

Excellence in the Arts : Entry # 32

Is your organization a 501(c)3 nonprofit?

Yes

According to your 501(c)3 letter, in what town is your official office located?

Hartford

Where will your project be performed or exhibited?

Hartford

Will this activity occur after February 1, 2023?

Yes

Are you a recent grantee?

No

Organization Name

The RiseUP Group, Inc

Organization's IRS Tax ID #

455512480

Principal Contact Name

Matt Conway

Title

Executive Director

Email

matt.conway@theriseupgroup.org

Phone

(860) 874-2114

Address

942 Main Street
Hartford, Connecticut 06103
United States
[Map It](#)

Website

<http://www.hartfordmurals.org>

Amount requested this application

\$10,000.00

What is the organization's mission/vision statement?

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Please note, Hartford Murals is the arts division of The RiseUP Group, Inc.

Hartford Mural's Mission: We are a collaboration of artists, community members, enterprises, and volunteers committed to bringing color, vibrancy, and stunning art to the streets, buildings, and homes in Hartford.

Provide a brief history of your organization and its activities.

Hartford Murals is a service of the nonprofit organization, The RiseUP Group, Inc. We are a collaboration of artists, community members, enterprises, and volunteers committed to bringing color, vibrancy, and stunning art to the streets, buildings, and homes in Hartford.

We provide an end to end service from design to execution. Our murals can be found on both private and public buildings throughout the city and include both privately commissioned pieces and publicly fundraised.

Our projects have been a mixture of self-produced and commissioned community murals and privately funded project for small businesses Bears Restaurant Group and global organizations like Cirque du Soleil.

Each of our mural projects are completed by professional artists but also include a community element that makes the impact to the local neighborhoods even bigger.

www.theriseupgroup.org & www.hartfordmurals.org

Describe the demographics of your audience/people served by your activities.

Given our murals have been throughout Hartford, each project has had minority representation or leadership in the either the development or execution of the mural. the artwork in the murals also appeal to a wide range of individuals. For example, we completed a mural honoring Roberto Clemente in the part of the city heavily represented by Puerto Ricans and in the mostly African-american north-end of Hartford our murals feature local African-american musicians/artists and Martin Luther King.

Describe your organization's governance.

RiseUP's Board of Directors includes 6 individuals that meet monthly for regular board meetings and semi-annually for board retreats. 4 of the 6 Board Members have been serving since the founding of the organization in 2012 and the other two members were voted onto the board in 2017. Our Board of Directors contributes financially and are also valuable "on-the-ground" partners for executing our various programs and projects

RiseUP is run by a small team of volunteers that execute our individual projects and youth development programs. Keeping our organization lean allows our team to deliver high value to our funders and the community we serve.

What percentage of your board makes personal financial contributions to your organization?

Female: 33%

Male: 67%

African-American: 50%

White: 50%

One of our Board Members immigrated to the USA from Jamaica and another is a first generation American who's family is from Nigeria.

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Project Name

Pop-Up Mural Day

Project Description

The city of Hartford is ripe with walls, either vandalized or in need of some color. Hartford also has a strong roots in the arts. By combining these two, Hartford Murals plans to execute a series of 5-7 murals throughout the city of Hartford on a single weekend in the summer of 2020.

The mural locations will be identified through community partners at the Hartford Business Improvement District and City's Cultural Affairs Commission, or through our relationships with landlords and building owners throughout Hartford.

These murals will bring color, creativity, and high-quality, professional art to the streets and buildings of Hartford. This type of street art can bring pride to a community and has been shown to be a catalyst for other types of art and community/economic development.

The project will include a call to artists for sketches and concepts they would paint. Submissions will be reviewed and voted on by a Committee of nine (9) people.

Project start/opening

06/19/2020

Project end/closing

06/21/2020

Project venue

Multiple locations

Project town

Hartford

Admission fees, attendance, and activity details

The project we are applying for will be Free Public Art installations. They will be on highly visible walls throughout the city and visible to thousands of individuals a day.

How do you intend to promote/market this project?

1.) Social Media Campaign - this will include a competition for restaurant gift card give-away to individual that posts all mural locations on social media. Community Partners will also share and promote.

2.) Press Release/Media Coverage- many of our previous murals have had media coverage through one of the major news outlets in CT. We plan to leverage our contacts and receive coverage before, during, and after the Pop-Up

3.) Video- record a mini-documentary of the weekend

How is your organization going to use Roberts funding?

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The Roberts Foundation will have several opportunities to be recognized. The foundation will be included as a major funder on all social media posts and press releases. We will also include the Roberts Foundation logo on The RiseUP Group's website as a major partner. We would also offer a position on the Selection Committee to a member of the Robert's Foundation Board of Directors.

What is your organization's definition of artistic excellence?

While there may be an ability to measure an artists technical proficiency in their delivery of the art, it is difficult to define what artistic excellence is. Artistic excellence is a social construct that is defined by the audience that is receiving the work. Each project has it's own form of Artistic Excellence based on the technical skills of the artist and the representation the audience feels. For example, Artistic Excellence can be seen in the portrait of Roberto Clemente in Colt Park by how real painting of Roberto Clemente looked and how much the community that surrounds the mural appreciates it.

Another way we look at the artistic excellence of our projects is the quality of the delivery of the work. Our projects use high quality paint and apply a protective coating over the murals for an additional gloss and protection from fading and graffiti.

This article supports our definition: <https://www.artsjournal.com/wetheaudience/2014/05/devining-artistic-excellence.html>

How does this project align with that definition, and how does it advance your mission?

This project aligns with our definition because we will be seeking submissions for murals from a wide range of artist with different styles and backgrounds. This will give us a variety of sketches to review and analyze for its technical skill and ability to connect to the audience.

The selection committee will consist of an official from the Cultural Affairs Commission, other professional artists, and community members. This diverse committee will be able to judge the submissions fairly and with an eye for technical ability and connection to community.

How will your audience and the community benefit from this project?

City's across the World are using public art murals as a form of revitalization. Public art murals are seen as a form of "Place-Making." Place-making turns historically dull spaces into attractive and useful destinations for residents and visitors. Our past murals have turned historically vandalized walls into beautiful pieces of art that now eliminate the need for ongoing graffiti removal and bring color and art into the community.

Our murals can also be seen as backdrops to music videos, family pictures, car club pictures, individual photo shoots, and in individuals personal pictures all over social media.

Hartford is on the edge of a revitalization and bringing more public art into the city makes it a more attractive place for the current residents and people who work there but also for the thousands more that will be moving into Hartford over the coming years.

How will this project be evaluated?

The project will be evaluated by the Selection Committee and the community after during and after the murals are complete.

The success will be determined by the community engagement and interaction the murals create, through social media pictures to media coverage.

We believe success can be determined by executing 5-7 murals during one collaborative weekend is an accomplishment in itself. The collaboration and fundraising that it will take to make sure these projects take to execute is a feat to be celebrated.

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Cover letter

- [RobertFoundationCoverPage.pdf](#)

Board list

- [RiseUP-Board-of-Directors.pdf](#)

IRS 501(c)3 determination letter

- [RiseUP-IRS-Determination-Letter.pdf](#)

Financial statement

- [RiseUP-Organization-Budget.pdf](#)

Last year operational budget

- [RiseUP-Organization-Budget1.pdf](#)

Current year operational budget

- [RiseUP-Organization-Budget2.pdf](#)

Balance sheet

- [Balancesheet_n_a.pdf](#)

Project budget

- [2020-Pop-Up-Mural-Budget-Sheet1.pdf](#)

Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

No

Other materials?

- [Hartford-Murals-Portfolio.pdf](#)

We are a small but mighty volunteer nonprofit. We accomplish our goals through individual projects and initiatives that are designed and developed by our board of directors and volunteers.

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Because our work is done through volunteering we are able to have a much larger impact on the community with the dollars we spend since we don't have expensive overhead for salaries or rent.

Have you contacted the Executive Director by email or phone to discuss this proposal?

Yes

Is your cover letter signed by your senior executive? on your letterhead? with your official office address?

Yes