STEAP
Storytelling Education & Arts Programs

A 501(c)(3) Nonprofit • Henderson County, NC • Established 2012

PROPOSAL TO THE FLETCHER TOWN COUNCIL

Community Mural Banner Initiative — Highway 25 Main Street

Presented: June 6, 2026

INTRODUCTION

STEAP, Inc. is a Henderson County-based 501(c)(3) nonprofit organization founded in 2012. We are committed to connecting communities through Storytelling, Education, and Arts Programs. STEAP has completed and installed five murals in Hendersonville and created a free online walking and driving tour of public art in Henderson County. These tours are available on any streaming platforms (apple music, spotify,google, etc) under "Hendo Public Art Tour." Any murals created in Fletcher would be included in the next edition of the tour, expected to be released in 2027. (I.E.See mural at 101 E Allen Street.)

PROPOSAL

We respectfully bring before the Fletcher Town Council a proposal to create one to two original mural banners for placement on Highway 25, welcoming visitors and residents to the vibrant town of Fletcher, North Carolina. Grant amounts will determine the number of murals.

PROJECT DESCRIPTION

STEAP, Inc. proposes to commission a local artist to create one to two original paintings that reflect the unique character, heritage, and community spirit of Fletcher. Each original painting will be professionally reproduced as a high-quality vinyl banner and installed onto a prominently located brick or concrete wall on a private building along Highway 25 Main Street, serving as a welcoming landmark for all who enter the town.

Project components include:

- Engagement of a professional local or regional artist to create original artwork
- One to two original paintings reflecting Fletcher's identity, landmarks, and community
- High-quality vinyl banner prints produced from the original paintings
- Installation on a prominent building wall along Highway 25
- Donation of the original framed painting(s) to the Town of Fletcher for permanent display in a prominent public building
- Ribbon cutting celebration at unveiling of mural (s) in 2027 (TBD)

ACTIONS REQUESTED FROM THE FLETCHER TOWN COUNCIL

STEAP, Inc. respectfully requests the following four actions from the Fletcher Town Council:

1. **Letter of Support:** Provide an official letter of support to STEAP, Inc. of the project

2. **Banner Installation:** Authorize the Town's Public Works Department to assist with the professional installation of the vinyl mural banner(s) with bolts or screws into wall of a suitable wall location. Life of banner is usually 20-25years.
3. **Ribbon Cutting Ceremony:** Host and participate in a public ribbon cutting ceremony upon completion and installation of the mural banner(s), celebrating the collaboration between STEAP, Inc, the funders, and the Town of Fletcher.
4. **Community Subject Identification:** Assist STEAP, Inc. in identifying key subjects, landmarks, themes, and community elements to be depicted in the original paintings, ensuring the artwork authentically represents Fletcher's history and identity.
5. **Council Liaison:** Designate one Town Council member to serve as the official liaison with STEAP, Inc. throughout the project, ensuring clear communication, timely coordination, and strong community representation at every stage of the mural initiative.
6. **Building Identification:** Partner with STEAP, Inc. to identify one or more suitable privately owned buildings along Highway 25 with prominent, visible wall space appropriate for banner installation, leveraging the Council's local knowledge and relationships with property owners.
7. **Owner Approval Support:** Support STEAP, Inc. in approaching and securing approval from the identified building owner(s), lending the Town's endorsement to help facilitate agreements for use of the wall space for this community beautification project.

COMMUNITY IMPACT

Public murals are proven catalysts for community pride, economic vitality, and cultural identity. The Fletcher Mural Banner Initiative will enhance the Highway 25 corridor, create a memorable gateway experience for visitors and residents alike, support local artists, and leave a lasting artistic legacy for Fletcher through the donation of original paintings to the town.

CLOSING

STEAP, Inc. is grateful for the Town of Fletcher's consideration of this proposal. We believe this initiative is a wonderful opportunity for our organizations to collaborate in beautifying the community and celebrating what makes Fletcher special. We welcome any questions and look forward to a productive discussion with the Council.

Respectfully submitted,

Karen-Eve Bayne

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