



AVONDALE ARTS ALLIANCE

Avondale Arts Alliance's 2025 Public Art Projects - Essential Details

September 24, 2025

The Avondale Arts Alliance, a registered 501(c)(3) nonprofit, is currently seeking a total of \$25,550 for a two-part public art initiative in Avondale Estates. \$5,550 will support a utility box project in which artists will paint five utility boxes in the Downtown area of Avondale Estates. This is a project that we are launching in conjunction with the completion of the City of Avondale Estates' Main Street project. Additionally, \$20,000 will support an artist's transformation of a concrete overpass into an energetic and colorful mural which will enhance the lives of all those who pass by.

It is undeniable that Avondale Estates is home to a number of talented artists and possesses a creative and artistic community. That's evident to anyone who has visited the Avondale Arts Center, Little Tree Art Studios, Globe Arts Center, or any number of local creative businesses including Garage Door Studios, Methane, Village Music, Ronald Sachs, Fiber Parts, Backside Press, and Rail Art Studios, just to name a few. While the Avondale Arts Alliance has long made strides to bring art out from inside buildings into the neighborhood through pop-up exhibitions and events, we believe that we can contribute to the city's overall reputation as an artful destination through public art initiatives that benefit local businesses, boost the economy, encourage tourism, and pay living artists.

By transforming unsightly utility boxes into vibrant works of art, and adding a colorful mural to an often-overlooked cement overpass on a frequently walked street, we believe that the Avondale Arts Alliance can have a long-lasting impact on the city and all of those who live, work, or visit here. Accessible art, particularly when it is placed in a public setting, has numerous quality of life benefits to all those who experience it. It asserts that artists are an essential part of our community, that everyone can make an impact on the city we call home, and provides no-barrier access to artwork which can brighten the lives of all.

This public art project serves an important role in deepening the City of Avondale Estates' ties to local artists, provides a sustainable and collaborative creative outlet for local artists to work with local government, and allows the Avondale Arts Alliance to make good on their promise to bring art to everyone, regardless of whether or not they have the ability to peruse, purchase, or collect art in a more formal gallery setting.

Thank you for supporting the arts in Avondale Estates!

Isadora Pennington

President of the Avondale Arts Alliance

Director of the Avondale Arts Center



AVONDALE ARTS ALLIANCE

Avondale Arts Alliance Community Mural along N. Clarendon Budget Breakdown

Project Scope

One local artist will be commissioned to design, sketch, paint, and coordinate community work days to complete two murals on low-lying concrete barrier walls along N. Clarendon Avenue over the MARTA line near the Avondale Estates city boundary. This will beautify blighted utilitarian structures and also serve as a placemaking tool for welcoming people into the city.

Wall #1 size: 166 feet x 4 feet, total: 664 sq ft. // **Wall #2 size:** 154 feet x 4 feet, total: 616 sq ft.

Workflow and Structure

The selected artist will be paid \$20,000 in exchange for managing the entire project from design to completion.

The Avondale Arts Alliance will liaise between the artist, the City of Avondale Estates, the DDA, and Commissioner Ted Terry to ideate and implement a design that serves all entities.

The volunteer board of the Avondale Arts Alliance will also assist in any necessary prep to the walls or the ground in front of the walls, promote the project, and broadcast the news of the project to their audience and the greater community of Avondale Estates.

Artist Fees: Mural design – along with any revisions – followed by sketching, adjusting design to fit the space, painting the mural, and leading community work days

= Total: \$16,000

Supplies: Paint, primer, brushes, dropcloths, sealant and PPE

= Total: \$3,000

Contingency Fund: Buffer for unexpected expenses, including materials and weather delays

= Total: \$1,000

Total Fund Request: \$20,000

Suggested payment schedule to the artist is: 50% up front and 50% on completion of the project.



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Avondale Arts Alliance's Utility Box Project - Budget Breakdown

Artist Compensation

5 Artists receive \$1,000 each (includes paint, supplies, and labor)

= Total: \$5,000

Cleaning Supplies

Cleaning Agents & Materials (degreasers, brushes, scrapers, gloves, buckets, sponges, etc.)

= Total: \$250

Note: Cleanup labor will be performed by volunteers.

Administrative Costs

- Volunteer coordination for cleaning and prep
- RFP development and artist selection process
- Permit and city communications
- Artist communication and scheduling
- Publicity and photo documentation
- Financial tracking and reporting

= Total: \$300

Total Budget Request:

Category	Fee
Artist Fees (5 x \$1,000)	\$5,000
Cleaning Supplies	\$250
Administrative Costs (incl. prep)	\$300
Total:	\$5,550



City of Avondale Estates
21 North Avondale Plaza
Avondale Estates, GA 30002

October 1, 2025

Commissioner Ted Terry
Super District 6
DeKalb County Government, Board of Commissioners
1300 Commerce Drive
Decatur, GA 30030

Re: Utility Box Painting and Mural Project @ Clarendon Bridge

Dear Commissioner Terry:

The City of Avondale Estates agrees to accept a grant in the amount of \$20,000 for the Clarendon Mural and \$5,500 for the utility box mural program from DeKalb County. These funds will be redistributed to Avondale Arts Alliance for the purpose of project management and paying the artist. The murals will be consistent with the city's brand platform as defined in the RFP and the bridge mural will include a reference to DeKalb County.

City Responsibilities

The City agrees to:

- Contract with Avondale Arts Alliance for the completion of murals.
- Avondale Arts Alliance will be required to run a selection process for the utility box artists selection
- Any permit fees will be waived.
- Each artist will complete a sign permit to ensure that the city knows when the artist will be painting and that any regulations are clear.
- Provide in-kind support in the form of communications and marketing.
- Provide anti- graffiti xxx

AAA Responsibilities

AAA will be responsible for full, turnkey production of the three events, including but not limited to:

- Operational logistics
- Develop a call for artists.
- Get a written acknowledgement from adjoining property owner acknowledging the mural project.
- If utility box is on private property, obtain permission.
- Artist selection process consistent with the city's brand platform,
- Public relations and promotions
- Insurance, security, and policing
- AAA will give an opportunity to both the Avondale Estates Downtown Development Authority and the Board of Mayor and Commissioners to have a representative on the selection committee
- Artists contracting and payments; AAA will pay all artists and vendors directly.
- Submission of a valid W-9 for the AAA to the City

Payment Schedule

- Invoice 1. 50% can be submitted by AAA as soon as the artists are selected.
- Invoice 2. Remaining 50% at the completion of each project. It can be done as 6 invoices or batched as needed.

Additional Notes

- The City will not be responsible for any budget shortfalls

We are pleased to move forward with this partnership and look forward to bringing this cultural program to our community.

Sincerely,



Shannon Powell
Assistant City Manager
City of Avondale Estates
spowell@avondaleestates.org