *How many murals?*
- *Must-have elements in murals*
- *Locations of murals*
- *Muralist(s)*



How many & how much?

- *\$20,000 can afford us two 10 x 30-foot murals*
 - *One double that size*
 - *Or multiple smaller ones*
- *It takes two weeks to complete a 10 x 30-foot mural*
- *Budget includes*
 - *Materials, artist payment, anti-graffiti coating, platform rental*
- *How many murals would you want?*



Must-have elements

- *Staff thoughts:*
 - *Potentially incorporate brand colors*
 - *Military jet theming could build off recent efforts*
 - *Visuals appeal to both residents and those driving through*

Sky Blue Hex#: 006993 R: 0 G: 105 B: 147 C: 92 M: 54 Y: 24 K: 4	Grass Green Hex#: 5D9732 R: 93 G: 151 B: 50 C: 69 M: 20 Y: 100 K: 4	Teal Hex#: 7DA3A1 R: 125 G: 163 B: 161 C: 54 M: 25 Y: 36 K: 1	Black Hex#: 000000 R: 0 G: 0 B: 0 C: 60 M: 60 Y: 40 K: 100	White Hex#: FFFFFFFF R: 255 G: 255 B: 255 C: 0 M: 0 Y: 0 K: 0
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Must-have elements

- *What do you want people to know about Clearfield from seeing it?*
- *What ideas/feelings do you want to convey?*
- *What would make the mural successful in your eyes?*
- *Styles*
 - *Any off limits? (graffiti, 3D, word art, cartoon, realistic, etc.)*
- *Images*
 - *Any specific images or text you want in the design?*
 - *F-35, mountains, city hall, fireworks, our ponds, etc.?*



Mural locations

- *Mural walls directly facing Main/State*
- *Mural walls high visibility but not directly facing Main/State*



Muralist

- *Staff have a preferred, experienced muralist*
- *We also received muralist recommendations from Ogden*
- *Purchasing policy does not require an RFP*
 - *Open market for professional services up to \$50,000*





Next Steps

- *Hire muralist*
- *Get concept designs*
- *Council picks final design*
 - *Get to work!*