

Excellence in the Arts : Entry # 228

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

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Phone

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Address

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

Website

<https://https://theriseupgroup.org>

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Amount requested this application

\$20,300.00

What is the organization's mission/vision statement?

To empower communities to imagine new possibilities through public art and education.

Provide a brief history of your organization and its activities.

RiseUP was founded in 2012 as a youth development and mentoring program aimed at helping youth develop the skills needed to be the catalysts that inspire and uplift their community.

We launched RiseUP University as an after-school and weekend program that connected youth with mentors and career coaches. The program also required youth to commit to community service. In 2015, the RiseUP University youth cohort decided to paint a large-mural in Hartford as part of their major service project. After that first mural, the RiseUP for Arts program was born.

RiseUP for Arts has grown to be the State of Connecticut's only state-wide public art nonprofit.

In addition to public art, RiseUP for Arts is still focused on youth development in each community mural project. RiseUP also partners and organizes creative placemaking experiences across Connecticut.

RiseUP for Arts 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 100 mural and placemaking projects (and counting) throughout Connecticut, we work with 50+ local artists, partner with 100's of communities and organizations and host 1,000+ volunteers per year to help paint our murals. RiseUP for Arts 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.

The artists are one of our biggest stakeholders that we support.

66% of the artist we've worked with have been artists of color w/ over \$500k going into creatives of color pockets since we began doing public artwork.

The best thing about our public art is it is completely community inclusive and accessible for everyone. This allows everyone living, visiting, or working in Hartford to enjoy our public art.

Describe your organization's governance.

RiseUP's board of directors is made up of 7 individuals that meet monthly. We require 5 board members to make up a voting group.

The board reviews organizations financial position, our program pipeline, and discuss long-term strategic goals.

The board is broken into a Finance committee, events and outreach committee, and an Executive Committee.

Describe the diversity of your board.

57% of our board members identify as individuals of color.

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1 board member is an immigrant from Jamaica

1 board member is a first generation American w/ both parents from Nigeria

3 board members are board and raised in the North End of Hartford

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

100% support financially and 100% also contribute volunteer time to the organization

Project Name

New England's Tallest Mural

Is this project related to the Visual Arts?

Yes

Will the artists associated with this project be financially compensated?

Yes

Project Description

Shelbourne Global, Axela Group, RiseUP for Arts and artist Michael Rice are partnering to complete a ~10,000 square foot mural on the South facing wall of the The Millennium Apartment building at 50 Morgan Street. This mural will become the tallest mural between Boston and New York City and one of the largest in the region. This mural is an opportunity for Hartford and its buildings to stand out as one of the leading innovative and creative Cities in the entire region. **The Millennium Apartments have committed a donation of \$50,000** toward the project and the city of Hartford/Greater Hartford Arts Council have committed an additional \$50,000 toward the project.

Total estimated project budget

\$120,300.00

Project start/opening

03/15/2023

Project end/closing

05/31/2023

Project venue

Millennium Apartments

Project town

Hartford

Admission fees, attendance, and activity details

Free to public

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How do you intend to promote/market this project?

We are developing a strategic marketing plan and will be contracting with a professional PR firm to build the strategy.

As one the largest piece of public art this region has ever seen, we want to be sure that our marketing strategy gets the correct attention, highlighting all that have helped the project come to fruition.

How is your organization going to use Roberts funding?

The Roberts Foundation funding will be used to compensate the artist for the project. We expect to pay the artist around \$48,000 for this project, excluding any material, paint, or admin costs.

How will Roberts support be recognized?

Roberts foundation will be 1 of 3 major sponsors of this project. This will give the Roberts foundation the same level of recognition as a funder as Greater Hartford Arts Council and Shelbourne Global.

This will include but is not limited to:

- 1.) Press Conferences
- 2.) Social Media recognition
- 3.) Recognition on webpage being built specific for this project
- 4.) Recognized in all print and email marketing

What is your organization's definition of artistic excellence?

Artistic Excellence demonstrates the mastery of skills and techniques, professionalism in process and presentation, demonstration of taking a vision to reality that sparks emotions.

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

This project will not only be the largest mural around but the skill level and style of the artist painting is something Hartford hasn't seen before.

Michael has demonstrated his exceptional ability locally with incredible large scale murals at Hartford Stage and a hyper realistic Parrot breaking through a wall on Park Street.

This mural will truly cement the Greater Hartford region as an arts destination and this mural is expected to attract thousands of new visitors to come and see.

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

Benefits of this Public Art Project

Covering the neighborhood with professional street art will inject additional energy into Hartford and surrounding areas that compliments the current developments happening to revitalize Hartford. Studies have shown that public art and murals strengthen a community's identity and have tremendous cultural and economic benefits.

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In addition to the neighborhood benefits, localized public art also supports the local creative workforce by creating work opportunities that local artists would otherwise need to travel far distances or move out of the community to have. These mural projects will pay local artists living and competitive wages to complete the murals.

How will this project be evaluated?

Evaluation will be measured by hitting our project deadlines and staying on budget. In addition, we will execute the mural exactly as intended and with the community appreciative and excited about even more possibilities to come.

Cover letter

- [Roberts-Foundation-Cover-Letter.pdf](#)

Board list

- [RiseUP-Board-list-2022.pdf](#)

IRS 501(c)3 determination letter

- [IRS-501c3-20121.pdf](#)

Financial statement

- [2020_990-Tax-Return-RiseUP.pdf](#)

Last year operational budget

- [RiseUP-Org-Budget-2022- -grant-applications.pdf](#)

Current year operational budget

- [RiseUP-Org-Budget-2022- -grant-applications1.pdf](#)

Balance sheet

- [StatementofFinancialPosition_balance-sheet-092022.pdf](#)

Project budget

- [Budget-for-50-Morgan.docx](#)

Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

No

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Does your organization have a formal policy or organizational commitment to ensure that visual artists are financially compensated?

No

Grant Report

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

Other materials?

- [50-Morgan-Mural-Proposal_fundraise.pdf](#)

A note about Visual Artist Compensation...

RiseUP for Arts was founded on providing artists with highly competitive payments for their work. We have kept an extremely lean overhead organization because we were run by volunteers so Artists have always been the priority in being paid.

We don't have a formal policy written yet because it has just been in our DNA as an organization.

Also- this will be one of the first (and largest) projects as part of the Hartford Creates public art initiative.

Note on Financials: RiseUP is in a rapid growth period and finally reaching a point of sustainability. Since 2019, RiseUP has grown 10x from a \$50k operating budget to investing over \$500,000 in public art projects in 2022.

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