Creative Equity Mural Project

Presented by

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Buncombe County Strategic Partnerships

Board of Commissioners Meeting 3/21/23
Equity Mural Project Overview

Call for artists submissions seeking original mural art to be placed on county property and/or facilities: buncombecounty.org/equitymural

Goals:
1. Pilot a public art program
2. Align with Buncombe County’s core value of Equity
3. Enhance a culture of diversity, equity, inclusion and belonging
4. Beautify public spaces and facilities

Theme:
• Reflect the people and place of Buncombe County and incorporate concepts related to racial equity, reconciliation and restoration
Timeline

- **Call for Submissions**: October – November 2022
- **Review**: December 2022 – January 2023
- **Awards**: February – March 2023
- **Implementation**: April 2023
Selection Committee

- Alexandra Duncan, Public Libraries
- Betsey Brown, Air Quality
- Christopher Menjivar, Human Resources
- DeWayne Barton, Asheville Creative Arts/Hood Huggers International
- DK Wesley, Assistant County Manager
- Drew Reisinger, Register of Deeds
- Hannah Legerton, Justice Services
- Karli Stephenson, City of Asheville
- Katie Cornell, Arts AVL
- Mike Mace, General Services
- Rachael Sawyer Nygaard, Strategic Partnerships
- Rasheeda Hall, Communications & Public Engagement
Selection Criteria

• **Reflection of the people and sense of place in Buncombe** – Artwork reflects the history, people, places, community values, and/or culture of Buncombe County.

• **Reflection of racial equity, reconciliation and restoration** – Artwork reflects systemic racism and themes of hope, resolution, redemption, reconciliation and/or restoration.

• **Positive contribution to community appearance, aesthetics, enhancements and/or character** – Artwork would have a positive impact the physical space/facility where it is placed.

• **Vendor experience and capacity to implement project** – Submitter (and collaborative partners if applicable) demonstrate the ability to deliver the project as proposed.

• **Project implementation** – Reasonable plan for carrying out the project, including cost, timeline, materials, durability, etc.
By the Numbers

21 Submissions
12 Selection Committee Reviewers
5 Review criteria
5 Finalists
3 Awards
Mural Locations

Register of Deeds building at 205 College St.

Hilliard St. Wall behind the Tax office at 94 Coxe Ave.

Exterior of Parking Deck at 164 College St
Selected Artists

Gabriel Eng-Goetz
Artist/Designer/Creative Director
Register of Deeds Building

Leslie Reynalte-Llanco
Sketchonic Design
Hilliard St. Wall

Jared Wheatley
Indigenous Walls Project
College St. Parking Deck
Gabriel Eng-Goetz

Sample work

Register of Deeds Building

• Will engage an advisory board & gather community input from nearby neighborhoods to inform the design
• Project includes mentoring an artist apprentice
Leslie Reynalte-Llanco

Draft design

Hilliard St. Wall

- Eres un orguilo Latino/Latin pride design
- Working with advisors Gus Cutty & Kathryn Crawford in partnership with Arts AVL as fiscal agent
Jared Wheatley

College St. Parking Deck

- Communal Basket concept, part of Indigenous Walls Project
- Will engage Eastern Band of Cherokee Indians on syllabary and design input
# Funding Source

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Local Assistance and Tribal Consistency Funding adopted for public art (12/5/22)</td>
<td>$153,438</td>
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<tr>
<td>Creative Equity Mural Project</td>
<td>- $98,217</td>
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<tr>
<td>Remaining funds for future public art projects</td>
<td>$55,221</td>
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Next Steps

• Artists will coordinate community engagement and secure County approval for finalized designs
• Artists will install murals within 12 months
• County will promote the works as part of the overall Creative Equity Mural Project
• County will provide maintenance as needed and display murals for a period of at least 5 years