

## Public Art Master Plan for the City of Reno - Artist Workshop #4 *Partner and Pitch*

### Steps for a mural or sculpture pitch

#### 1. Who - What - Where

- Research the Space: Learn about the location and venue where your mural or sculpture will be displayed. Understand the building and surrounding history, culture, and audience.
- Know the Stakeholders: Identify who will approve your project, your pitch can change depending on if it's for a city, a local business, or a community based organization.
- Understanding of the site and community - how they affect what you are proposing, and how people will interact with the project.
- What is your goal for the project? How does your proposal address your goals?

Brewery Arts Center, Carson City, NV 2023

Brewery Arts Center is the oldest commercial building in Nevada. It was the original home of Tahoe Brewing and was transformed into a community art center in 1976. It is the local hub for theater, classes, gallery space, live music, and other arts endeavors. Reno based muralist Joe C. Rock researched their history and submitted a design that was based on their activities.



Before



Proposal



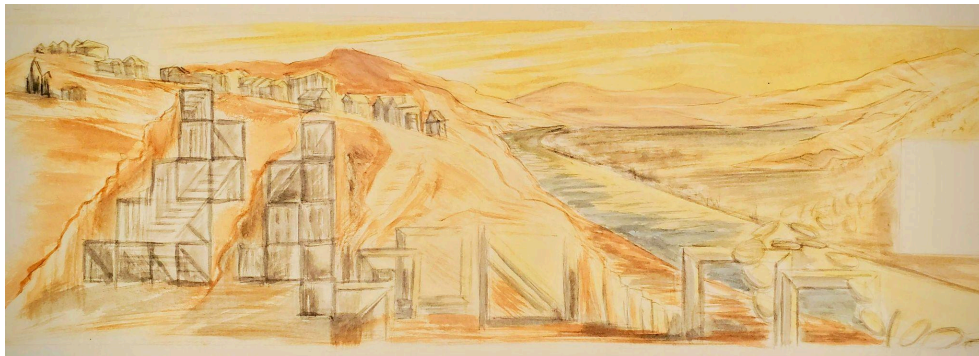
Finished Mural

## 2. Develop A Concept

- Theme: What story do you want to convey? Define your central idea. History, environment, and nature are common themes. How will it connect to the community?
- Message: Be clear about what you want your art to communicate.
- Uniqueness: Highlight how your project stands out and why it's a good fit for this specific location.

*Artifacts* - J. Charboneau - @j.charboneau 2023

The mural 'Artifacts' is a flowing storyline of the beginnings of Carson City. It pays tribute to the rich history and innovations which can still be found and enjoyed around Carson today. From left to right: The story begins with the Comstock lode of Virginia City, showcasing the unique mine structures which pulled out the largest amount of silver ore in the United States from 1859 - 1890's. The silver was transported from Virginia City to Carson via the V&T Short trains, which ran about 40 a day, bringing the precious silver ore down the mountain to be pressed. The train then leads to the unique Carson City Mint Coin Press #1 which was made in 1869 and could spit out 100 Morgan Silver Coins per minute. These artifacts are what made Carson City a prosperous and innovative town in its beginnings. And you can still experience them all with a short wander through the State Museum, the Train Museum, and Northern Nevada Coin.



## 3. Create Visual and Written Materials

- Mockup/Sketch: Provide high-quality visuals of your proposed mural or sculpture, including its scale and placement.
- Description: Write a concise, engaging narrative explaining the concept, timeline, and creative process.



"This painting aims to approach the mysterious creature of Lake Tahoe from the Basque vision of maternal-feminine mythology and the animist thought. In the scene, the creature is presented as an allegory of identity and coexistence. The women inhabitants of the area are looking for

her in an attempt to heal the wounds of the past. In this way, students of the Steward Indian School that were separated from their native cultures, activist Alida C. Bowler, first female U.S Indian agency head advocating for Native Americans in Nevada or Basque women who were cultural mediators for the Basque shepherds who at first were not very welcome in the far west are represented in the mural.” Leire Urbeltz Pamplona, Spain – Carson City Mural Festival 2023

#### 4. Include Specific Details

- Materials: Specify the materials you’ll use and why they are suitable for the space.
- Timeline: Present a realistic schedule, from design to completion.
- Budget: Include an itemized budget with costs for materials, labor, equipment, and contingencies.
- Maintenance: Address durability and any long-term care the piece may require.

(Example from Erik Burke for the City of Carson Community Center Mural 2024)

+The paint used for the mural is an exterior water-based acrylic paint that is suited for CMU, metal, and stucco. I use a combination of [Golden Paint Works: Mural & Theme](#) line as well as [Behr's Exterior Dynasty line](#). These products are lightfast and have 10-year fade resistant warranty although through personal use I have noticed on southern exposed, high desert walls like the one I will be painting that oranges and pinks have shown a bit of fading after 5-10 years. We can choose to avoid these colors or I can UV coat the entire wall or perhaps just specific areas if requested.

+When the budget allows and/or it's requested I use a UV resistant topcoat made my [Mural Shield](#) that is incredibly strong. It is applied in 2 coats by an airless paint sprayer and the product itself after shipping and hazmat fees costs roughly \$125/ga.

Each gallon when sprayed covers +/- 500 sq ft.

The Community Center wall is roughly 115' x 26' = 2990 sq ft. or 12 gallons of UV coating when applied in the recommended 2 coats. That comes to \$1500 in material. It can be applied by Carson City Public Works or myself if needed. Due to the amount of labor it requires and dealing with a hazmat product I personally charge a \$1500 flat day rate for application.

+In case of graffiti there are 2 options. The first option is to apply a sacrificial graffiti coating. Generally this is applied only to a reachable height. If the wall is graffiti'd, CC Public Works or the Community Center maintenance need to use a pressure washer to spray off the graffiti using warm water. This not only removes the graffiti but the sacrificial graffiti coating underneath it. Once the surface is dry another layer of graffiti coating needs to be added to the area where it was removed. I recommend the [Mural Shield line's Graffiti Coating](#) but there are other products available.

+The 2nd option is to repaint the areas that are graffiti'd. If there is a worry of graffiti the best option is to design the mural to have flat areas of color in the reachable areas and I can give matching colors to maintenance to apply if/when needed. I generally follow up with general maintenance on my murals (although graffiti is rare here) for the first or

second time. If it is a reoccurring thing we would need to assess a game plan for proper maintenance and compensation.

- +Anticipated life span of the work: 10 years before slight fading  
+/- 25 years before chipping or reasonable problems.
- +No regular maintenance required

## 5. Community Connections

- Engagement Opportunities: Are there ways to involve the local community? This could be with a workshop, a visit and talk with a school or interactive elements where the community can paint during the project.



*Reno Big Arts Little City - September 27, 2023*

*Join Visiting Spanish muralist and Basque scholar, Liere Urbeltz, to help design and paint a mural celebrating our local Basque community!*

*There are multiple opportunities to participate, all are welcome! Basque heritage is not required.*

*BRAINSTORMING WORKSHOP: What's it to be Basque American?*

*Monday, October 2 at 3 PM, Rotunda at the Knowledge Center at UNR*

*Respond to the question "What is it to be Basque American" by using local Basque photos and inspiration. We'll be collaging under the direction of Leire to provide inspiration for the mural design. All materials will be provided, but bring your ideas!*

### ON-SITE WORKSHOP

*Thursday, October 5 at 4 PM, Barbara Bennett Park*

*Continue discussing local Basque history and identity that will inform the final mural design.*

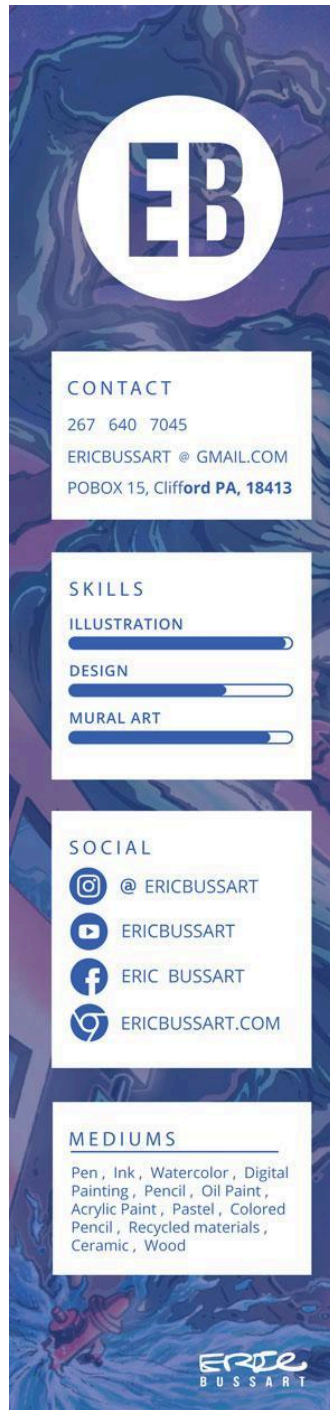
### COMMUNITY MURAL PAINTING

*Week of October 10, exact dates and times to be announced, Barbara Bennett Park*

*Join Liere at Barbara Bennett Park to help paint the mural!*

## 6. Past Works, Biography, Experience

- Documentation: Always document your work before, during and multiple angles of the finished work.
- Portfolio: Showcase relevant past work with photos and testimonials.
- Experience: Briefly describe your background and expertise in creating public art.



### ERIC BUSSART / ILLUSTRATOR, MURALIST

Self-Motivated Illustrator with extensive knowledge of digital and traditional Medias. Exhibits virtuosity in all elements of drawing and works in a detail oriented manner. Excellent communicator, follows direction well and asks intelligent questions to insure the clients vision is brought to fruition.

#### EDUCATION

**2013-2018**

##### **BFA Illustration degree from Marywood University**

Independent study under world class caricature artist John Kascht  
Awarded first place in school wide art contest, published in Bayleaf

#### WORK EXPERIENCE

**2016-PRESENT / FREELANCE ILLUSTRATION**

I have completed numerous commissions including album art, posters, comic art, T-shirt designs, character design and original mixed media illustrations. I pride myself on my ability to effectively communicate with clients and meet deadlines consistently.

**2016-PRESENT / FREELANCE MURAL ARTIST**

I have executed dozens of murals for businesses and independent clients. These include both interior and exterior jobs. I have also completed a mural as part of a large Graffiti prevention initiative in Scranton.

**2014-2016 / PANTING CONTRACTOR**

##### **Worked for Scranton painter and fine artist Ryan Hnat of Hnat Designs**

Learned many skills integral to mural art including Wall preparation, brush techniques, edging, clean up, to safely and responsibly, to set and use tall ladders, utilize scaffolding and to competently operate a bucket lift. Gained knowledge of the foundational skills necessary for mural art.

**2014-2014 / WOODSHOP INSTRUCTOR**

##### **Head Woodshop instructor at Chestnut Lake Summer Camp**

Taught children ages 9 - 16 how to design and make their own creative projects. Learned to apply woodworking skill to 3-D Illustration  
Gained leadership, communication and teaching experience.

#### PROGRAMS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

Vasiliy Kuklev - Russia



UrbanMorphogenesis 2020  
Chelyabinsk, Russia.

## 7. Present Professionally

- Digital Presentation: Create a clean, visually appealing PDF or slide deck with all your materials. Most panels will have participants who don't understand the process, start to finish, of a mural or sculpture installation. A presentation that is easily accessible and understandable will help your pitch stand out.
- In-Person Presentation: Be prepared to speak confidently about your concept, process, and goals. Practice answering potential questions. Use simple and high level language in your responses.

## 8. Anticipate Questions

- Prepare to address concerns about budget, environmental impact, safety, timeline, and community impact.
- Pre-pitch to a colleague for feedback on your presentation.

## Pro Tips for Answering

- **Be Authentic:** Share your passion for the project and your artistic vision.
- **Be Prepared:** Know the details of your proposal inside and out.
- **Be Professional:** Highlight your organizational and technical skills.
- **Be Collaborative:** Show openness to feedback and the committee's input.

## Potential Questions

*What inspired this particular design?*

*How do you plan to make the mural culturally relevant or inclusive?*

*What challenges have you faced in past projects, and how did you overcome them?*

*What is your plan for surface preparation and protection?*

*Do you require any special equipment or permits to execute the project?*

*How do you plan to involve the local community in the project? Before, during, and after?*

*If applicable, how will you manage fundraising or additional funding sources?*

*How will you address potential vandalism or wear over time?*

*Are you open to collaborating with other artists, designers, or stakeholders?*

*What is your goal for the project?*

## 9. Collaborate and Revise

- Be open to feedback and willing to adapt your proposal to meet the stakeholders' needs.
- It is rare for an original pitch to be accepted without some modifications. Expect some small edits, and be prepared to explain why some changes won't be made.

Original design submission for the Carson City Community Center 2024 - Erik Burke



Modified design after meeting with the community art panel



Second design for the community art panel



After 3 more renditions, each one with a minor comment on the antlers, specifically how the points were angled and the distance between them, and the placement of the flowers, this was the design that was approved.



## 10. Budget

### 1. Design and Planning Costs

- Research Time: Allocate for site visits and client consultations.
- Concept Development: Time and materials for sketches, mockups, and revisions.
- Digital Tools: Costs for design software or digital rendering services if needed.

### 2. Materials

- Paint: High-quality paints (e.g., exterior-grade acrylics, spray paints) and sufficient quantities for the mural's size.
- Primers and Sealers: Surface preparation materials and protective coatings for durability.
- Brushes and Tools: Brushes, rollers, palettes, sprayers, and other specialized tools.
- Miscellaneous: Rags, tape, chalk, stencils, projector, and other auxiliary supplies.

### 3. Equipment

- Scaffolding or Ladders: Rental or purchase of scaffolding, ladders, or lifts for access to higher areas.

- Safety Gear: Hard hats, harnesses, gloves, masks, or other protective equipment.
- Lighting: Temporary lighting for working in dim conditions, if necessary.

#### 4. Site Preparation

- Surface Cleaning: Pressure washing or sanding the wall before painting.
- Repairs: Fixing cracks, holes, or uneven surfaces.

#### 5. Labor

- Artist Fees: Your time and creative work, calculated as an hourly rate or project fee.
- Assistants: If you hire helpers, account for their pay.
- Specialists: Fees for collaborators, such as graphic designers or structural engineers.
- The cost per square foot for a mural in the U.S. can vary widely based on the artist's experience, the mural's complexity, and the location.
- For emerging muralists, \$10-\$30 per sq. ft. is average. The range increases for artists based on their experience and demand and can easily reach \$100+ per sq. ft.

#### 6. Transportation

- Travel Costs: Fuel, public transit, or vehicle rental for commuting to the site.
- Delivery: Costs to transport materials or equipment to the site.

#### 7. Insurance and Permits

- Insurance: Liability insurance to cover accidents or damages.
- Permits: Fees for any city permits required to paint in public spaces or use equipment like lifts.

#### 8. Contingency

- Unexpected Costs: Add 10–20% to your budget for unforeseen expenses, such as additional materials or delays.

#### 9. Documentation

- Photography or Videography: Professional documentation of the completed mural for your portfolio.
- Marketing: Printing flyers or promoting the mural unveiling event if applicable.

10. Maintenance and Longevity

- Durability Measures: Additional costs for UV protection or graffiti-resistant coatings.
- Future Repairs: If required, include a plan or estimate for maintaining the mural.

11. Taxes

- Income Taxes: Set aside a portion of your earnings to cover taxes if the project is taxable income.

**Example Budget Breakdown**

Category	Estimated Cost
Materials	\$500–\$2,000
Equipment Rental	\$200–\$1,000
Labor (Artist + Team)	\$1,000–\$5,000
Permits and Insurance	\$100–\$500
Documentation	\$200–\$500
Contingency (15%)	Varies
Total	\$2–\$10,000+

By carefully considering these elements and being transparent with clients or funders, you can create a realistic and comprehensive budget.

Public Art and working with the community to bring stories that resonate with residents and travelers is incredibly rewarding. Learning the best practices from the inception of the idea, will help you create a pitch that demonstrates professionalism, creativity, and a clear understanding of the project's goals and how it will be accomplished.

## **NOTES**