

Excellence in the Arts : Entry # 92

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 August 1, 2023?

Yes

Are you a recent grantee?

Yes

Enter your Report Code

398751-Roberts2020

Organization Name

The RiseUP Group, Inc

Organization's IRS Tax ID #

455512480

Principal Contact Name

Matthew 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.ctmurals.com>

Excellence in the Arts : Entry # 92

Amount requested this application

\$12,186.00

What is the organization's mission/vision statement?

Our organization is going through a rebranding. At original founding we focused on youth development and our mission statement was "Empowering youth to be the catalyst that uplifts and inspires their community." Over the past several years RiseUP has positioned itself as a placemaking and public art organization, still focused on uplifting the community. Our new mission statement is:

"Empowering communities to imagine what's possible, through public art and education"

Provide a brief history of your organization and its activities.

CT Murals is a project started by the non-profit, The RiseUP Group, in 2015 to create public art that is inclusive and accessible for anyone. We have completed over 25 mural projects throughout Greater Hartford, we've worked with 15 local artists, 20 partners and hosted 300 plus volunteers to help paint our murals.

CT Murals creates public art through donations, grants, and community goodwill.

We support artists, cities, other nonprofits, companies, and local community members in making their mural projects come to life. We help create the vision and manage the entire process to beautify communities through public art.

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

Our public art is inclusive and accessible to anyone.

We serve:

- Local artists from the Hartford area with a focus on providing minority artists with opportunities for paid public art projects
- Minority youth in Hartford through our engaging public art projects
- Community members that live in the individual neighborhoods we produce our public art
- Any travelers that passes by mural

Describe your organization's governance.

RiseUP has a small but mighty board that is active in continuously communicating with each other. We host quarterly, virtual board meetings and have had 100% attendance during 2020. All of our board members have made both financial and personal volunteer time commitments to our organization.

Describe the diversity of your board.

RiseUP has a 7 member board of directors:

4 out of 7 members African American/Black

1 board member is an immigrant

3 out of 7 board members are Black Females

Excellence in the Arts : Entry # 92

3 out of 7 Board Members are originally from Hartford

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

100%

Project Name

Inspiring Creativity Mural

Project Description

This mural will be a large-scale, highly-visible, and inspiring piece of work. The mural is meant to celebrate Hartford's creativity and artist community. The location is strategically chosen for its proximity to Artspace, which is home to many local artists, and as a major entry point into the Capital city.

The artistic vision for the project is to inspire the youthful imagination and creativity many of us have inside. It is meant to pay homage to the creatives that call Hartford home while encouraging others to explore their creative side. The papers hanging in the background will be filled with short poems and creative ideas, some will be blown with the wind while others will be realized into new songs, paintings, dances, or revolutionary inventions.

The mural also depicts a girl writing a song on a Royal Typewriter, which had a massive manufacturing facility in Hartford's Parkville neighborhood.

Total estimated project budget

\$14,423.00

Project start/opening

05/08/2021

Project end/closing

06/05/2021

Project venue

Asylum St/Union Station

Project town

Hartford

Admission fees, attendance, and activity details

The project will be free to the public and will be enjoyed by the community and travelers for at least a decade. We will host an unveiling ceremony in collaboration with all of our partners and funders. The unveiling will also be live-streamed virtually.

Unveiling date is still not determined due to COVID uncertainty and final administrative approvals at DOT but the expected unveiling date is in Late Spring 2021.

Excellence in the Arts : Entry # 92

How do you intend to promote/market this project?

- City of Hartford's "One Hartford" Newsletter
- RiseUP's newsletter distribution list
- Social Media platforms
- Press Releases to all major news outlets
- Other local art publications
- Word of mouth

How is your organization going to use Roberts funding?

The funds will be used compensate the artist and purchase supplies and materials for the project. Funds may also be used to hire videographer/photographer to professionally capture and document the evolution and painting of the mural, hire local musician/DJ to perform at the unveiling ceremony, and purchase a plaque to memorialize the mural.

Total Request: \$12,186

Local Artist: \$8,500

Local Photo/Videographer: \$500

Painting Supplies: \$2,436

DJ/Musician: \$500

Plaque: \$250

How will Roberts support be recognized?

- 1.) Roberts Foundation will be recognized as primary sponsor on the plaque that will memorialize the mural
- 2.) Social media post recognition
- 3.) Press Release recognition
- 4.) (Once our website is updated) Recognition on website as major funder/sponsor

What is your organization's definition of artistic excellence?

Artistic excellence is able to tell a thoughtful story to an audience in a captivating and professional way. Artistic excellence is demonstrated through mastery of technical skill and also a mastery in visually representing a story and connecting the viewers into the art.

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

This project is meant to motivate and inspire more creatives. It tells a story that so many of us can relate to and that is some of our ideas blow in the wind but others stick and are expanded on. The artist, Corey Pane, is a muralist with a world-wide

Excellence in the Arts : Entry # 92

stretch having completed murals on several continents. Corey is master artist that is an expert in the aerosol painting technique.

This level of artwork on such a prominent wall and across the street from Artspace is meant to inspire the next generations of creatives to also elevate their own work and continue to strive for more.

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

This mural will be placed on one of the major entry points into Downtown Hartford and be viewed by thousands of people daily (post COVID). The wall is located along a wall that sits next to the FastTrack, I-84 on/off ramp, Union Station, and Artspace.

The location for this particular piece was strategically selected because of its proximity to Hartford Artspace, an affordable apartment building for working artists and studio/gallery.

Benefits include:

- At least 12 youth from Greater Hartford Academy of the Arts will have their poems and lyrics featured on the mural
- Thousands of people will see the mural daily
- Mural will inspire creatives all over the Capital region and particularly those that live at Artspace
- It makes the environment around Artspace more relevant to the creativity that happens in the building
- Continues the campaign to beautify Hartford's walls with culturally relevant and high quality pieces of public art

How will this project be evaluated?

- The true value of the mural will be measured by the communities reaction to the work of art. Art has the power to produce a ripple effect that can't be measured. We hope that this mural brings a profound impact on the emotions and inspiration of young and aspiring creatives all over our Capital region.
- Here are some quotes from our MLK mural in Manchester that we hope to replicate similar response for in this mural:

"Turning the corner yesterday on MLK day and seeing this iconic figure plastered on the outside wall of the Mahoney building brought me to tears. I was overjoyed and extremely happy to be Black and know I am a part of the solution that is taking place," said Recreation Senior Supervisor Calvin Harris.

Diane Kearney, Director of Equity and Adult Education, "I felt a sense of validation. And I felt respect for the people of color within this community. I can tell that it was done with such professionalism and thought. It makes me proud to live in this community."

Cover letter

- [Roberts-Foundation-CoverLetter.pdf](#)

Board list

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

IRS 501(c)3 determination letter

- [IRS-501c3-2012.pdf](#)

Financial statement

- [IRS-990-EZ-2019.pdf](#)

Excellence in the Arts : Entry # 92

Last year operational budget

- [RiseUP-Organization-Budget-2021.pdf](#)

Current year operational budget

- [RiseUP-Organization-Budget-20211.pdf](#)

Balance sheet

- [Balance-Sheet.pdf](#)

Project budget

- [Roberts-Foundation-Budget.pdf](#)

Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

No

Grant Report

- [The-RiseUP-Group-Inc-Grantee-Reporting-Form.pdf](#)

Other materials?

- [StateRepLetterofSupport.pdf](#)
- [Imagination-Mural-wall_sketch.pdf](#)
- [CoCA-Letter-of-Support-for-Matt-Conway.pdf](#)

Note on balance sheet:

RiseUP's only reportable assets/liabilities are our checking account. We don't hold any reportable assets at the moment.

Note on project start and unveiling date:

We have received written approval from the City of Hartford and State Representative that sits on Transportation Committee (see additional attachments). We are still waiting on final written approval from the State DOT which is a standard process once the municipality approves project. This approval should come in the net 30-60 days and then we can confirm our final project start date and unveiling date.

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?

Excellence in the Arts : Entry # 92

Yes