



Downtown Development Authority Meeting

Monday, August 25, 2025 at 6:30 PM

City Hall, 875 Main Street, Stone Mountain, Georgia 30083

Agenda

I. Call to Order

II. Approval of the Agenda

III. Executive Session to Discuss Personnel, Legal, and/or Real Estate (if needed)

IV. Approval of Minutes

- [1.](#) DDA Regular Meeting Minutes, June 30, 2025
- [2.](#) DDA Special Called Meeting Minutes, July 28, 2025

V. Citizen Comments

VI. Director's Report

- [1.](#) DCA Report, June 2025
- [2.](#) DCA Report, July 2025

VII. Council Report

VIII. Old Business

- [1.](#) Discussion / Action Item: Stone Mountain, Commercial Buildout Grant Program

IX. New Business

- [1.](#) Discussion / Action Item: Approval of Finalist for Mural Project
- [2.](#) Discussion / Action Item: Tunes by the Tracks Concerts, 2025
- [3.](#) Discussion / Action Item: TAP Application

X. Adjournment

Downtown Development Authority Meeting



Monday, June 30, 2025 at 6:30 PM

City Hall, 875 Main Street, Stone Mountain, Georgia 30083

Minutes

I. Call to Order

- Carl Wright called the special called meeting to order at 6:00 pm.
- Members Present: Carl Wright, Robert Witherspoon, Sarah Hage, Denise Phillips, Michelle Dunbar, Council Member Anita Bass. The DDA Legal Counsel also attended the meeting. Thom DeLoach attended virtually.

II. Approval of the Agenda

- Council Member Bass made a motion to approve the agenda, seconded by Denise Phillips. Unanimously approved.

III. Approval of Minutes

- DDA Regular Meeting Minutes from May 27, 2025: Michelle Dunbar made a motion to approve the minutes seconded by Denise Phillips. Unanimously approved.

IV. Citizen Comments: Joan Monroe shared her thoughts on a new tattoo shop in the city.

V. DDA Chairperson / Words of Privilege: The DDA Chairperson shared reflections on an article from Georgia Trend magazine titled "Visionary Cities," which highlighted how Hogansville, Georgia revitalized its downtown movie theater. The Chairperson expressed hope that Stone Mountain will soon be recognized as one of Georgia's next visionary cities.

VI. Director's Report

- The DCA Monthly Report for May 2025 was presented. The DDA Director provided updates on the upcoming renovation of the Caboose project and announced that community table talk discussions have been scheduled for July 14, 17, and 19. These discussions will focus on the lawn concept design.

VII. Council Report

- Council and DDA Member Anita Bass provided a brief update on the last council meeting discussions/action items.

VIII. Old Business

1. Discussion Item: DDA and Council Special Called Meeting
 - The DDA members expressed interest in scheduling a special-called meeting with the Mayor and Council to discuss upcoming development projects. Denise Phillips made a motion to approve July 28 as the proposed meeting date, which was seconded by Anita Bass. The motion was unanimously approved.
2. Discussion Item: Commercial Buildout Improvement Grant (CBIG) / Funding
 - The DDA is interested in creating a CBIG (Commercial Building Improvement Grant) program for local businesses. A subcommittee will be formed to review applications and will include two DDA members, one HPC member, the DDA Director, and the City's Planning Manager. The DDA Director will also be responsible for drafting the grant guidelines.

IX. New Business

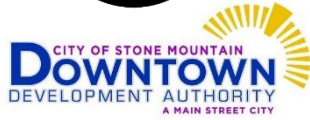
1. Discussion Item: Partnership Opportunities / Ideas for Business Webinars
 - Ms. Robbie Terry-Washington shared ideas for improvements in the city.
2. Discussion Item: DDA Budget Amendment, FY2025/1
 - The DDA would like to amend their budget and allocate funds into the CBIG grant.
3. Discussion Item: Funding Sources Available to Downtown Development Authorities (DDAs)
 - A brief discussion was held on how other authorities are funded and what opportunities the DDA has to generate revenue.
4. Discussion Item: Mural Project 2025-1: DDA Selection of Finalist
 - There was a brief discussion about the project. The Borad is still deciding on the proposals.

X. Executive Session to Discuss Personnel, Legal, and/or Real Estate (if needed)

1. **Legal Purposes:** Densie Phillips made a motion to enter into an executive session, seconded by Michelle Dunbar. Unanimously approved.
2. Michelle Dunbar made a motion to exit the executive session, seconded by Denise Phillips. Unanimously approved.

XI. Adjournment

- Anita Bass made a motion to adjourn the meeting, seconded by Denise Phillips. Unanimously approved.



Special Called Joint City Council and DDA Meeting

July 28, 2025 at 6:30 P.M.

City Hall, 875 Main Street, Stone Mountain, Georgia 30083

Minutes

**Mayor and Council: Dr. Beverly Jones – Mayor | Post 3: Mayor Pro Tem Ryan Smith
Post 1: Council Member Anita Bass | Post 2: Council Member Mark Marianos
Post 4: Council Member Gil Freeman | Post 5: Council Member Shawnette Bryant
Post 6: Council Member Teresa Crowe**

DDA Members Present: Carl Wright, Denise Phillips, Robert Witherspoon, Thom Deloach, Sarah Hage, Anita Bass, DDA Attorney Kyle Williams. (Michelle Dunbar was absent from this meeting).

Staff: Maggie Dimov – Interim City Manager | Shavala Ames - City Clerk

I. Call to Order - Meeting called to order at 6:35 p.m. by the DDA Chairperson.

Determination of Quorum / DDA

PRESENT: Carl Wright, Denise Phillips, Robert Witherspoon, Thom Deloach, Sarah Hage, Anita Bass, DDA Attorney Kyle Williams. (Michelle Dunbar was absent from this meeting).

II. Adoption of the Agenda of the Day

ACTION: MOTION TO ADOPT THE AGENDA OF THE DAY

Motion made by Denise Phillips, Seconded by Carl Wright

MOTION PASSED (UNANIMOUSLY)

III. New Business

1. City of Stone Mountain Lawn Project/DDA MTap Study/LCI Trail Study

DDA Member Carl Wright requested an update on the Lawn Project from Interim City Manager Maggie Dimov. The City is currently collecting feedback from the Table Talks Survey regarding the conceptual lawn designs. The survey will remain open through the end of the month. Once all responses have been received and reviewed, the feedback will help inform the next steps in the project.

MTap – Interim City Manager Maggie Dimov provided a brief overview of the MTAP Study. Denise Phillips emphasized that the core purpose of the MTAP Study is to revitalize and breathe new life into Main Street.

LCI Trail Study – Interim City Manager Maggie Dimov provided an update on the LCI Trail Study conducted by POND, noting that the full study has been posted on the City's website. The next phase will involve coordination with the City Engineer to move the project forward.

Both members of both the DDA and City Council shared their insights, comments, and concerns regarding the projects, with discussions focusing on revenue generation, the revitalization of Main Street, and funding strategies.

2. City of Stone Mountain – Main Street Corridor

A discussion was held regarding the possibility of requiring unlicensed businesses to carry insurance. Interim City Manager Maggie Dimov will consult with the City Attorney to determine whether such a regulation can be incorporated into the City's Code of Ordinances.

[Council Member Freeman entered at 6:59 p.m.]

Discussion was held regarding the grant currently under review by Senator Ossoff's office. Both the DDA and City Council agreed that alternative funding options must be explored in the event the grant is not awarded. Interim City Manager Maggie Dimov recommended that, at minimum, the City Council finalize the design of the lawn project to ensure momentum and help prioritize future initiatives.

Council Member Freeman brought up Champion Middle School, noting that a roundabout is being considered for the area and emphasized that this project should be prioritized.

Denise Phillips provided an overview of the estimated cost for conducting another MTAP Study. Mayor Jones recommended that the City focus on completing current projects before launching new ones.

The DDA Attorney clarified that a formal vote is not required at this stage to proceed with consideration of another MTAP Study. The DDA Director will be submitting an application.

There was also discussion surrounding the GMC Building in relation to the lawn and parking. It was confirmed that no final decisions have been made regarding the GMC Building. The greater priority, it was agreed, is determining the future use of the Lawn property.

IV. Executive Session - None

V. Adjournment

ACTION: MOTION TO ADJOURN THE MEETING AT 7:33 P.M.

Motion made by Council Member: Post 1 Anita Bass, Seconded by DDA Member: Robert Witherspoon

MOTION PASSED (UNANIMOUSLY)

Carl Wright, DDA Chairperson

Robert Witherspoon, Vice-Chairperson

Form Name: 2025 Community Activity Report
Submission Time: July 28, 2025 12:27 pm
Browser: Chrome 138.0.0.0 / Windows
IP Address: 50.207.61.118
Unique ID: 1365937724
Location:

Section VI. Item #1.

Main Street Community Reporting: Stone Mountain

Designation Level Classic

Month of Report: June

Region: Region 3

Community Population: 5,001 to 10,000

Person Reporting: Maggie Dimov

I would like a copy of this completed report emailed to: mdimov@stonemountaincity.org

PROGRAM OPERATIONS

What is the total dollar amount spent on your program's operational expenses during this reporting period? 19791.60

Please select all funding sources which contributed financially to your program's monthly operational expenses: DDA funds

Did your program have a board meeting this month? Yes

Did the Main Street Manager attend training this month? No

Did any Board Members attend training this month? No

EVENTS and VOLUNTEERS

Did any events occur downtown during the reporting period? Yes

Were any of these events funded through or by the Main Street Program? Yes

If known, please estimate the total amount of volunteer hours for all events, board meetings and committee meetings hosted by the local Main Street program:

80

Section VI. Item #1.

What is the total cumulative expenditures for these events, including advertising?

13500.00

Events

How many events occurred in the downtown district during this reporting period?

6

What is the total estimated attendance for all events:

3000

Main Street Manager's Notes - Events

The following events took place in Stone Mountain:
- Four Main Street Melodies Concerts: June 6th, 13th, 20 and 27th.
- Juneteenth Event
- DDA Mural Ribbon Cutting (at 901 Main Street)

JOB CREATION

Did any of the following occur in your downtown district during this reporting period? Check all that apply.

Business Opening

How many new businesses opened in your program area during this reporting period?

1

How many new jobs were created from new business opening during this reporting period?

2

Main Street Manager's Notes - Businesses Opening

One new business, commercial: BNORIGINALS LLC / 927 Main Street

PROGRAM PROJECTS AND EXPENSES

NEW MAIN STREET STAFF

Did your program hire any new staff this month?

No

Section VI. Item #1.

Did your program release staff this month?

No

Complete and Certify

By signing below, you verify that the information contained in this report is accurate to the best of your knowledge.

A handwritten signature in black ink, appearing to be 'MS' followed by a stylized flourish.

Form Name: 2025 Community Activity Report
Submission Time: August 8, 2025 2:27 pm
Browser: Chrome 138.0.0.0 / Windows
IP Address: 50.207.61.118
Unique ID: 1369511941
Location:

Section VI. Item #2.

Main Street Community Reporting: Stone Mountain

Designation Level Classic

Month of Report: July

Region: Region 3

Community Population: 5,001 to 10,000

Person Reporting: Maggie Dimov

I would like a copy of this completed report emailed to: mdimov@stonemountaincity.org

PROGRAM OPERATIONS

What is the total dollar amount spent on your program's operational expenses during this reporting period? 1930.90

Please select all funding sources which contributed financially to your program's monthly operational expenses: DDA funds

Did your program have a board meeting this month? Yes

Did the Main Street Manager attend training this month? No

Did any Board Members attend training this month? No

EVENTS and VOLUNTEERS

Did any events occur downtown during the reporting period? Yes

Were any of these events funded through or by the Main Street Program? Yes

If known, please estimate the total amount of volunteer hours for all events, board meetings and committee meetings hosted by the local Main Street program:

40

What is the total cumulative expenditures for these events, including advertising?

12500.00

Events

How many events occurred in the downtown district during this reporting period?

5

What is the total estimated attendance for all events:

2000

Main Street Manager's Notes - Events

The following events took place in July, 2025:
 - 4th of July Celebration
 - Community Table Talks: July 14, 16 and 19th.
 - Back to School Bash

JOB CREATION

Did any of the following occur in your downtown district during this reporting period? Check all that apply.

Business Opening

How many new businesses opened in your program area during this reporting period?

4

How many new jobs were created from new business opening during this reporting period?

8

Main Street Manager's Notes - Businesses Opening

Total of 4 new businesses:
 The Kingdom Impact Church
 Versatility by R Wilson Inc
 ELP Enterprises LLC
 LFP Partners, LLC

PROGRAM PROJECTS AND EXPENSES

NEW MAIN STREET STAFF

Section VI. Item #2.

Did your program hire any new staff this month?

No

Did your program release staff this month?

No

Complete and Certify

By signing below, you verify that the information contained in this report is accurate to the best of your knowledge.

A handwritten signature in black ink, appearing to be 'MD' or similar, written on a horizontal line.

Commercial Buildout Grant Program

Offered by the Downtown Development Authority (DDA) of the City of Stone Mountain

The Downtown Development Authority (DDA) of the City of Stone Mountain is pleased to introduce the **Commercial Buildout Grant Program**, designed to support the interior renovation of commercial and mixed-use properties. This initiative is designed to help businesses within the DDA district enhance the interior of their spaces, creating more functional, appealing, and professional environments for both customers and employees. By supporting essential buildout improvements, the program aims to encourage long-term investment, strengthen the local business community, and contribute to the overall vitality of downtown Stone Mountain.

For FY2025, the DDA has allocated **\$50,000** to support eligible buildout and renovation projects.

Eligible Project Types:

The grant program may be used to help cover the cost of a wide range of interior improvements, including but not limited to:

- Repair or enhancement of walls, flooring, and ceilings
- Installation or servicing of HVAC systems
- Installation or upgrades to sprinkler systems and fire alarms
- Plumbing upgrades or replacements
- Installation or replacement of grease traps (for food-service businesses)

Grant Funding & Reimbursement Structure

Grant awards range from \$1,000 to \$25,000 and are provided as reimbursements after project completion. This is a matching grant, where the DDA will cover up to 80% of eligible project costs (not to exceed \$25,000), while the applicant is responsible for contributing 20% of the approved costs.

Example:

A business completes an eligible renovation project costing **\$10,000**. Upon submission and approval of receipts and documentation, the DDA may reimburse **\$8,000**, with the business covering the remaining **\$2,000**.

Project Timelines

- Projects must begin within three (3) months of receiving grant approval
- All work must be completed within six (6) months
- A one-time extension of up to six (6) months may be granted upon request, subject to review and in accordance with the DDA's permitting process

If you're a local business owner seeking to upgrade your interior space, the DDA of the City of Stone Mountain encourages you to take advantage of this valuable opportunity to invest in your business and the community.

Commercial Buildout Grant Program

Offered by the Downtown Development Authority (DDA) of the City of Stone Mountain

Application Instructions:

Before you apply, please carefully read all instructions, review eligibility requirements, and understand program restrictions to ensure your application meets all necessary conditions.

Applications are accepted and reviewed on a first-come, first-served basis. It's strongly recommended that applicants apply early, as funds may be limited. The DDA's oversight committee will evaluate all complete applications. Final approval and notifications typically occur within one month.

Supporting Documents and Information:

- Applicant Name and contact information
- Legal Business Name
- Active City of Stone Mountain Business License
- Proof of business address (lease agreement or utility bill, if different from license address)
- Georgia State Sales Tax Number
- Estimated Total Project Cost
 - Requested Grant Amount (cannot exceed 80% of total project cost)
 - Amount Covered by Applicant (Total Project Cost minus Grant Request)
 - Detailed Project Summary
 - Project Manager contacts
 - Contractor details and licensing (if applicable)
 - Architectural plans, specifications, and proposals
 - Itemized Cost Breakdown (each cost must be listed individually)
 - Anticipated Project Start and Completion Dates (must start within 3 months and be completed within 6 months).

Who Can Apply: Eligibility Requirements:

To qualify, applicants must be a licensed business owner or commercial property owner located within the DDA district, and must meet all of the following criteria:

All taxes, fees, and assessments must be current, including:

- Property taxes
- Business license fees
- Occupation taxes
- The business/property owner must not:
 - Have any current legal judgments
 - Be involved in bankruptcy proceedings
 - Be under state or federal tax liens

- Applicants must demonstrate the financial capability to cover the required matching contribution
- Nonprofit organizations are not eligible

Project Requirements: What Qualifies:

Projects must be practical and appropriate for current market conditions.

Code Compliance: All projects must adhere to local codes, permitting, and design guidelines. Any exterior or interior upgrades **exceeding \$1,000** may require a City of Stone Mountain Building Permit. Contact Angela Newborn at: anewborn@permitservicegroup.com for guidance.

Project Scope:

Improvements must benefit both current and future tenants. If only the current tenant will benefit, the business must remain operational at that location for at least two years. If the business closes or relocates within two years, a prorated refund of grant funds may be required.

Projects must not begin until the grant agreement is signed.

Taxes are not eligible for reimbursement.

Routine maintenance work does not qualify.

Program Limitations and Conditions:

Grant applicants must contribute at least 20% of the total project cost.

For example: A \$10,000 project may receive up to \$8,000 in grant funding.

If an awardee does not sign the grant agreement within 30 days of receiving the award letter, the grant will be forfeited. This may also disqualify them from applying for other grants for one year.

Grantees who fail to use their awarded funds within the specified timeframe may also lose eligibility for future grants for one year.

Projects must begin within 3 months and be completed within 6 months of approval. One extension (up to 6 months) may be granted if necessary and consistent with local permitting timelines.

Funds are disbursed via reimbursement after the work is finished and verified for compliance.

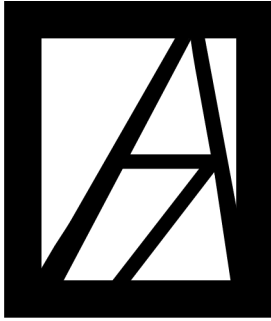
Grant Review Process:

A dedicated Grant Review Committee oversees the application process. The committee is composed of:

- Two DDA Board members
- The DDA Director
- One Historic Preservation Commission representative
- The City of Stone Mountain Planning Manager

This committee:

- Sets the application and documentation requirements
- Defines the evaluation standards for proposed projects
- Makes funding recommendations to the DDA board
- Monitors compliance and reporting from grantees



ARTAZANDRA, LLC
IMPACTFUL ART. INSPIRED SPACES.

**Prepared for : Downtown Development
Authority of City of Stone Mountain
875 Main Street, Stone Mt Ga 30083**

**Response to RFQ (2025/1)
Stone mountain GA
Alexandra Sorto
(770) 624-1207
alex@artazandra.com
1044 Megan Court
Sugar Hill, GA 30518**



Artist Statement & Proposal: Alexandra Sorto

Title: "Stone Mountain: A Tapestry of Time and Joy"

As both an artist and educator with deep personal roots in this area, it is a true honor to submit this proposal for a mural in the heart of downtown Stone Mountain. Growing up, I made many cherished memories attending Stone Mountain Park — from watching the iconic laser light shows and enjoying delicious local food to being mesmerized by the craft of glassblowing artists. These early experiences shaped my appreciation for public spaces that spark wonder, connection, and a sense of cultural pride.

Now, as a professional muralist and designer, I am dedicated to creating work that honors the spirit of a place through visual storytelling. My artistic approach blends rich textures, vibrant color palettes, and layered symbolism in a collage-style format that invites viewers of all ages to find themselves in the imagery.

This proposed mural will celebrate Stone Mountain's layered history — from its early days as a granite quarry and bustling train town to the diverse and joyful community it is today. Through floating scenes of shared joy — a child reaching the top of the mountain hike, a tired little one carried on their mother's back, the first bite into a warm slice of pizza, the strum of a guitar at a local music event, or the glow of a family dancing under laser-lit skies — I aim to capture the magic of everyday moments that define this town.

These glimpses of life are what makes Stone Mountain not just a destination but a memory in motion — and it is my greatest joy to help bring that to life through public art.

Hello nice to meet you!





Our team of muralists and designers experience ranges from crosswalk and container mural designs to city-sponsored public installations and event-based art community brainstorm sessions. We specialize in integrating storytelling, community voices, and creative problem-solving into each project—focusing on placemaking that invites reflection, joy, and pride in shared spaces.

EIN: 83-1589961

Primary NAICS: 518210

D-U-N-S Number: 035850118

CAGE Code: 9NKM9

Unique Entity ID (UEI): YJ8PP5MKS377

Business Classification: Service-Disabled Veteran-Owned Small Business (SDVOSB)
Core Capabilities Design and installation of large-scale interior and exterior murals for public, private, and commercial spaces Public art that reflects community values, incorporating symbolism, storytelling, and local identity Experts in creative direction, illustration, and branding Strong project management skills, delivering high-quality work on time and within budget Experienced in stakeholder collaboration, municipal partnerships, and youth/student engagement in public art Proven track record of community impact through art education and public beautification initiatives.

Our lead artist is an art educator at North Gwinnett High School, she has led multiple collaborative art initiatives requiring layered approval processes, from administration to city officials. She has served as an Arts and Special Features Committee Lead with experience aligning stakeholder goals, meeting municipal deadlines, and delivering public-facing artwork with student involvement over a year, from just an idea to reality. She is an expert creative problem solver, and she believes that all good designs solve a problem you have or didn't even know existed.

References

Denise Brinson
City of Suwanee
City Manager
4045106232
denise@suwanee.com

Kim Towne
City of Suwanee
Special Projects
Manager
7708808798
ktowne@suwanee.com

Laura Ballance Executive Director
office: 770.623.6002, ext. 201
mobile: 404.804.4892 email:
lballance@thehudgens.org 6400
Sugarloaf Pkwy, Building 300
Duluth, GA 30097

The design for the 100 ft section
Scaled to 100ft high and 10ft wide
with a white border


Section IX. Item #1.



CROSS WALK DESIGN FOR SUGARLOAF CID AND THE HUDGENS CENTER IN CONJUNCTION WITH GAS SOUTH

(2025) Designed a decorative crosswalk design with a limited color scheme inspired by the unique, diverse fabric of cultures in Gwinnett County to create a quilt-like design using motifs from various cultures in our community.

Two crosswalks with identical designs, one 10'x100' and one 10'x75', on Satellite Blvd and Sugarloaf Parkway these are to be installed in the next month in coordination with the Hudgens Center for Art and Learning and Sugarloaf CID.



The same design for
the 75 ft section
just cut down in a
tasteful way
Scaled to 75ft high
and 10ft wide
with a white border

Portfolio

Section IX. Item #1.

2022

Location:

Twin Cities Pizza

Suwanee, GA

Client asked me to replicate the famous mural from NY city to fit the theme of their restaurant.

Used Silicon based paint with a primer on tile

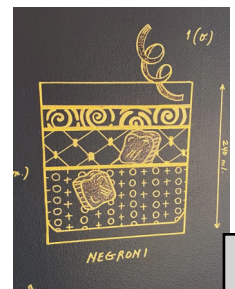
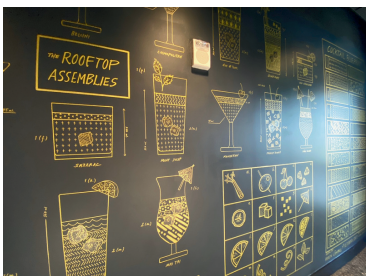


2023

Location: The Rooftop Bar in Sugar Hill, GA

Sherwin Williams indoor paint and Posca Markers

Client asked for a mixologists menu of drinks they sell with a functional key.





2022

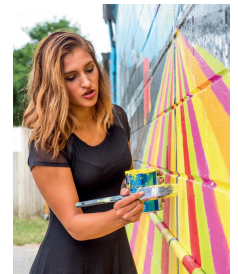
Section IX. Item #1.

Location: A home owners residence back porch.
I used Sherwin Williams highest quality outdoor paint I believe diamond is the line.

2018

Location: City of Suwanee green room behind the stage in town center park

The Client asked for a park representation including the sculptures around the sculptour and so I created the Suwanee words from sculptures around the park.



2017

Location: Garland Bros Business Office

The client asked me to have fun with it and make something beautiful to bring beauty and light to this gravel lot. It became an iconic artwork in our town, one of the first large-scale bright murals of many now adorned in Suwanee. I did this when I was 17 years old. Using the highest quality outdoor paint at Sherwin Williams- the diamond line.

The design represents the old and new Terminus vs Atlanta.

THE DESIGN

Section IX. Item #1.

No information was given with the exact dimensions of where the location of the windows and doors are so of course this would be edited to render those details if selected to simply with the existing architecture and also ensure for a strong design execution on the wall.

For optimal viewing please click this link below:

[Adobe acrobat link for best color viewing](#)



Proposed Mural Timeline

Estimated Completion: 4 months (weekend-based work),

Requested Timeframe: Up to 6 months total (to accommodate weather delays and ensure mural longevity)

Phase 1: Site Prep & Design Transfer (Weeks 1–4)

Surface power washing and priming (weather permitting)

Final design adjustments and scale mapping

Grid projection or chalk outline to transfer design onto wall

Basecoat layering to establish key zones and overall flow

Phase 2: Background & Base Layer Painting (Weeks 5–8)

Large-scale color blocking and blended backgrounds

Application of foundational textures and environmental elements

Layering light-to-dark and back-to-front areas to create depth

Phase 3: Detail Work & Refinement (Weeks 9–13)

Gradual buildup of mid-layer forms, details, and transitions

Fine detailing, linework, and dimensional shading

Adjustments for balance, visual rhythm, and cohesion

Phase 4: Final Touches & Sealing (Weeks 14–16)

Edge refining and clean-up

Final highlights, adjustments, and finishing details

UV-protective topcoat and anti-graffiti sealer application

Final walkthrough and documentation

Detailed Mural Quote for Stone Mountain Mural Project

Total Project Budget: \$20,000

1. Artist Compensation

Lead Artist (Alexandra Sorto)

Creative direction, full mural design, prep, and execution

~160 hours over 4–5 months

\$10,000 (flat rate)

2. Assistant Artist Compensation (x2)

60 hours each at \$25/hour

\$1,500 x 2 = \$3,000

3. Equipment Rentals

Scissor Lift (40 ft reach, outdoor grade)

Rental: \$275/day x 10 days = \$2,750

Delivery & Pickup: \$250

Subtotal: \$3,000

4. Surface Preparation

Sandblasting / Wall Cleaning (Subcontracted)

Includes labor, equipment, debris haul

\$1,200

Professional Wall Priming (Subcontracted)

Exterior masonry primer, 2 coats, rollers/spray

\$950

5. Materials & Supplies

High-Quality Exterior Mural Paints (UV-resistant)

Full color palette, base + detail work

\$850

Brushes, rollers, painter's tape, trays, drop cloths, etc.

Replaced as needed throughout project

\$300

Anti-Graffiti UV Protective Sealant (Final Coating)

2–3 coats for durability

\$500

6. Miscellaneous + Contingency

Water/fuel, minor tool replacement, repairs, snacks for team, parking, weather delay

padding

\$200

✓ TOTAL PROJECT COST: \$20,000

Includes all artist compensation, assistants, subcontractors, rentals, materials, prep, and finishing.