



# COMMUNITY IMPACT INITIATIVE

2024 GRANTEE

## PROJECT

# Pendleton Placemaking Mural Project



## GRANTEE

Pendleton Artists Society



## INVESTMENT

\$3,000

## PROJECT OVERVIEW:

The Pendleton Artists Society (PAS) in collaboration with Gallery 119 and the Town of Pendleton's Placemaking Committee with funding support from the MIBOR Community Impact Initiative have installed five captivating murals on the outdoor wall of Gallery 119. Each mural serves as a beacon of creativity and community, enriching the visual landscape of downtown Pendleton. These murals span the expansive outdoor wall and are mounted onto frames, ensuring their prominence and durability. Strategically spaced at even intervals, they form a cohesive artistic narrative, inviting viewers on a journey of discovery and inspiration. The dimensions of each frame, measuring 8 feet by 10 feet, provide ample space for artists to express their vision with boldness and intricacy. This canvas size offers a perfect balance, allowing for detailed storytelling while ensuring visibility from various vantage points, drawing in passersby with their sheer magnitude and allure. This collaborative initiative between PAS/Gallery 119 and the Town of Pendleton's Placemaking Committee is more than just a beautification project; it's a deliberate effort to transform the environment into a dynamic and engaging space. By adorning the stretch of wall between Gallery 119 and Tyler Insurance Agency with vibrant and thought-provoking artworks, the organization has helped to forge connections, spark conversations, and cultivate a sense of belonging among residents and visitors. Through this infusion of art into the heart of Pendleton, they have created an inviting atmosphere that fosters community interaction and celebrates the rich tapestry of creativity that defines the Town of Pendleton. These murals serve as focal points for gatherings, photo opportunities, and moments of reflection, enhancing Pendleton's identity as a hub of artistic expression and cultural vibrancy.

## IMPACT METRICS:

- Improves Quality of Life
- Improves Community Livability
- Creates Active, Vital Downtown Destinations
- Creates Enhancements to the Streetscape
- Promotes Cultural Opportunities
- Increases Access to Public Arts
- Enhances Downtown Quality of Place
- Creates Walkable Neighborhoods
- Fosters Distinctive, Attractive Communities with a Strong Sense of Place
- Increases Tourism Opportunities
- Provides Additional Amenities to Attract New Visitors

