



Portland Downtown Mural Grant Program - Guidelines

THEME/DESIGN CRITERIA

1. Murals on privately-owned buildings must reflect the character, culture, and history of the area/neighborhood. Murals will adhere to creative themes including:
 - a. Vintage/historic Portland (photos for reference are available through Greater Portland Landmarks, Portland Public Library Digital Commons, and Maine Memory Network). An emphasis should be reflective of the specific area/neighborhood.
 - b. Portland as a tourist destination
 - c. Abstract art
 - d. Natural beauty
2. Art and messaging will employ appropriate thematic and other relationships to the surrounding environment
3. Finished art will maintain appropriateness of scale
4. No signage or subject matter that could be construed as advertising, copy, symbols or references directly promoting any product, business, brand, organization, service or political message will be approved
5. Attention will be given to the relationship of the work to the site and the community, especially how it serves to activate or enhance the public space

SELECTION CRITERIA

All submissions will be evaluated based on:

1. Art professional's experience and qualifications; the creativity of their previous work; as well as, evidence of ability to meet design criteria.
2. The clarity of purpose behind the submission and reasons for applying.
3. The quality of the material/images supplied.

4. Ability for the project to be completed.

About Portland Downtown

Portland Downtown is a 501c4 non profit Downtown Improvement District (DID) working to stimulate a thriving, vibrant and sustainable downtown community.

About Portland Downtown Mural Grant Program

Portland Downtown offers to provide up to 75% funding for murals within the City of Portland's Downtown Improvement District. The organization has set aside funds for businesses to hire local artists in an effort to improve quality of place, deter graffiti, and enhance downtown beauty.

[Apply online.](#)



**Portland Downtown stimulates a thriving, vibrant,
and sustainable downtown community.**

*The downtown district stretches from Longfellow Square over to Franklin Street, with
Cumberland Ave its northern boundary and the waterfront its southern boundary.*

PortlandMaine.com

