**Grant Program Q3 2024 Application Detailed Project Proposal**

The Town of Pineville seeks funding to create a vibrant, collaborative community mural aimed at boosting traffic to our downtown businesses and enhancing community engagement among our residents, thereby bridging the divide between long-time locals and newcomers in our close-knit community of 10,000 people.

Located just south of Charlotte, North Carolina—one of the fastest-growing cities in the United States— the Town Pineville has seen an influx of new residents over the recent years which has created a significant divide between long-time locals and newcomers. This mural will be strategically positioned in the heart of Downtown Pineville, symbolizing unity and inclusivity for all residents, and will utilize the community’s residents to create the mural.

We are excited to collaborate with local muralist, Russ Petty, whose extensive experience in creating collaborative artwork in schools and various locations throughout the Charlotte area has made him the ideal choice for this project. Russ believes in the power of community collaboration; he will design the mural's outlines and invite residents to paint alongside him, fostering a sense of ownership and pride in the final product and combining both long-time locals and newcomers to Pineville. The mural will feature the phrase "Welcome to Pineville," with each letter artistically filled with hand-painted historical artifacts, images, and personal contributions from our local residents, who will work directly with Russ Petty and the Town of Pineville to paint on the collaborative mural.

Research shows that businesses showcasing art, such as murals, experience up to a 42% increase in acknowledgement and far more foot traffic and sales compared to those without art. This project aims to leverage this insight to invigorate our downtown area, which is home to many women-owned businesses and minority-owned business.

Our project has three primary goals:

1. Fostering Community Unity: We aim to dissolve barriers between long-time Pineville residents and newcomers, encouraging interaction and understanding while they collaborate on one large artwork piece for the Town.

2. Driving Economic Growth: By enhancing the aesthetic appeal of our downtown, we hope to attract more visitors and customers, ultimately benefiting local businesses and economy of the Town.

3. Promoting Inclusivity: We aspire to create a cohesive community space that transcends social class, ethnicity, age, and length of residence where residents are proud to admit they live in Pineville, North Carolina.

To support this initiative, we will engage our local hardware stores—including Lowe’s, Sherwin Williams, and Home Depot—to donate paint supplies. Additionally, our Pineville Public Works department will assist without required payment by power washing and applying a base coat to the mural area, ensuring a well-prepared canvas for this community-driven artwork.

The proposed mural project in Pineville represents more than just an artistic endeavor; it is a powerful initiative aimed at revitalizing our community, fostering unity, and driving economic growth. By bringing together residents from all walks of life—whether they’ve lived here for generations or are new to our vibrant town—we aim to create a shared sense of ownership and pride in our local culture and history. By involving residents in the creative process by implementing their ideas on what to paint and to allow the residents to hand paint these items themselves, we will not only empower individuals to express themselves but also cultivate a sense of belonging that transcends social and economic barriers. This project embodies our commitment to inclusivity, ensuring that every voice is heard and valued. This mural will serve as a visual testament to our collective identity, reflecting the stories, experiences, and heritage of Pineville. Moreover, the anticipated increase in foot traffic and sales for our downtown businesses, particularly those owned by women and minority groups, underscores the potential economic impact of this project. As we beautify our town, we simultaneously strengthen the economic foundation of our community, creating a more vibrant and prosperous Pineville for everyone.

We envision this mural as a dynamic landmark that invites conversation, connection, and collaboration among our residents and visitors alike. It will serve as a gathering point, a place where stories are shared, and friendships are forged, regardless of how long one has lived in Pineville. The visual impact of the mural will enhance our downtown appeal, making it a destination for both locals and tourists, further driving interest in our town’s rich history and vibrant business community.

We believe this gorgeous mural, which is shovel-ready with already existing permissions from the building owner and the local government, will not only beautify our town but also serve as a catalyst for connection, collaboration, and economic vitality in Pineville. Thank you for considering our proposal; we look forward to the opportunity to bring this transformative project to life to enhance the heart of our community.

-The Town of Pineville

**Inspiration Ideas: Each letter in the message *Welcome to Pineville* would have hand painted elements of history from the Town created and painted by residents of Pineville.**

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**Here is a map of our one- block, downtown area; the red arrow is where the mural would be painted. It would be visible to the 25,000+ drivers who make this commute each day on the state road and pass the entrance to the Town of Pineville.**



