

Yarmouth Façade and Mural program 2022 outlook and review.

**Proud Participant
Façade Improvement Program**



What we accomplished in 2021

- Façade Projects:
- South Fresh Mart: exterior overhaul
- Printer Works, 513 Water st – siding, garage door, lighting, windows.
- Curl up and Dye, 5 Parade street. Complete exterior improvements.
- Ryan's Electrical Water Street: Mural, lady of the sea.
- Octopus Garden student Mural RBC building Main/Brown

5 Parade Street, Before:



5 Parade Street: After



5 Parade Street.



5 Parade Street: After.



Printer Works, Water Street Yarmouth (After)



Murals/Public Art

- Octopus Garden
- Lady of the sea

Danielle Mahood, Ryan's Electrical. Water St.



In partnership with AGNS Arts Smart. Student Mural.



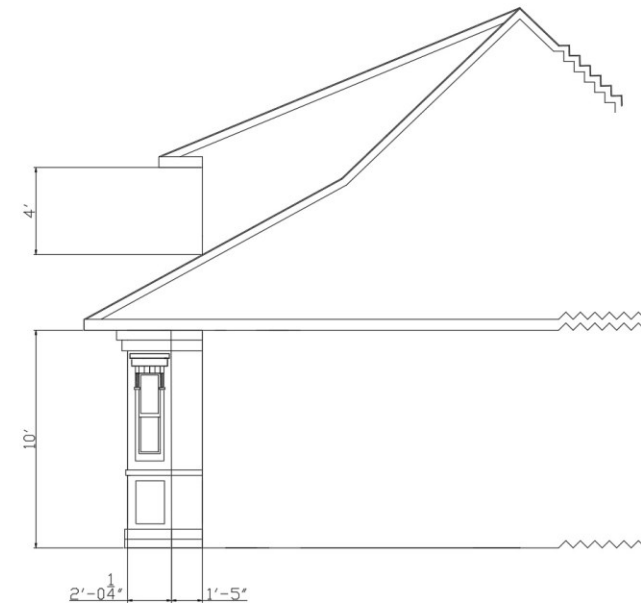
What's to come for 2022 (confirmed)

- 500 Main st. Complete exterior renovation and overhaul - approved
- Ice Works – ongoing discussion of priority. Plans for both sides of building.
- Greco Building (mural discussions) south side.
- See later slide for more potential projects.

500 Main Street project. Has been approved.



500 Main Street. Draft rendering.



Prospective Artists for Murals

- Troy Lovegates
- Danielle Mahood
- Kristen De Palma
- Talking Wall Designs x KDP Letters
- Track Side
- Special Project with AFN.
- Others coming in with equiries

Troy Lovegates: International Mural Artist.
Internationally Published and Featured in the
world's largest art publications





Kristen De Palma (KDP Letters) work examples and concepts.





Halifax based
artist, Kristen
De Palma .

Talking Wall Designs with KDP Letters – collaborative concept mural.

Vintage-inspired Lobster Label

- A tribute to Yarmouth's history, having been home to the province's first commercial cannery
- Bringing an authentic Yarmouth lobster label to life from the Nova Scotia Archives



Handpainted quote: *"My life, my love and my lady is the sea"*

- An artistic ode to the essence of Yarmouth, a seaside town
- Bold, beautiful letters overtop a simple seascape background



Danielle Mahood potential concepts



Danielle Mahood concept.



“Target” Locations for façade improvement.

- 259 Main St., Old Salvation Army building.- Strong probability of happening in 2022 if they can sell property. Price greatly reduced.
- 9 Cliff St/261 Main St. Rendering done in 2018, no application in but going to push for 2022 season.
- 372 Main St. One civic done. 3 more Civics are incentive for for buyer to upgrade the façade of the building.
- Others who have not yet applied? Will be checking in through March.
- Signage enhancements for several locations.
- Ice Works.
- Greco Building.

Façade Signage Program

- \$2000 for signage upgrade is allocated. \$500 per project. Potential to grow this to \$4000 and 8 projects.

Budget Forecast for 2022/2023

- I would expect to allocate approximately \$30,000 to façade, \$2000-4000 to signage and \$30,000 to murals. Total forecast approximately is \$64,000. This does not include any potential advertising, reach out and community engagement projects and associated costs. We currently have \$40,000 remaining in the current fiscal budget. The Yarmouth Façade and Murals Committee is excited to continue its' strong relationship with the town of Yarmouth.
- I am communicating on behalf of our committee, with their unanimous approval seeking additional funding for our 2022-2023 season. The committee respectfully is requesting \$35,000. This will allow partial funds for the 2023 expenses as well.

AGM Feb 24th – filling open board positions

- 4 applicants to join the committee
- Filling of committee officer positions
- Getting out to businesses to promote and encourage involvement in the program
- Public outreach to get people excited about façade improvements – door to door campaign.
- Public outreach to get people excited about public art and murals (100 good potential locations in the current corridor).

Thank you for your time

- End