

Exhibit "A"

The Mural Only Program (MOP) is a reimbursement grant program that utilizes tax increment funds to leverage private investment for on-site property enhancements. The MOP utilizes an application process and offers a 50% reimbursement grant up to a maximum reimbursement amount of \$10,000 per property for costs associated with the creation and installation of a painted or mosaic mural, including design, labor, materials and equipment, on the exterior surface of buildings and structures located within the CRA Districts. Additionally,

- The receipt of a MOP grant will not preclude the applicant from applying for or receiving other grants offered by the CRA
- The receipt of a previous CRA grant, does not preclude an applicant from applying for or receiving a MOP grant
- A property may apply for and receive a MOP grant once every three years
- Both painted and mosaic mural applications will be permitted and eligible for grant funding in the Downtown District of the CRA
- Painted murals must also include a ultraviolet fade resistant clear coat; and
- Only mosaic mural applications will be permitted and eligible for grant funding in the Beach District of the CRA
- Funding will be available to properties located in the Beach and Downtown Districts of the CRA

As part of the MOP approval process, a Mural Review Committee will review mural designs that are submitted through the application process.

The Mural Review Committee for murals to be installed in the Downtown District of the CRA will be composed of the following members:

- District 2 Commissioner
- Executive Director of the CRA or his/her designee
- Executive Director of the Hollywood Art and Culture Center or his/her designee

The Mural Review Committee for murals to be installed in the Beach District of the CRA will be composed of the following members:

- District 1 Commissioner
- Executive Director of the CRA or his/her designee
- Executive Director of the Hollywood Art and Culture Center or his/her designee

The MOP application process and mural review guidelines are as follows:

- A. A MOP application must be made in writing on this form
- B. As required by the MOP application process, the Mural Review Committee shall review all mural designs submitted based upon the following criteria:
 1. The content of the mural. The mural may not identify a specific business or contain a commercial message, any alcohol, tobacco, adult entertainment, or obscene or offensive materials.
 2. The medium used to create the mural shall be of high quality and durable.
 3. The design, location, scale and content of the mural should complement the design and architecture of the property.

4. The mural content should enhance the Downtown Hollywood community and contribute to its unique character.
- C. In considering a mural design, the Committee may approve the mural design, approve the design with appropriate conditions or safeguards, or deny the design. If an applicant's request is denied by the Mural Review Committee, the applicant may file an appeal to the CRA Board within 10 days from the Committee's decision. Said appeal will be scheduled at the next available CRA Board meeting.
 - D. Upon approval of the mural design, the applicant shall obtain written confirmation from the CRA staff and proceed with the installation of the mural and MOP process.
 - E. In the event that the Applicant fails to adhere to the guidelines and criteria for the installation of the Mural approved by the Committee, the MOP Application will not be funded, and the applicant will be required to remove the mural at the sole expense of the applicant.
 - F. In the event that the mural is removed from the property within one year of completion by means other than force majeure, the Applicant shall refund the grant to the CRA.

* * * * *

Date: _____

Property Owner Name: _____

Phone Number: _____

E-mail Address: _____

Signature: _____

Applicant (if other than Property Owner) Name: _____

Phone Number: _____

E-mail Address: _____

Signature: _____

Address of Proposed Mural: _____

Dimensions of Proposed Mural: _____ width x _____ height

Description of Proposed Mural (including materials used, such as stones, tiles, paint and other similar materials):

Attachment Checklist:

- Color rendering of proposed mural as it will appear on the property
- Resume or Curriculum Vitae of the artist creating the proposed mural that includes at least two large scale outdoor murals that used the same medium that will be used in the proposed mural
- Photographs of large scale outdoor murals previously created by the artist

Additional Requirements (check to confirm)

- An ultraviolet fade resistant coat will be used on painted murals in the Downtown District
- Artist will create a mural consistent with rendering submitted

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Date of Mural Review Committee Meeting: _____

Approved as proposed

Approved with the following condition(s):

Denied for the following reason(s):

Name: _____

Title: _____

Signature: _____

Date: _____