



FRESH WAVES: 2025 LOCATION APPLICATION THE DOWNTOWN ALPENA MURAL PROJECT

Thank you for your interest in being a location for Fresh Waves! Fresh Waves is an arts initiative facilitated by the Alpena Downtown Development Authority (DDA) to bring unique public artwork to Downtown Alpena, Michigan. Fresh Waves is a celebration of artistic freedom and brings vibrant, one-of-a-kind art to our downtown landscape in the form of murals. There is no theme for Fresh Waves; instead, we celebrate art for art's sake and allow the artwork to shine through.

A few notes about being a potential location:

- Locations must be located within the DDA district
- If you are selected as a location, the DDA will suggest an artist to paint your wall and include examples of that artist's work to get a sense of their style. At this point, you can request a mock-up specific to your wall OR pass this year, and the DDA will move on to another wall. Selected property owners cannot dictate the content of the mural that will be painted; however, they must give final approval before painting commences.
- The DDA is also collecting artist applications to be considered for this year's murals. This year, locations may also indicate if they have an artist in mind to complete the mural. All artists must submit an application AND demonstrate the necessary experience and quality to be considered.
- Both the property owner and DDA Marketing & Promotions Committee must give final approval of the mural design before painting begins.
- The property owner must complete any prep work on the wall necessary for the mural to be painted. The DDA will cover up to \$500 of prep work; the property owner is responsible for covering the cost of any necessary prep work exceeding \$500.

To be considered as a 2025 location please submit the following by April 20, 2025:

- The attached application form
- Up to three photos of the wall to be considered

Applications must be turned into the DDA by **April 20, 2025 at midnight** and can be emailed to downtownalpenami@gmail.com or dropped off at the DDA Office at **124 E. Chisholm St., Alpena, MI 49707**.

If you have any questions, please contact DDA Executive Director Anne Gentry at anneg@alpena.mi.us or call 989-356-6422.



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Applicant Name (first & last): _____

Business Name: _____

Property Owner Name (if different than applicant): _____

Property Address: _____

Email: _____

Phone: _____

Why are you interested in being a location for Fresh Waves?



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What is the material of the wall to be considered? _____

Are you interested in being considered for: ___ Large scale mural ___ Smaller piece

If you have an artist in mind to complete a mural, please indicate so here:

Artist Name: _____

Link to online portfolio: _____

Your final application must include:

- This form
- Up to three photos of the wall to be considered

I agree to abide by contest rules and regulations as stated

I hereby agree that I shall hold the City of Alpena, the Alpena Downtown Development Authority and its elected and appointed officials and employees harmless from any and all claims, suits, damages, or loss of use resulting from an act or omission to act by the City of Alpena, the Alpena Downtown Development Authority, and its officers, employees or agents arising out of, or in the course of, my participation in Fresh Waves: The Downtown Alpena Mural Project.

Applicant Signature: _____ Date: _____

Property Owner Signature (if not you): _____

Date: _____