



ABOUT THE PROJECT

In 2025 The Essex County Land Bank, in partnership with the North Country Rural Development Coalition (NRDC), will work with the community to install murals in the Town of Ticonderoga. This **Mural Festival** initiative aims to transform spaces near blighted, vacant, and abandoned properties through public art installations. This new public art will foster community pride and encourage economic revitalization. The project will focus on the creation of five murals in the downtown corridor, accompanied by a community festival.

The Essex County Land Bank and NRDC are actively seeking community partners to join in this exciting initiative.

WHAT IS A MURAL FESTIVAL?

Mural Festivals involve the implementation of a group of murals in a condensed timeframe. Often all of the murals are located within easy walking distance. The festival atmosphere draws media attention and outside visitors while inviting residents to be part of the public art creation.

The mural festival in Ticonderoga will culminate on the final day of the event, when all the murals are complete and celebrated with fanfare.

WHAT WILL THE MURALS LOOK LIKE?

The themes for the project will be preserving history, lake/river ecology and wildlife, music and modern culture, and local food. The community will be asked to engage in the design process. There will be Public Art Feedback Surveys and opportunities for the community to participate in workshops that will further inform the themes of the artwork.

WHEN AND WHERE WILL THIS PROJECT TAKE PLACE?

These murals will be installed in the downtown corridor of Ticonderoga in 2025. The specific date for this project will be determined by the project partners.

Specific mural locations will be determined with a combination of consultant guidance and local input. Events surrounding the project will take place near the new mural installations.

WHO IS LEADING THIS EFFORT?

Leaders of the project include the **Essex County Land Bank and North Country Rural Development Coalition** with strong support and collaboration from Alexandra Hall with **A H Public Spaces Consulting, LLC**. www.ahconsultingllc.com **The Essex County Land Bank and NRDC are actively seeking community partners to join in this exciting initiative.**

Committees for this effort:

- Essex County Land Bank and their leadership
- Local-Level Steering Committee (currently being developed)

WHAT ARE THE GOALS FOR THE INITIATIVE?

Project leadership has identified five goals for this mural festival:

1. **Enhance Community Identity:** Strengthen community pride and identity through large-scale public art installations.
2. **Revitalize Vacant Spaces:** Transform vacant and abandoned properties into vibrant public spaces.
3. **Foster Community Engagement:** Involve local residents, businesses, and leaders in the planning and execution of the project.
4. **Promote Economic Development:** Attract visitors and increase foot traffic in downtown Ticonderoga.
5. **Educate and Involve Students:** Implement apprenticeship and outreach programs to engage local students in art and community development.

HOW MUCH DOES THIS PROJECT COST, AND WHO IS PAYING FOR THIS PUBLIC ART?

Project leaders have identified a total project cost of approximately \$150,000.00. The total cost includes considerations for all facets of the project, including marketing initiatives, events, artist fees, supplies, and more. Funding for the project will come from Homes and Community Renewal's Land Bank Initiative program. Essex County Land Bank will serve as the fiscal agent for the initiative.

WHY INVEST IN MURALS AND PUBLIC ART?

Many communities are utilizing public art to create a positive impact in their hometown. Investing in arts and culture initiatives creates an environment for prosperity and growth.

According to [Americans for the Arts](#), public art engages a community, engenders a sense of pride and community identity, and enhances a community's quality of life. Investing in arts and culture initiatives creates the environment for this prosperity and growth. When patrons attend an arts event, they may pay for parking, eat dinner at a restaurant, shop in local retail stores, and have dessert on the way home. Based on surveys conducted by Americans for the Arts, in 2018, the typical attendee spends \$31.47 per person, per event, beyond the cost of admission. 34% of attendees came from outside the county in which the arts event took place, and they spent twice as much as their local counterparts (\$47.57 vs. \$23.44). Initiatives like this, which improve quality of life across the region, can increase the quality of the regional labor force, which will continue to positively affect business and talent attraction efforts. This will result in an increased per capita personal income.



The before and after images of Make It Your Own Mural Festival in Fort Wayne, IN.

HOW CAN LOCAL ARTISTS GET INVOLVED?

There are three ways local and regional creatives can join this initiative.

1. High-quality, large-scale mural installation requires experience and skill. There will be an opportunity for creatives to apply to paint one of the mural projects—the artist open call opportunity will be announced in the spring of 2025.
2. If local creatives want to learn how to install murals, the mural festival **Apprentice Program** is meant to offer aspiring mural artists an opportunity to garner valuable experience installing large-scale murals. Through this program, volunteer apprentices will be paired with experienced muralists. Apprentices will be asked to help assist in the mural installation during the mural festival.
3. Mural festival leadership is developing a **Steering Committee**, and local artists are encouraged to participate on this committee. Being on this committee does not prevent an artist from applying to install a mural or prevent them from participating in an apprentice opportunity.

HOW CAN I GET INVOLVED?

There will be various **town hall workshops** hosted by project partners and managed by Alexandra Hall. The first meeting will be in November of 2024. Hall will visit Ticonderoga to discuss public art implementation, gather feedback from the community, answer questions, and further explain the mural festival concept. The entire community is encouraged to attend these meetings.

A **Public Art Feedback Survey** has launched! This survey is anonymous, and it provides valuable community feedback. Please consider taking the survey.

If you would like to be on a steering committee, please reach out to Nicole Justice Green or Alexandra Hall.

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