

Title	<b>Alameda Walls of Culture</b>	03/12/2025
	by <b>Hammad Amjad</b> in <b>2025 Cultural Arts and Arts Programming RFP</b>	id. 49934347
	BAY AREA MURAL PROGRAM 3463 SAN PABLO AVE, OAKLAND CA 94608 510.844.4801 Oakland , California CA 94608 CA United States 510.844.4801 hammad@thebamp.org	

<b>Original Submission</b>	03/12/2025
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Score	n/a
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Please be aware that I Understand all application documents and other materials submitted to the City are subject to disclosure under the California Public Records Act.

Enter the name of your public art proposal	Alameda Walls of Culture
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Are you a non-profit or government agency?	Yes
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Please upload proof of non-profit status. For example, a valid IRS tax exemption certificate.

[IRC\\_501c.tiff](#)

If you are NOT a non-profit or government agency, are you using a fiscal sponsor for this grant?

Please upload Fiscal  
Sponsorship  
Agreement/MOU  
(only for fiscally  
sponsored  
organizations)

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Please provide the  
name of the non-  
profit organization or  
public agency  
submitting this  
proposal:

Bay Area Mural Program (BAMP)

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Please provide the  
name of the primary  
point of contact:

Ashley  
Cousin

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Please provide the  
daytime phone  
number for the  
primary point of  
contact:

+15105014870

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Please provide the  
E-mail for the primary  
point of contact:

ashley@thebamp.org

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Please provide the  
name of the  
secondary point of  
contact:

Andre  
Jahmora

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Please provide the  
daytime phone  
number for the  
secondary point of  
contact:

+15109655315

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Please provide the  
E-mail for the  
secondary point of  
contact:

andre@thebamp.org

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Please provide the  
address for the  
organization or public  
entity submitting this  
proposal:

BAY AREA MURAL PROGRAM | 3463 SAN PABLO AVE, OAKLAND  
OAKLAND  
Sindh  
CA 94608  
US  
37.8258346  
-122.2783706

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Which level of grant are you requesting?	\$10,000
Where will the proposed cultural arts or arts programming be held?	Central Alameda Webster Street Area West End (other than Webster Street area)
If you selected "Other," please explain:	
	Organization Details
Please provide your organization's mission statement:	THE BAY AREA MURAL PROGRAM IS A NONPROFIT ORGANIZATION OF LOCAL ARTISTS DEDICATED TO FACILITATING AND CREATING PUBLIC ART
Please provide a brief organization history:	<p>BAMP's approach is rooted in community engagement. By collaborating closely with residents, local businesses, and organizations, BAMP ensures that each mural project resonates with the community's unique identity and values. This participatory process fosters a sense of ownership and pride among community members, transforming murals into collective symbols of shared heritage and aspirations.</p> <p>Notable Projects and Initiatives:</p> <p>Black Liberation Walking Tour Mural: As part of the Black Liberation Walking Tour in Oakland's Hoover-Foster neighborhood, BAMP created a mural featuring iconic figures and landmarks such as Ruth Beckford, C.L. Dellums, St. Augustine's Church, and the California Hotel. This artwork celebrates the area's rich legacy and invites viewers to delve deeper into the history and contemporary challenges of the Black liberation movement.</p> <p>Stephen Curry Mural: In Uptown Oakland, BAMP honored NBA star Stephen Curry with a vibrant mural at the YMCA, capturing his dynamic presence and connection to the community.</p> <p>Greetings from Daly City Mural: Collaborating with art club students from Jefferson High School, BAMP unveiled a 2,000-square-foot mural at the intersection of Mission Street and Hillside Boulevard. This project showcases the city's unique identity and serves as a source of pride for residents.</p> <p>Educational and Outreach Programs:</p> <p>Beyond mural creation, BAMP is dedicated to education and outreach. The organization offers workshops and lectures to educate the public about mural art, its history, and its impact on community building. These programs aim to inspire the next generation of artists and foster a deeper appreciation for public art within communities.</p>

## Global Engagement: Art and Solar Initiative in Kenya:

Expanding its impact globally, BAMP partnered with GivePower Inc. for the Kenya Art Solar Exchange project. This initiative provided ten emerging Bay Area artists of African descent with a life-changing cultural exchange and professional opportunity. The artists contributed to bringing solar electricity to a rural Kenyan school, gaining an enlightened sense of identity, global community, and the ability to leave a lasting global impact through their art.

## Media Recognition:

**Black Lives Matter Mural:** In collaboration with over 400 artists and volunteers, BAMP painted a public art piece reading "Black Lives Matter" in bold, yellow letters spanning three blocks along Broadway in Oakland.

**Art Clash Events:** BAMP organizes live paint-offs, such as the event featuring artists Natty Rebel Art and Rachel Wolfe, fostering a dynamic art scene and engaging the public in the creative process.

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Please provide a list or summary of artistic programs, activities, and recent key accomplishments from the last five years:

### Artistic Programs & Activities:

Community Mural Projects – Engaging local artists and residents to create murals reflecting cultural heritage, history, and social movements.

Youth Mural Workshops – Teaching mural design and painting techniques to youth, fostering creativity and civic engagement.

Artist Mentorship & Training – Providing professional development for emerging muralists through hands-on community projects.

Public Art Lectures & Panels – Educating communities on the impact of mural art in urban spaces.

Live Art Events & Art Clashes – Showcasing muralists and graffiti artists in live painting competitions and interactive public art experiences.

International Art Exchanges – Partnering with global organizations to engage artists in cross-cultural mural projects.

### Key Accomplishments (2019-2024):

Black Liberation Walking Tour Mural (Oakland, CA) – A mural celebrating historical Black leaders, created as part of an educational walking tour.

Greetings from Daly City Mural – A large-scale community mural created with youth from Jefferson High School, showcasing Daly City's identity.

Stephen Curry Mural (Oakland YMCA) – A tribute mural honoring the Golden State Warriors star and his impact on the community.

Black Lives Matter Mural (Broadway, Oakland) – A collaborative, large-scale public artwork spanning multiple city blocks to support racial justice.

Kenya Art Solar Exchange Program – A global art and sustainability initiative bringing murals and solar electricity to rural Kenyan schools.

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Please provide a description of the communities your organization is rooted in, engages and/or serves:

The Bay Area Mural Program (BAMP) is deeply rooted in and committed to serving diverse, historically underrepresented, and economically disadvantaged communities across the Bay Area, including Oakland, San Francisco, Berkeley, Alameda, and surrounding cities. BAMP's work centers on amplifying local voices, preserving cultural narratives, and fostering community engagement through public art.

#### Communities Engaged & Served:

##### Historically Marginalized Communities:

BAMP focuses on creating public art that tells the stories of Black, Indigenous, and People of Color (BIPOC) communities, uplifting voices that have often been excluded from mainstream narratives.

Projects like the Black Liberation Walking Tour Mural in Oakland honor African American history, ensuring that these legacies are preserved and celebrated.

##### Low-Income & Underserved Neighborhoods:

Many of BAMP's mural projects take place in economically disadvantaged areas, where public art serves as a means of community revitalization, empowerment, and cultural pride.

The Greetings from Daly City Mural was created in partnership with high school students, providing them an opportunity to participate in public art despite limited access to formal arts education.

##### Youth & Emerging Artists:

BAMP actively engages young artists through mural workshops, mentorship programs, and hands-on painting experiences, helping them develop artistic skills while fostering leadership and civic engagement.

Programs like Art Clash and live mural painting events encourage youth participation in public art, giving them a platform to express their creativity and cultural identities.

##### Local Businesses & Neighborhood Organizations:

BAMP collaborates with business improvement districts, small business owners, and local nonprofits to bring murals and cultural programming to commercial corridors and public spaces.

Public murals not only beautify neighborhoods but also support local economies by increasing foot traffic and attracting visitors.

##### International Communities & Cultural Exchange:

Through global projects like the Kenya Art Solar Exchange Program, BAMP extends its mission beyond the Bay Area, engaging with artists and communities abroad to promote cultural exchange and sustainability.

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Which artistic discipline(s) best fits your Organization:

Visual Art

If you selected "Other," please explain:

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Project Details

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When will the project be developed/presented? Please indicate if there are public performance dates already known.

The Alameda Community Mural Project will be developed and presented over a 12-month period following grant approval. The timeline includes planning, community engagement, mural design, execution, and evaluation. Projected Timeline: Phase 1: Planning (Months 1-2) – Community meetings, collaboration with local historians, and site selection. Phase 2: Design (Months 3-4) – Mural design development based on community feedback. Phase 3: Execution (Months 5-10) – Mural painting with community participation, workshops, and public lectures. Phase 4: Completion & Celebration (Month 11-12) – Mural unveiling event, final community engagement activities, and project evaluation. Public Presentation Dates: Community Mural Unveiling & Celebration – Tentatively scheduled for late 2025 or early 2026, depending on project approval and execution timeline. Public Art Workshops & Lectures – Dates will be announced throughout the project period to ensure community engagement. All project activities will be free and open to the public in various locations across Alameda.

If you have venue information secured, where will the work be presented? Please also describe any permits or approvals you may have secured for your location:

Currently, the Alameda Community Mural Project is in the site selection phase, with proposed mural locations in public spaces across Alameda, such as Central Alameda, Webster Street Area, and the West End. Final locations will be determined through community input and city approval. Venue & Permits: Public Walls & Buildings: We are working with local businesses, community centers, and city officials to secure high-visibility mural sites. Permits & Approvals: We will obtain any necessary approvals from the City of Alameda for painting on public property. Building owner consent will be secured for murals on private walls. Public Works and Planning Department approvals will be sought for murals in public spaces. BAMP has extensive experience navigating permitting processes and will work closely with the City of Alameda to ensure compliance with local regulations before project execution.

Is there an online/virtual component to the project:

To Be Determined

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Please provide a project summary and concept, inclusive of your artistic vision, goals, and decision to undertake this project at this time:	<p>The Alameda Community Mural Project, led by the Bay Area Mural Program (BAMP), aims to transform public spaces in Alameda into vibrant artistic landmarks that reflect the city’s cultural diversity, history, and community identity. This initiative will engage local artists, residents, and organizations to collaboratively create murals that celebrate Alameda’s rich heritage while fostering public engagement and neighborhood pride.</p> <p>Artistic Vision</p> <p>Public art has the power to tell stories, spark dialogue, and unite communities. Our vision for this project is to use mural art as a platform for representation, amplifying the voices and experiences of historically marginalized communities in Alameda. Each mural will serve as a visual narrative, honoring the city’s past, present, and future through bold colors, intricate storytelling, and dynamic compositions.</p> <p>Through a collaborative and inclusive design process, we aim to produce four murals across different neighborhoods, each depicting a unique aspect of Alameda’s identity, from its immigrant history and artistic contributions to its ongoing social movements and environmental initiatives.</p> <p>Goals of the Project</p> <p>Community Engagement &amp; Inclusion: Involve local residents, youth, and artists in the mural design and painting process through workshops and community meetings. Ensure that the artwork reflects the lived experiences and cultural diversity of Alameda’s residents.</p> <p>Public Art &amp; Beautification: Transform high-visibility public spaces into meaningful and visually striking murals that enhance the city’s landscape. Contribute to placemaking by turning walls into storytelling canvases that foster a sense of belonging and pride.</p> <p>Education &amp; Awareness: Offer free public workshops and lectures on the history of muralism, its role in activism, and its ability to shape collective memory. Educate youth on artistic techniques, design principles, and the impact of public art on urban environments.</p>
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Please describe the planning process, marketing and/or outreach for this project or recent projects you have completed:	<p>Planning Process</p> <p>The Alameda Community Mural Project follows a collaborative and structured planning process to ensure community engagement, artistic excellence, and successful execution.</p> <p>Community Input &amp; Site Selection: Conduct meetings with residents, local organizations, and city officials to determine mural themes and ideal locations. Partner with business owners and property managers to secure wall spaces in high-visibility areas.</p> <p>Mural Design &amp; Development:</p>
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Host design workshops where community members and youth contribute ideas.

Work with local artists and cultural historians to create mural designs that reflect Alameda's diversity, history, and social movements.

Submit final designs for city approval and necessary permits.

#### Mural Execution & Public Participation:

Organize mural painting days where the public can contribute under the guidance of professional artists.

Implement educational programming, including hands-on mural workshops and artist talks.

#### Project Completion & Celebration:

Host an unveiling event with performances, speeches, and community activities.

Conduct post-project surveys to assess impact and gather feedback.

#### Marketing & Outreach Strategy

BAMP employs a multi-platform marketing and outreach approach to ensure broad community awareness and engagement.

#### Social Media & Digital Promotion:

Regular updates on Instagram, Facebook, and Twitter, featuring behind-the-scenes footage, artist highlights, and project milestones.

Create a Facebook event page to engage attendees and share updates.

Develop video content and time-lapse footage of the mural creation process.

#### Community Engagement & Partnerships:

Collaborate with schools, youth programs, and nonprofit organizations to engage students and young artists.

Work with local businesses, cultural groups, and neighborhood associations to promote the project.

Provide opportunities for volunteers and residents to participate.

#### Traditional Media & Publicity:

Press releases distributed to local newspapers, radio stations, and online event calendars.

Flyers and posters placed in libraries, cafes, schools, and community centers.

Potential partnerships with local influencers and city officials to spread awareness.

#### Recent Project Examples & Outreach Success

Black Liberation Walking Tour Mural (Oakland, CA) – Engaged over 100+ community members, collaborating with activists, historians, and residents to depict key figures and movements.

Greetings from Daly City Mural – Partnered with Jefferson High School students, integrating youth perspectives and educational workshops into the design process.

Stephen Curry Mural (Oakland YMCA) – Gained widespread media

coverage and attracted visitors from across the Bay Area.

Who are the main artistic collaborators or project partners (artists, organizations, technicians, administrators)? How will they contribute to the project? Provide brief biographical Information, as appropriate.

Andre Jahmora, Director/Founder/Artist  
Derrick Shavers, Assistant Director/Artist  
Rachel Wolfe, Creative Director/Artist  
Timothy Bluit, Lead Designer/Artist  
Zoe Boston, Field Operations Director/Artist  
Ashely Cousin, Director Ops

Is there an intended audience for this project? If yes, how will you engage them?

Intended Audience: The Alameda Community Mural Project aims to engage a diverse audience, including: Alameda residents of all ages, backgrounds, and cultural identities. Youth and students from local schools and youth programs, fostering artistic development. Historically marginalized communities, ensuring their voices and histories are represented. Local businesses and neighborhood groups, promoting economic and cultural vibrancy. Visitors and art enthusiasts, attracting public interest and engagement. Audience Engagement Strategy : Community Involvement, Public input sessions and design workshops to gather ideas and ensure representation. Mural painting days, allowing residents to collaborate with professional artists. Youth Education & Participation: Hands-on mural workshops in schools and community centers. Mentorship programs pairing youth with experienced muralists. Marketing & Outreach: Social media campaigns sharing progress, artist stories, and engagement opportunities. Local press coverage, flyers, and community partnerships to spread awareness. Public Celebration: A mural unveiling event featuring live performances and community discussions.

You may provide up to 3 work samples totaling 5 minutes of material to review. Work samples can be provided by using online links (video or audio), or uploading JPGs (images), and PDFs (documents).

[BAMP\\_Executive\\_Summary\\_V1.pdf.pdf](#)

[Other\\_Work.pdf](#)

[BAMP\\_LOOKBOOK\\_PRICES.pdf.pdf](#)

Describe how your work samples relate to the proposed project. If submitting videos, please indicate necessary user/password info and cueing instructions.

The submitted work samples showcase the Bay Area Mural Program's (BAMP) expertise in community-driven public art, cultural storytelling, and large-scale mural creation, directly aligning with the goals of the Alameda Community Mural Project. Community-Centered Murals Previous projects, such as the Black Liberation Walking Tour Mural and Greetings from Daly City Mural, highlight collaborative processes involving local residents, youth, and cultural organizations. These works demonstrate how BAMP amplifies historically marginalized voices, a core aspect of this project. Educational & Interactive Engagement Work samples include youth mentorship programs, mural workshops, and artist-led educational sessions, which will also be integral to the Alameda project. Our experience in live painting events and public participation reflects our commitment to engaging Alameda's residents in hands-on mural creation. Technical & Artistic Excellence Large-scale projects like the Stephen Curry Mural and Black Lives Matter Mural showcase BAMP's ability to design, manage, and execute impactful murals in urban environments. The Alameda project will follow a similar high-quality execution, ensuring murals that are visually compelling and culturally meaningful. Through these proven artistic approaches, BAMP will create murals in Alameda that celebrate community identity, engagement, and contribute to public art accessibility.

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#### Budget and Financial Details

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Please upload your own project budget. Submission can include a combination of narrative and table(s) that convey how fund dollars would be dedicated to the various components of the proposed program and its administration. Response should also indicate whether/how any other funding sources would be leveraged to implement the program:

[2025\\_Cultural\\_Arts\\_Project\\_Budget\\_Template.xlsx](#)

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If you do not have a budget template, you can download the example template below.

Budget Template

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Please also provide an organizational chart showing personnel (2 page maximum).

[BAMP\\_CV.pdf](#)

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#### Demographic Survey (Optional)

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THIS DEMOGRAPHIC SURVEY IS OPTIONAL AND NOT REQUIRED We are requesting applicants provide us with demographic information about collaborating artists, organizational staff, and Board because we believe it is a critical step in understanding who in the Alameda community we are reaching and strategizing on how we can advance equity in funding the arts. The data collected in this survey will be used by funders to help understand who they are reaching. It will not be used to determine eligibility, and no applicant will be excluded from consideration based on their responses. The aggregated data will be studied by foundation staff to:

- Understand who is in the broader arts community
- Understand who our grants serve
- Uncover bias and access barriers in our programs and processes
- Respond to gaps in outreach and support

Ultimately, this information will help us as we seek to ensure that City resources are allocated more equitably in the future.

**Definitions:**

**People of Color (POC)/global majorities):** This includes African descent/African diaspora, First Nations, American Indian, Indigenous, Native Hawaiian and Pacific Islander, Asian, Southwest Asian, Latinx, North African, Arab, Middle Eastern, Muslim, and multi-ethnic people of color.

**Transgender, Non-binary, Gender Nonconforming, Two Spirit:** This includes people whose gender identity and expression is different from the sex they were assigned at birth, people who do not identify exclusively as a man or a woman, people whose gender expression does not fit neatly into a category, and/or people who Identify as having both a masculine and feminine spirit.

**Lesbian, Gay, Bisexual, Queer:** This includes people who are emotionally, sexually, and/or romantically attracted to members of the same gender, more than one gender, and/or people who identify as among a spectrum of Identities and orientations that are expansively defined.

**Women:** A person who, regardless of their sex assigned at birth, identifies as a woman.

**People with disabilities:** According to Sins Invalid, includes: “people with physical impairments, people who belong to a sensory minority, people with emotional disabilities, people with cognitive challenges, and those with chronic/severe illness. We understand the experience of disability to occur within any and all walks of life, with deeply felt connections to all communities impacted by the medicalization of their bodies, including trans, gender variant, and intersex people, and others whose bodies do not conform to our culture(s)’ notions of ‘normal’ or ‘functional.’”

**Board of Directors:** Any governing or advisory body that provides ongoing guidance for your work can be included in the "Board of Directors" category.

**Leadership Team:** Any organizational members with substantial decision-making power in your organization can be included in the ‘Leadership Team’ category.

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Consent Statement:    Disagree  
Selecting “Agree”  
indicates that you  
have read the  
information above  
and agree to  
participate in this  
survey. If you do not  
wish to participate in  
this survey, please  
decline participation  
by selecting  
“Disagree.”

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What percentage of  
your Board of  
Directors identify as  
People of  
Color/global  
majority?

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What percentage of  
your Leadership  
Team identify as  
People of  
Color/global  
majority?

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What percentage of  
your Staff identify as  
People of  
Color/global  
majority?

---

What percentage of  
your Artistic Team  
identify as People of  
Color/global  
majority?

---

What percentage of  
your Board of  
Directors identify as  
Transgender,  
Nonbinary, Gender-  
nonconforming, Two  
Spirit?

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What percentage of your Leadership Team identify as Transgender, Nonbinary, Gender-nonconforming, Two Spirit?

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What percentage of your Staff identify as Transgender, Nonbinary, Gender-nonconforming, Two Spirit?

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What percentage of your Artistic Team identify as Transgender, Nonbinary, Gender-nonconforming, Two Spirit?

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What percentage of your Board of Directors identify as Lesbian, Gay, Bisexual, Queer?

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What percentage of your Leadership Team identify as Lesbian, Gay, Bisexual, Queer?

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What percentage of your Staff identify as Lesbian, Gay, Bisexual, Queer?

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What percentage of your Artistic Team identify as Lesbian, Gay, Bisexual, Queer?

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What percentage of your Board of Directors identify as Women?

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What percentage of your Leadership Team identify as Women?

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What percentage of your Staff identify as Women?

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What percentage of your Artistic Team identify as Women?

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What percentage of your Board of Directors identify as People with Disabilities?

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What percentage of your Leadership Team identify as People with Disabilities?

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What percentage of your Staff identify as People with Disabilities?

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What percentage of your Artistic Team identify as People with Disabilities?

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## 2025 City of Alameda Cultural Art and Arts Programming

### Project Budget Template

If entering in Excel only use the fields in blue:

The fields in yellow will sum-up the amounts in the blue fields automatically.

Applicant Name: The BAMP  
 Applicant email: [ashley@thebamp.org](mailto:ashley@thebamp.org)  
 Applicant phone: 5105014870

Project Title: Alameda Walls of Culture

		application)	reporting)	
Income		Projected	Actual	Directions
("Other" lines as needed, leave blank if not applicable)				
Individual Donations		\$ -		note historic contributi
Foundations & Government		\$ 10,000.00		enter anticipated & not
Other		\$ -		
	<b>Contributed subtotal</b>	\$ 10,000		
Commissions		\$ -		
Other		\$ -		
	<b>Earned subtotal</b>	\$ -		note formula for projec
In-Kind		\$ 2,500		est. \$ value of contribut
	<b>Total Project Income</b>	\$ 12,500	\$	-

### Expenses

('Other' lines as needed, leave blank if not applicable)

<b>Facilities</b>	\$ -	note rehearsal/perform
<b>Artistic Personnel</b>	\$ 5,000.00	note form of compensa
<b>Presentation/Production Staff</b>	\$ 2,000.00	i.e., tech crew, house st
<b>Materials &amp; Equipment</b>	\$ 3,000.00	production and present
<b>Marketing/Communications</b>	\$ 1,000.00	

**Administrative Fees**

**Administrative Personnel/Indirect Costs**

***Other: Permits / Insurance***

***Other: Contingency***

***Other:***

\$	-
\$	-
\$	500.00
\$	1,000.00
\$	-

fiscal sponsor fee, paym

note percentage of staf

**Total Production Expense**

\$	12,500
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\$

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<b>Notes</b>
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ons levels or anticipated campaigns  
e % pending and % secured

ting earned income, i.e. # of tickets x cost of admission x # of events, % of house, etc.  
tions of goods, services, or volunteer labor


ance venue, office space costs  
tion, i.e. stipend, hourly rate, and if compensation is different for development/rehearsal vs performance/presentation  
aff, etc.  
ation artistic elements





# Bay Area Mural Program

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Est 2017

3463 San Pablo Ave. Oakland, CA 94608

info@thebamp.org

thebamp.org

## Artist

Andre Jahmora  
*Director/Founder/Artist*

Derrick Shavers  
*Assistant Director/Artist*

Rachel Wolfe  
*Creative Director/Artist*

Timothy Bluitt  
*Lead Designer/Artist*

Zoe Boston  
*Field Operations Director/Artist*

~~Tara Day~~  
*Designer Artist*

Ashley Cousin  
*Director of Operations/ Assistant Director*

## Murals

**Youth Empowerment 2**, CVS Oakland: 2964 Broadway Oakland, Graffiti abatement /  
Volunteers \*12'x 150' \* 2023

**Liberty High School**, 850 2nd St, Brentwood, CA 94513 , High School Students  
Workshops/Design , 15 ft x 29 ft , 2023

**SBCC Umoja**, Santa Barbara City College , Rachel Wolfe and Andre Jahmora , 13' x 70' , 2022

**Dragonfly/ Grizz Art**, Mitsubishi: 6399 Mission Daly City , Rachel Wolfe and 20 High School  
Students , 2022

**Richland Bridge**, 22 Richland Ave SF , BAMP Team , ~~Sunbelt Rentals~~ , \* Dimensions \* , 2021

**Woh Hei Yuen Park**, Chinatown CCDC 1201 Powell St. San Francisco , BAMP Team , 45' x 21' &  
48' x 18' , 2021

**Steph 3pt**, 2350 Broadway Oakland YMCA , BAMP Team , Rakuten / GMR Client , 135' x 65' ,  
2021

**Justice For My Ancestors**, 2148 Broadway, Oakland , BAMP Team , 2020

**Indigenized Energy**, Givepower Foundation - Standing Rock Reservation, ND , Rachel Wolfe and Andre Jones and Tim Bluitt , Givepower Foundation , \*110' x 30' - 7, 2019

**Authentically Oakland**, Whole Foods - 230 Bay Pl. Oakland , Andre Jamorah , Whole Food - Competition Winner, \* 90' x 30' \*, 2018

## Community Events

"Art Clash"	Live Art Competition - Alena Museum, Oakland 4/2018
"6 FT Apart"	Outdoor Pandemic Mural Gallery - AAACC San Francisco 2020
"Art Clash"	Live Art Competition - 7th West, Oakland 7/2022
17 Mural Tours	1.5 Mile Walk - Downtown Oakland 2022
Artist Gala	Honoring Oakland Artists - Oakstop California Ballroom 2022
Live Auction	aSquare Building 2022
Book Release	Community Book signing/ Mural Tour - BAMP HQ 2022
31 Mural Tours	1.5 Mile Walk - Downtown Oakland 2023
DeYoungsters Day	Toddler Mural Painting- De Young Museum - 3/2023
Block Exhibit	Canvas Art Collaboration - Downtown Oakland 1/2024

## Community Programming

**After-school Mural Classes** - SunnyDale Boys & Girls Club  
8 week curriculum(all ages) 2019

**Mural Art Classes** - Lodestar Elementary  
8 week curriculum( ages 8-11)

**Adult Figure Drawing Classes** - BAMP HQ  
2018-Present

**Adult Spray Paint Classes** - BAMP HQ  
2018-2020

**Dragonfly Community Arts x Jefferson High School mural workshop/ classes** - HS Daly City  
2022

**Public Arts Apprenticeship** - BAMP HQ  
2018-Present(all ages)

**High School Internship** - East Bay Innovation Academy  
2023-Present

**UC Berkeley Lecture Series**  
2023-2024

## Press Features:

2021

**BLM** <https://thebolditalic.com/the-best-bay-area-mural-in-2020-oaklands-sprawling-black-lives-matter-8b27e084a88f>

<https://www.lasegunda.org/episodes/andrejones>

2022

### **3 Point Celebration**

<https://dubnationhq.com/p/bay-area-mural-program-blesses-oakland>

### **BLWT**

<https://eastbayyesterday.com/episodes/hover-foster-stories-vol-2/>

### **SBCC**

<https://www.thechannels.org/features/2022/09/16/new-umoja-mural-brings-unity-and-inclusion-for-all-students-of-color/>

### **Daly City**

<https://www.dragonflycommunityarts.org/projects/greetings-from-daly-city-mural>

**West Oakland BLWT** <https://oaklandside.org/2022/05/11/west-oakland-arts-nonprofits-spotlight-hoover-durant-murals/>

2023

**SBCC** <https://www.independent.com/2023/02/14/santa-barbara-city-college-dedicates-the-umoja-mural/>

**Art Clash** <https://thebolditalic.com/bay-area-mural-program-on-full-display-at-oaklands-art-clash-d9ea1b5a46b8>

<https://www.kron4.com/live-in-the-bay/the-bay-area-mural-program-beautifying-the-community/amp/>



BAY AREA MURAL PROGRAM | 3463 SAN PABLO AVE, 510.844.4801|  
WWW.THEBAMP.ORG





**St Marys School Oakland 2019**





**Art Clash Competition 2022**





**San Francisco spirit of the Fillmore**



# *Thank You*

• [www.thebamp.org](http://www.thebamp.org)



Animals of African Sunset





# BAY AREA MURAL PROGRAM

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***TURNING BARE, BLIGHTED WALLS INTO CULTURAL LANDMARKS***

BAY AREA MURAL PROGRAM | 3463 SAN PABLO AVE, OAKLAND, CA 94608 |  
510.844.4801 | [WWW.THEBAMP.ORG](http://WWW.THEBAMP.ORG)

# BAY AREA MURAL PROGRAM

## BACKGROUND

The Bay Area Mural Program (BAMP) is a non-profit organization dedicated to transforming urban landscapes and enriching the cultural fabric of communities through public art. Since 2017, BAMP has spearheaded numerous mural projects that resonate with local heritage and foster civic pride, with a particular focus on celebrating and revitalizing the diverse neighborhoods of Richmond and Oakland. Our collaborative approach ensures that each piece reflects the community's voice, creating a shared sense of ownership and identity.



insert caption

## ACCOLADES

ONE OF THE BEST WALKING TOURS IN THE  
COUNTRY - FEATURED MURAL  
"Black Liberation Walking Tour"

CONDE NAST TRAVELER 2020

NEIGHBORHOOD ENDOWMENT NETWORK  
AWARD

"Spirit of the Fillmore"

CITY OF SAN FRANCISCO 2020



## MISSION

THE BAY AREA MURAL PROGRAM IS A  
NONPROFIT ORGANIZATION OF LOCAL ARTISTS  
DEDICATED TO FACILITATING AND CREATING  
PUBLIC ART.

## VISION

OUR VISION IS TO TURN BARE, BLIGHTED WALLS  
INTO ARTISTIC GATEWAYS TO THE  
COMMUNITY'S SURROUNDING ENVIRONMENT.





## THE BAMP TEAM



**ANDRE JAHMORA**  
FOUNDER & EXECUTIVE DIRECTOR



**ASHLEY COUSIN**  
OPERATIONS DIRECTOR



**ANDRE DAVIS**  
TECHNICAL MARKETING  
DIRECTOR



**RACHEL WOLFE-GOLDSMITH**  
CREATIVE DIRECTOR

**"INSERT  
impactful  
QUOTE here."**

## MEDIA OUTLET



insert caption



# PROGRAMMING



## COMMUNITY ARTS EDUCATION



### *INSPIRING LIFELONG ARTISTS*

- youth
- seniors
- colleges & universities
- artists

## PUBLIC ART CREATION



### *EMPOWERING LOCAL ARTISTS*

### *UPLIFTING LOCAL VOICES*

- mural project management and facilitation
- emerging artist mentorship/apprenticeship
- mural painting

## CULTURAL EVENTS



### *ENGAGING PUBLIC PARTICIPATION*

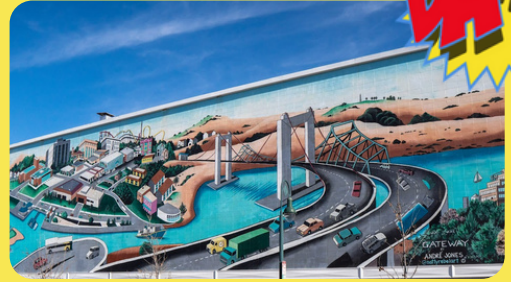
- Mural tours
- Art Clash
- Oakland Mural Festival
- Solar Art Treks
  - Standing Rock
  - Kenya

# MILESTONES



**2017**

BAMP was conceptualized after winning Mural Competition for 120'x40' "Gateway to Vallejo" Mural



**2018**

- With a \$5000 investment, BAMP acquired Non-Profit Status
- Hosted the "Battle of the Canvas" Art competition and formed the initial BAMP team.



**2019**

- Painted a mural in the Oakland A's Coliseum
- Painted the first mural outside the Bay Area in Standing Rock, South Dakota



**2020**

- Moved into 1600 sq ft Headquarters.
- Leveraged public art as a nonviolent tool to promote social justice amidst COVID-19 and riots



**2021**

- Steph Curry 3 Pt Mural with Rakuten, Warriors, Marcus Bookstore
- Hosted Oakland Art Clash
- Received grants and city funding.



**2022**

- Paint the Streets" Book featuring BAMP
- Hosted first annual Oakland Artists Gala
- Kicked off Downtown Oakland Mural Tours

**2023**

Add a little bit of body text

**2024**

BAMP partners with GivePower for the Kenya Solar Art Exchange, bringing solar energy and 10 Oakland artists to a Kenyan community





# FEATURED MURALS

## BLACK LIBERATION

### WALKING TOUR

3040 MARKET ST. OAKLAND, CA

2020, 20' X 65'

- Featured on Black Liberation Walking Tour
- Community Participation



## 3 PT CELEBRATION

OAKLAND YMCA

2021, 115' X 75'

- Partnerships with Golden Gate Warriors, Steph Curry, Marcus Book Stores, Rakuten
- Provided 300 books to Oakland youth



## SPIRIT OF THE FILLMORE

ROSA PARKS SENIOR CENTER, SAN FRANCISCO, 2020, **DIMENSIONS??**

- Winner of *Neighborhood Endowment Network Award* presented by City of San Francisco
- United voices of Asian, Black and Russian elders to tell the overlapping story of San Francisco



# THE BAMP

## BECOME A COMMUNITY PARTNER



ANNUAL FUNDRAISING GOAL

**\$250,000**

**CONTACT US**  
to schedule a  
mural tour and  
support the  
**BAMP**



3463 SAN PABLO AVE  
OAKLAND, CA 94608  
[WWW.THEBAMP.ORG](http://WWW.THEBAMP.ORG)

[ADMIN@THEBAMP.ORG](mailto:ADMIN@THEBAMP.ORG)  
510.844.4801



# THE BAMP

## COMMUNITY PARTNERS

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**African American Art & Culture Complex**

**Amazon**

**Blick**

**Chinatown Community Development**

**Center**

**Fairbank Farms**

**GivePower**

**Greater Richmond Inner Faith Project**

**Head Over Heels**

**Square**

**Whole Foods**

**East Bay Asian Local Development**

**Corporation**

**Golden State Warriors**

**Lodestar School**

**Oakland As**

**Oakstop**

**Oakland Art Murmur**

**Oakland Unified School District**

**University of California, Berkeley**

**7th West**

**East Oakland Youth Development Center**

**YMCA**

**Target**

**San Francisco Parks and Recreation**

**MBK Alliance**

**Google**

**Citizen Film**

**City of Oakland**

**Plenty**

**Rakuten**



# PROGRAMMING

## YOUTH ART WORKSHOPS

*mural painting and art workshops for K-12 youth*

- INSERT



## PUBLIC ART APRENTICESHIPS

*hands-on experience and guidance in mural creation*

- INSERT

## LIFELONG ARTS ENRICHMENT

*Adult arts courses and workshops*

- INSERT
- Figure drawing



## EDUCATIONAL PARTNERSHIPS

*guest lectures and student enrichment*

- Collaboration with educational institutions, such as University of California, Berkeley



# PROGRAMMING

## MURALS

## PRESS

## EVENTS

- Art Clash
- Oakland Mural Festival
- Oakland Artist Gala

## SERVICES

- Custom murals
- Artist Contracts
- Public Art Consultation
- Mural tours

## RETAIL

- The BAMP merch
- art prints
- fashion
- patches
- stickers



BAMP

# LOOKBOOK



BAY AREA MURAL PROGRAM

PORTFOLIO



## OUR CONTACT

[admin@thebamp.org](mailto:admin@thebamp.org)

[thebamp.org](http://thebamp.org)

# ABOUT US

The Bay Area Mural Program is a nonprofit organization of artists dedicated to facilitating and creating public art. Our vision is to turn bare, blighted walls into artistic landmarks. Explore our website and join our mural tours to discover how we design and paint murals with community stakeholders.



501(c)3 non profit

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# COMMUNITY ENGAGEMENT IN-CLASS

1-4 Workshops that can align with class curriculum or school theme.

- How to design a mural
- Design Input
- Critical Thinking
- Team Building
- Color Theory





# COMMUNITY ENGAGEMENT ON THE WALL

1-4 Workshops that can align with class curriculum or school theme that will include:

- How to paint a mural
- Paint by number mural(age appropriate)
- Instruction by professionals muralist
- Fill in all major shapes and color





# ROOTED IN OAKLAND

Oakland A's Stadium 7000 Coliseum Way Oakland, CA

Dimensions: 45' x 5'

Price: \$6,000





# YOUTH EMPOWERMENT

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2147 Broadway, Oakland, CA

Dimensions: 15'X 20'

\*Community Participation

Price Range: \$10,000





# BAY AREA MURAL PROGRAM

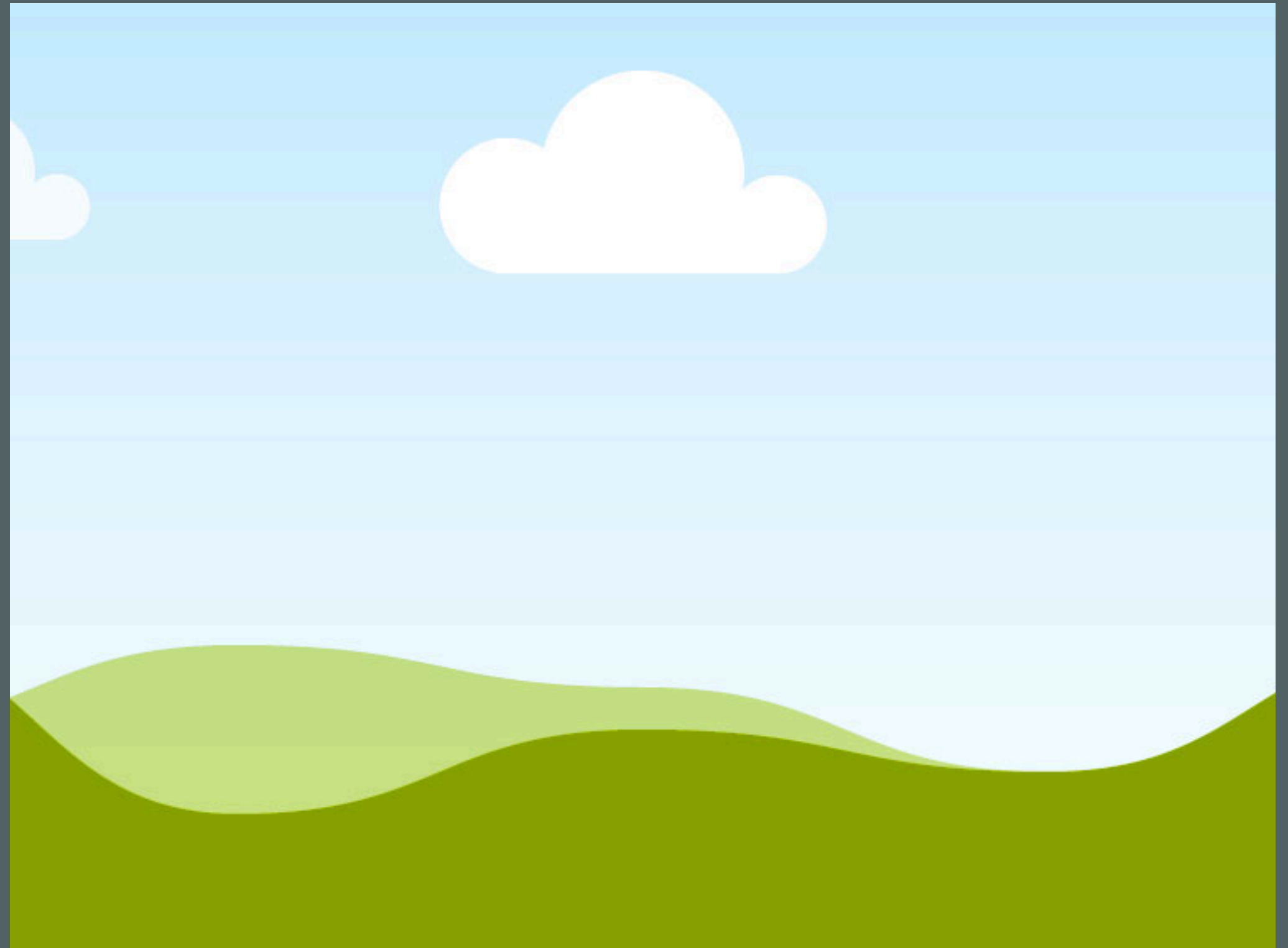
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Brookfield Village Elementary School  
401 Jones St.  
Oakland, CA

Dimensions: 12' x 65'  
Price : \$12,000

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## **BROOKFIELD LIONS**





# BAY AREA MURAL PROGRAM

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## SUFFOLK CONSTRUCTION - 1900 BROADWAY

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1900 Broadway Oakland, CA



Dimensions: 8' x 230'

\*Community Participation

Price: \$15,000



## BAY AREA MURAL PROGRAM

# EVERYONE DESERVES A HOME

311 Chestnut St. Oakland, CA

Dimensions: 32' x 22'

\*Community Participation

Price: \$15,000



ANDRE JONES

2018



# BAY AREA MURAL PROGRAM

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## BLACK LIBERATION WALKING TOUR



3040 Market St. Oakland, CA

Dimensions: 20' X 65'

\*Community Participation

Price : \$20,000



# BAY AREA MURAL PROGRAM

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## SBCC UMOJA

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Santa Barbara City College, CA

Dimensions: 13' x 70'

\*Community Participation

Price: \$25,000





# BAY AREA MURAL PROGRAM



## GREATER RICHMOND INTERFAITH PROGRAM

165 22nd St,

Richmond, CA

Dimensions: 14'x45'

\*Community Participation

Price: \$30,000



# AUTHENTICALLY OAKLAND



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Whole Foods Market  
230 Bay Pl.  
Oakland, CA

Dimensions: 90' x 40'  
Price: \$50,000



# BAY AREA MURAL PROGRAM

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## LODESTAR CHARTER SCHOOL

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105th Ave.

Oakland, CA



Dimensions: 20'X130'

\*Community Participation

Price: \$75,000



# BAY AREA MURAL PROGRAM

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## SPIRIT OF THE FILMORE



Rosa Parks Community  
Center

1111 Buchanan St.  
San Francisco, CA

Dimensions: 177' x 20'

\*Community Participation

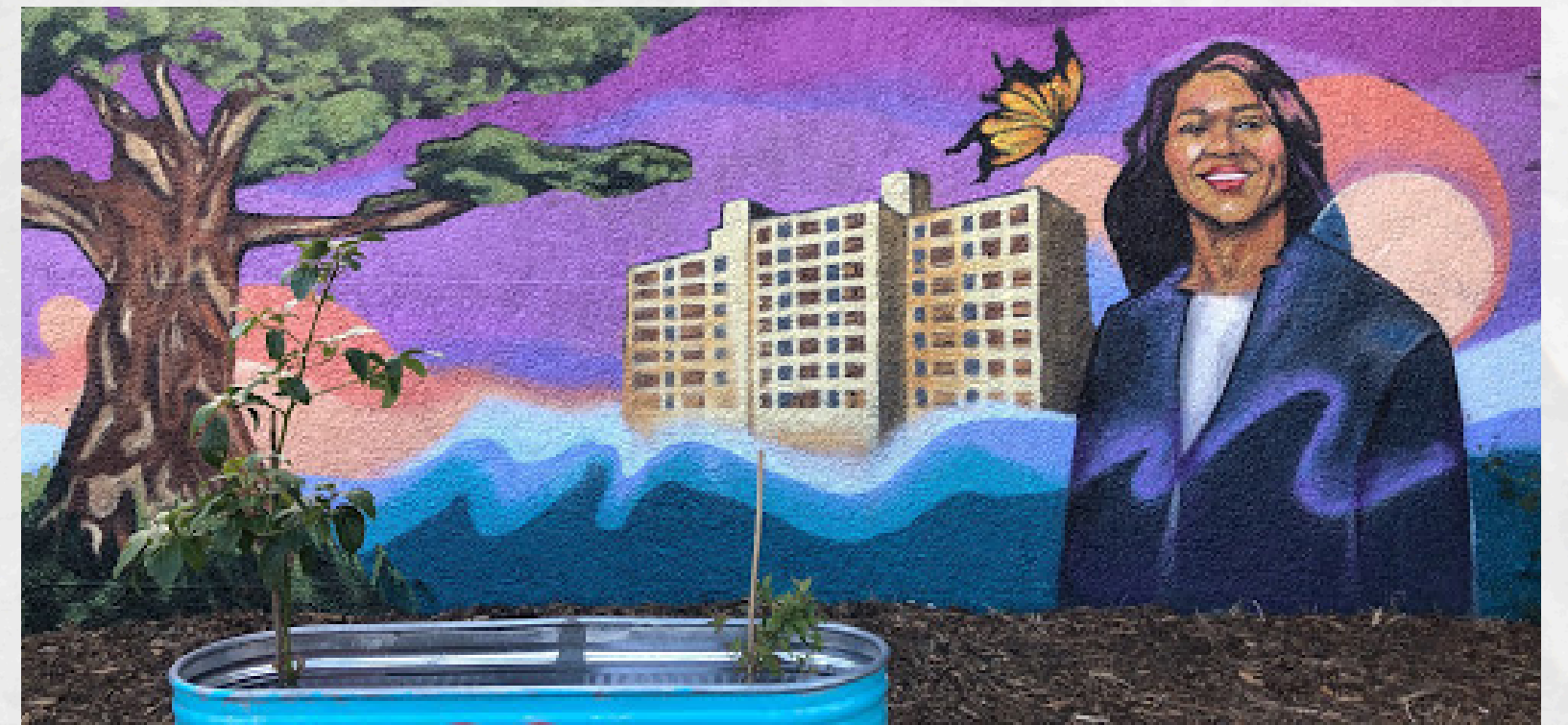
Price : \$80,000

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# BAY AREA MURAL PROGRAM

## SPIRIT OF THE FILMORE





# BAY AREA MURAL PROGRAM

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## 3 PT CELEBRATION

YMCA

2350 Broadway

Oakland, CA

Dimensions: 115' X 70'

Price : \$96,000

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TIMOTHY B , RACHEL WOLFE-GOLDSMITH, ANDRE JONES

2021



# BAY AREA MURAL PROGRAM

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## **DALY CITY**

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Mitsubishi: 6399 Mission

Daly City, CA

Dimensions: 30'x70'

\*Community Participation

Price: \$128,000



# BAY AREA MURAL PROGRAM

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**VISIT FOR MORE**

@bayareamuralpro  
thebamp.org





INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAY 20 2019**

THE BAY AREA MURAL PROGRAM INC  
C/O ANDRE JONES  
2830 GARVIN AVE  
RICHMOND, CA 94804-0000

Employer Identification Number:  
83-4667592  
DLN:  
26053530002639  
Contact Person:  
CUSTOMER SERVICE ID# 31954  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
April 29, 2019  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

THE BAY AREA MURAL PROGRAM INC

Sincerely,

*Stephen S. Martin*

Director, Exempt Organizations  
Rulings and Agreements