

**Detailed Project Proposal: Tell us about your project idea. Be sure to describe how your idea represents innovative, experimental, creative and/or entrepreneurial approaches to local placemaking. We encourage you to include visual project renderings, maps, images, etc. in this document to help communicate your shovel-ready project proposal to the review committee. Further in the application, you will be asked to upload a separate detailed budget, provide a timeline, and discuss your intended outcomes.**

Please include:

- A description of your placemaking initiative
- A description of how you will use the grant funds
- Which partners, if any, you will be working with in the design and implementation process

The City seeks \$20,000 from the T-Mobile Hometown Grant program to transform the highly visible 4th Street retaining wall between Prairie Avenue and the Honeysuckle Avenue roundabout into a vibrant, community-designed gateway mural. This infrastructure corridor serves as one of the city's key entrances, welcoming thousands of residents, commuters, and visitors each day. The project will convert a long, utilitarian concrete wall into an artistic landmark that reflects community pride, celebrates local culture, and strengthens our sense of place.

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## **Project Description & Purpose**

The 4th Street Gateway Mural Project will reimagine an existing concrete retaining wall as a colorful, engaging public art installation. Currently, the wall is plain concrete and visually uninspiring despite its strategic location as a primary north – south entrance into our city and the only corridor to the popular Honeysuckle Beach destination of Hayden Lake. By transforming this structure into a community mural, we will create an iconic visual identity for the corridor, enhance the daily experience of residents, and present a welcoming first impression to visitors.

The mural will be professionally designed and collaboratively informed by community input through the efforts of our city Arts Commission. It will depict themes important to local residents, such as the region's natural environment, culture, history, and/or shared values, and become a lasting symbol of civic pride.

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# Innovative, Experimental & Creative Placemaking

This project represents a creative and forward-thinking approach to local placemaking in several ways:

## **1. Transforming existing infrastructure into public art.**

Rather than constructing new amenities, this project creatively revitalizes an overlooked public structure. Turning an ordinary retaining wall into a major visual landmark is a cost-effective and environmentally smart approach that maximizes the impact of public art. Projects such as this serve to beautify our community; however, there is also evidence that suggests that murals such as the one proposed here serve as a deterrent to graffiti, as well.

## **2. Community-driven design and story-telling.**

The mural design process will involve input from local artists and residents. This will be accomplished through the participation of our Arts Commission members, who will generate a Call to Artists to ensure broad input from interested community members. Commission members will also promote community review of the resulting submissions so all Hayden residents have the opportunity to provide feedback and take part in the project. This collaborative approach will ensure the artwork is professionally produced and that it authentically reflects our community.

## **3. Entrepreneurial thinking for economic vitality.**

Improved aesthetics along major transportation corridors have been shown to increase perceptions of safety, boost civic pride, and attract visitors. This project will create a recognizable gateway that benefits nearby businesses and encourages community pride and connection using an artistic approach.

## **4. Experimental approach to long-term placemaking.**

The project serves as a pilot for future artistic enhancement of public infrastructure, demonstrating how other underutilized walls, utility surfaces, and city-owned spaces can be transformed into creative public art.

**Please briefly describe the community in which your project would be implemented, including community demographics, any primary industries, and any particular challenge(s) that the community is facing. How will this grant help your community address this challenge?**

The City of Hayden is a small city within one of the fastest growing counties in Idaho, with a diverse mix of families, long-time residents, and newcomers drawn to the area's strong quality of life. The population includes both young households and retirees, creating a multigenerational community with a shared appreciation for safety, recreation, and civic pride. Our local economy is supported primarily by small businesses, including healthcare, education, construction, and service-related industries. As growth continues, our city works hard to balance the welcoming character of a small town with the pressures of increasing development and higher traffic through key corridors.

One of the challenges Hayden faces is maintaining a strong, unified sense of identity as the community grows. Many of our most traveled corridors were originally designed for function rather than aesthetics, resulting in public spaces that do not fully reflect the vibrancy, culture, and pride of the people who live here. Residents have expressed support for welcoming public spaces that celebrate who we are as a community, but funding for public art projects is scarce. This space, which ties together our downtown corridor, our residential neighborhoods, our largest community park, and our beloved beach, is a prime location for a project.

This grant will directly address that challenge by transforming a highly visible entrance into an attractive gateway landmark. By converting the 15ft x 100ft 4th Street retaining wall into a vibrant, community-inspired mural, we will create a sense of arrival that reflects our values and character. The project strengthens civic pride, supports local artists and businesses, enhances the visitor experience, and contributes to a more welcoming and connected city. T-Mobile's support will help us turn an overlooked piece of infrastructure into a meaningful expression of community identity - one that residents can be proud of for many years to come.

**Please describe how your project design (including community engagement) and project execution plan actively fosters inclusion, taking into consideration the lived experiences, abilities, and needs of all community members.**

The project is designed to foster inclusion by ensuring that the mural's development and installation reflect diverse artistic perspectives and accessibility needs. Our volunteer Cit Arts Commission (composed of residents with varied backgrounds, experiences, and artistic strengths) will guide the design process in partnership with local artists. This structure ensures that multiple viewpoints are represented and that the artwork reflects the character and values of the broader community.

All design meetings will be held in accessible locations, with materials presented in clear, easy-to-understand formats so that every commission member and participating artist can contribute meaningfully and with the public able to attend. The selection of colors, themes, and layout will prioritize universal visual appeal, ensuring the finished mural is welcoming and engaging for people of all ages and abilities.

As a public outdoor installation, the completed mural will be freely accessible to all, creating a visually inviting gateway that enhances the experience of pedestrians, cyclists, and drivers alike.

**Please provide three (3) specific ways in which you intend for this project to benefit your community. Additionally, how could this project be modeled and/or scaled for other non-profits or local municipal governments to adopt and implement?**

Please consider:

How might this project help your organization build relationships with new partners and community members?

How will the project continue to contribute to and impact your community after its initial implementation/launch?

How might this project be leveraged for additional funding support for your area's community and economic development efforts?

How could this project be modeled and/or scaled for other non-profits or local governments to adopt and implement?

#### 1. Enhanced Community Identity and Aesthetics

The mural will transform a highly visible corridor into a welcoming, visually appealing gateway that conveys pride in our local character. By elevating an otherwise ordinary piece of infrastructure, the project creates a lasting improvement to the public environment that residents, businesses, and visitors will benefit from long after installation.

#### 2. Strengthened Local Partnerships and Artist Engagement

Working with the volunteer Art Commission and local artists will deepen relationships between the City and the regional arts community. This collaboration creates a model for future art-driven projects, strengthening connections with creative partners who can support additional beautification, cultural, and promotional initiatives.

#### 3. Economic and Civic Value Through Beautification

Public art in key corridors contributes to overall community attractiveness, which can encourage business investment, enhance visitor impressions, and support local economic vitality. The completed mural can also serve as a catalyst for additional funding - demonstrating the City's ability to deliver impactful, low-cost placemaking projects and strengthening future applications for grants focused on arts, transportation corridors, recreation, and community development.

#### Modeling and Scaling for Other Organizations

This project offers a simple, replicable framework: identify an underutilized public surface, engage local artists, create outlets for public/private collaboration, and implement a durable, low-maintenance mural. Because the approach is cost-effective, uses existing infrastructure,

and relies on local creative talent, it can be easily adopted by other municipal governments or nonprofits seeking to beautify public spaces on modest budgets. The project provides a clear example of how small-scale public art can create high-impact improvements and inspire broader community enhancement efforts.

**Please provide a timeline for your project. Note when the different stages/elements of your project will be executed, if selected.**

IMPORTANT: Grant award decisions for the Q4 2025 cycle will be made by late February 2026. If selected, grant funds will be disbursed by approximately March 1, 2026. Projects *must* be completed *and* usable by the public by February 28, 2027. Make sure to consider these parameters when choosing the kind of project you are proposing for this grant.

Phase	Tasks	Estimated Completion
1. Project Kickoff	Finalize call to artists, confirm wall measurements, obtain permits (if needed)	March – April 2026
2. Community Engagement & Concept Design	Theme development, outreach to local artists, concept sketch consideration	April – June 2026
3. Final Design Approval & Site Preparation	Final artwork approval by City Council, wall cleaning, priming, material procurement	July – Aug. 2026
4. Installation	Mural painting, protective coating application	Aug. 2026
5. Public Reveal & Celebration	Ribbon-cutting, local media promotion, community event	Aug. – Sept. 2026