



February 7, 2025

Municipality of Thames Centre
4305 Hamilton Rd, Dorchester ON, N0L 1G3
ATTN: David Barrick, CAO

RE: Mural Project

Dear David,

Thank you for speaking with me recently about the potential mural project in Thames Centre. Please find attached a quick overview of the process, costs, and timeline.

Our company is dedicated to attracting the best artists in the country to paint spectacular murals that serve to boost the economic and cultural development of communities. This kind of artwork is both highly visible and long-lasting; as a result, we take great care to consider the locations, artist styles, and the designs. When organized well, the murals help to tell the story of a place and draw visitors to a community – and we love making this happen!

Once you have a chance to review the details, please let me know if you have any questions. We look forward to working on this new project for Thames Centre.

Sincerely,

Andrew Gunn

President,
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Municipality of Thames Centre – Mural Project

Thames Centre is an attractive rural community in southwestern Ontario. In cities, there are typically many buildings with walls suitable for murals of various sizes. Conversely, in rural areas, there are usually fewer obvious walls for murals, but this presents the opportunity to imagine unique ways to add this sort of high-impact artwork to the community.

Our process in Thames Centre would include the following:

- Identify the best possible locations for murals with a view to visibility as well as potential economic and cultural impact – murals should be installed in spots that allow for memorable photos, plus the possibility of new events and tours;
- Collaborate with property owners to determine the size and scope of the artwork;
- Attract the best artists for each location and work with the property owners and funding partners to develop mural designs that maximize the impact;
 - Assemble the funding required to make the projects happen;
 - Support the artists through the actual mural production process, including wall preparation, arranging equipment, and project wrap-up;
- Work with artists and local partners on social media storytelling to raise the visibility of the artwork and the community as a whole

Costs & Timeline

Our aim is to install 3 to 5 landmark murals in Thames Centre over the next eighteen months. This timeline allows for fundraising, concept design development, and the actual painting.

Our fee: \$8000 + HST

Development of mural concepts by professional artists: \$4000 + HST

Total: \$12,000 + HST

Additionally, we would request initial funding support for the murals – specifically, \$2000 per mural for up to five murals & therefore a maximum of \$10,000.

The reason for this request is simply that private sponsors are far more likely to boost these projects if there is some baseline support from the municipality.

If there is interest in moving forward, we would send an invoice to the municipality for our fee and the concept design development. Subsequently, we can share copies of the artist invoices to document how the concept design funding is spent. Once we have locations, designs and funding confirmed for each mural, we would then request the \$2000 for each piece.

This approach will put us in a position to curate an excellent mural project for Thames Centre! We are not interested in lower-cost approaches, as this would lead inevitably to weaker results.

Investing appropriately in the process is essential, as murals should last for fifteen years or more – and considering this timeline, the artwork should be spectacular!