

Beautification in Action Grants

Cristen Crujido
Art Collections & Beautification Coordinator





Presentation Overview

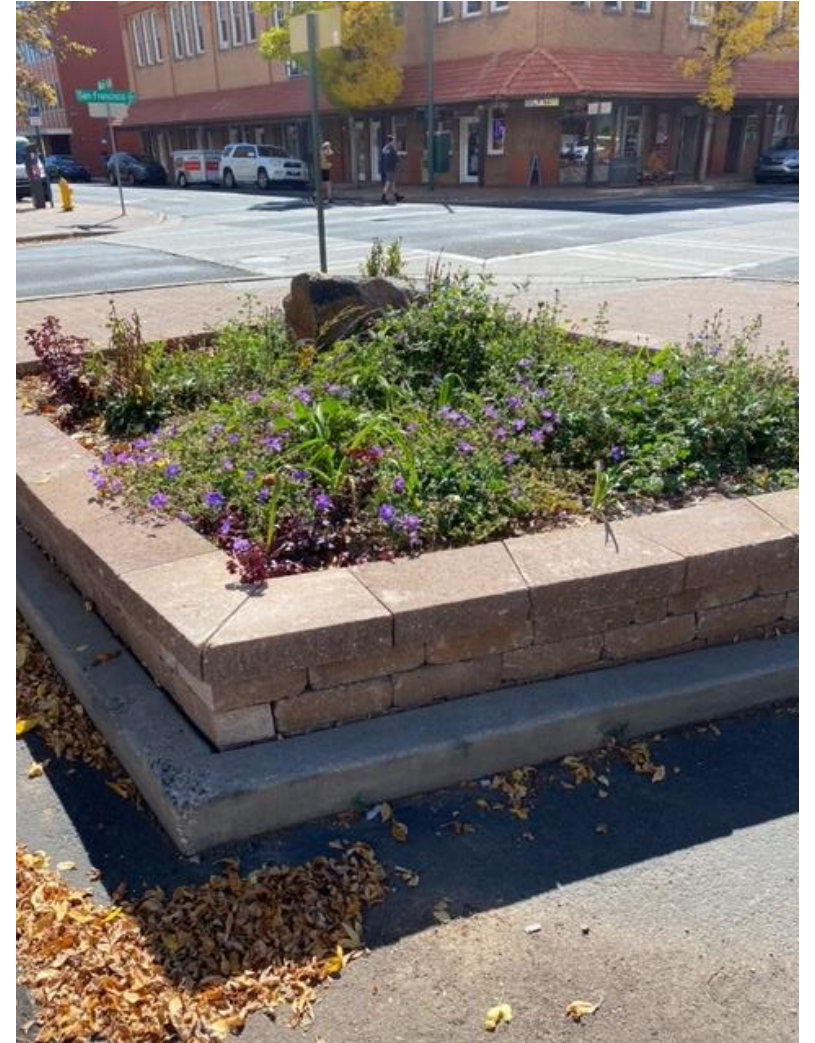


- Background & Guidelines
- Outreach & Application Process
- Program Goals
- Recently Completed Projects
 - Highlight CoF Goals & Policies
 - Highlight Key Community Priorities



What are Beautification in Action Grants?

- Mini-grants for **publicly accessible and publicly visible** art and beautification projects that “beautify” our built environment.
- Funded by the Bed, Board & Beverage Tax (BBB Tax) generated by Flagstaff’s hotels, motels, bars and restaurants.
- Up to **\$4500 is available per project**





What are Beautification in Action Grants?

- **Public Art**
 - Murals, mosaics & sculptures
- **Landscaping Projects**
 - Community or pollinator gardens
 - Corner site or block improvements
 - Benches, pathways & flowers

Must create a physical project.





Who Can Apply?



- Artists
- Individuals
- Community Groups
- Local Businesses
- Schools
- Nonprofit Organizations

When in doubt, reach out!



Application Process



- Complete a brief application
 - <https://flagstaff.az.gov/4411>
- Deadlines: September 15 & March 15

Staff can provide help every step of the way!



Program Goals



Continue to

- Expand grassroots marketing/PR
- Foster community capacity & assist grant applicants
- Diversify scope of applications

Small projects with a BIG impact!



BIA Projects



Grant Recipient: Joel Geist



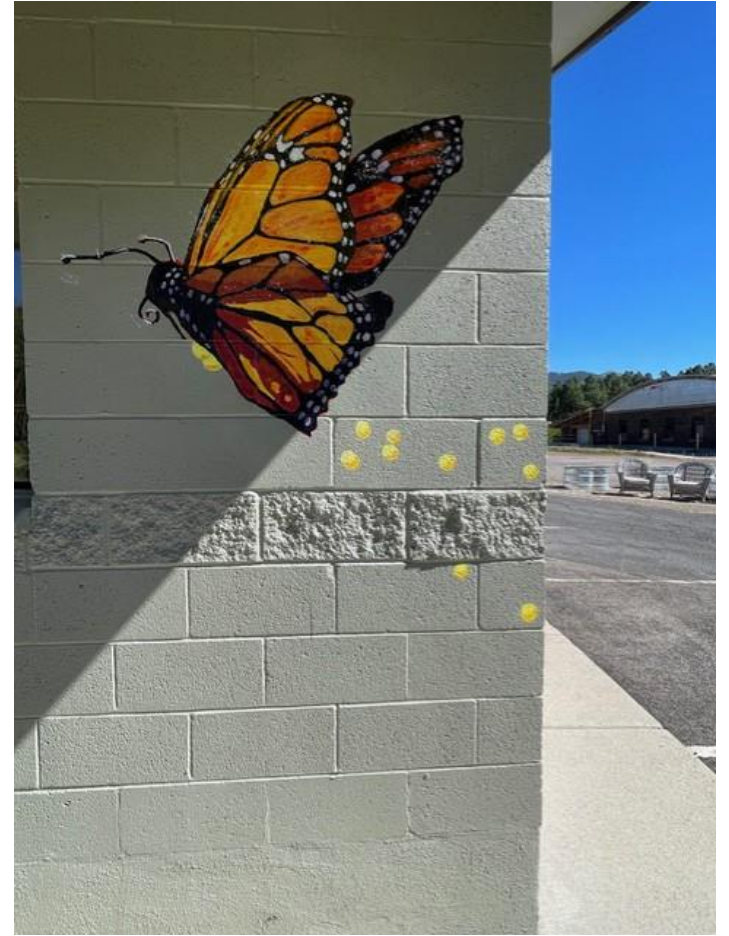
BIA Projects



Grant Recipient: Flagstaff Leadership Program



BIA Projects



Grant Recipient: Terra BIRDS
Artwork by Robert Chambers



BIA Projects



Photo: Rachel Gibbons, Arizona Daily Sun

Grant Recipient: W.F. Killip Elementary School



BIA Projects



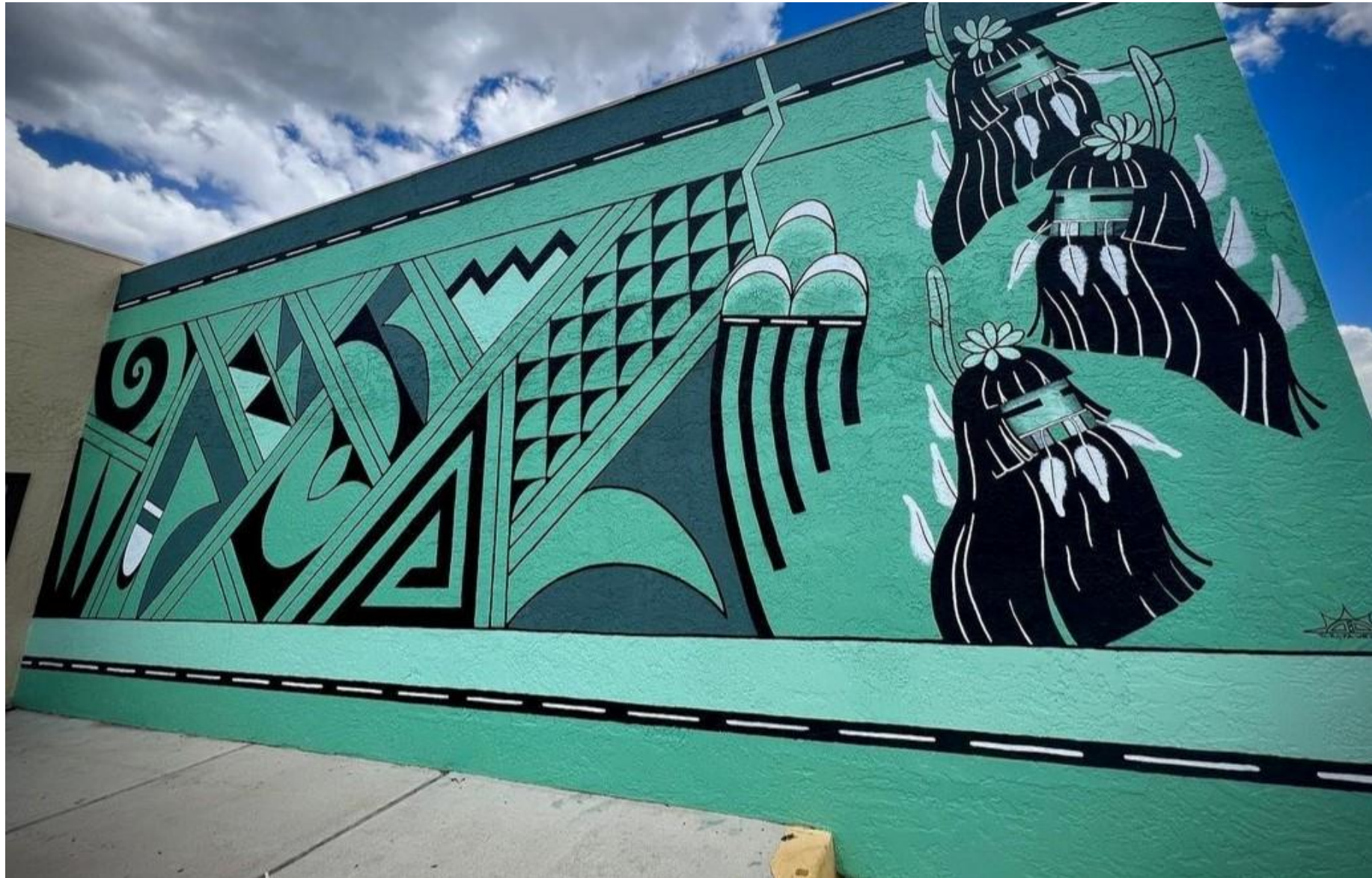
Grant Recipient: Margaret Morson
Artwork by Jill Sands



Grant Recipient: Flagstaff Downtown Business Alliance
Artwork by Dana Kamberg



BIA Projects



Grant Recipient:
Chocolita Chocolate Café
Artwork by Duane Koyawena



Outreach



Apply for a Beautification in Action Grant!



Enliven Flagstaff's public spaces through art & beautification projects.

Artists, community members/groups, schools, local businesses and nonprofits are eligible to apply. Grants of up to \$4,500 are available.

Deadline: March 15 & September 15 at 5 p.m.

To apply or to learn more, visit Flagstaff.az.gov/4411 or scan the QR code.



Beautification in Action grants are funded by the Bed, Board and Beverage (BBB) tax.

Expanded PR & marketing efforts

- Solid coverage in local media outlets
- Direct email campaigns (400+ subscribers)
- Social media platforms & partner emails
- Flyer distribution
- KNAU underwriting



2024 BIA Projects



10 Projects!

Flagstaff Family Food Center Garden & Mural

A welcome garden oasis featuring farm-to-table opportunities for the community and increasing food access in a vulnerable population.

Wildflower Meadow Maze

A garden maze featuring wildflowers and flowering shrubs to be enjoyed by Willow Bend Environmental Education Center visitors.



Bushmaster Park Community Fruit Orchard

Lasting, local, and sustainable food production that supports biodiversity and ecosystem resiliency.



2024 BIA Projects

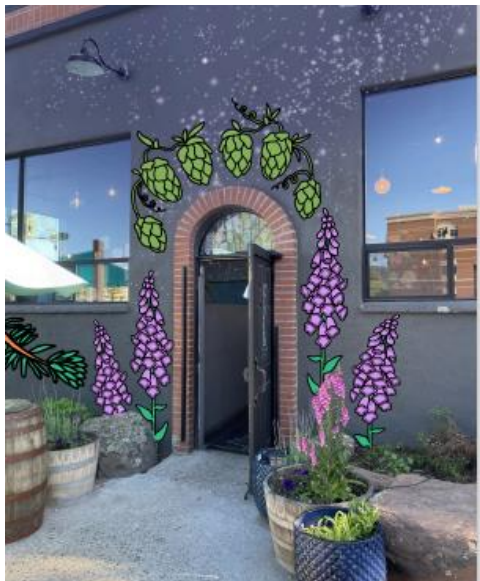


Little Free Libraries for Sunnyside

Five locations to foster community connections and help those challenged with access to books.

NAU Utility Box Wrap

Pilot project to transform a drab utility box with artwork by a student or professional artist.



Dark Sy Brewing Beer Garden Mural

A colorful mural to create year-round community enjoyment in a newly expanded space.

Texas Roadhouse Utility Box Wrap-Flagscape

Kitschy desert images will adorn a highly visible utility box on Route 66.



2024 BIA Projects



Canyon Colors Collaboration

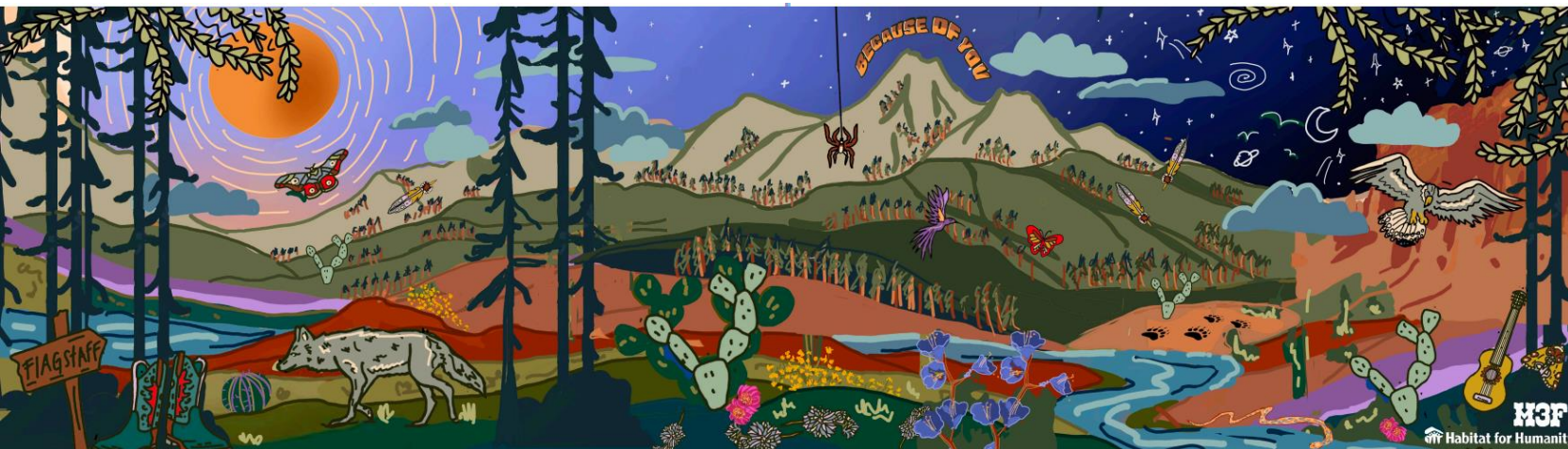
A vibrant mural on the Habitat for Humanity building featuring the breathtaking beauty of Flagstaff's high desert landscape.

Historic Train Rail Bench

An artistic bench made from century-old rails that captures Flagstaff's train heritage to be installed at the Visitor Center.

Sunnyside "Sunflowers in Bloom"

A resident-initiated project designed to enliven Sunnyside using youth-created public art amalgamated with technology.



Canyon Colors Collaboration by Molly Keen



Discussion, Comments



Questions?

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Art Collections & Beautification Coordinator

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BAS Program Logo

Jana L Weldon, Program Manager





Program Logo – Variable images



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Sample with other Logos



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Discussion, Comments & Swag



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