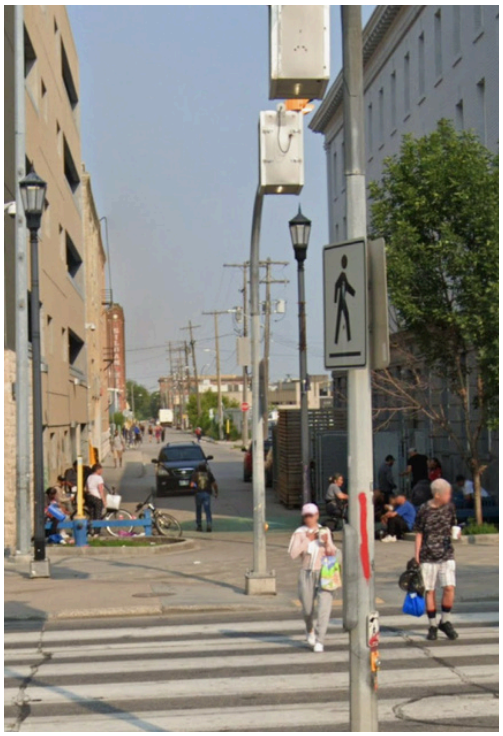
MANITOBA MURAL FESTIVAL

HOPE ALLEY BEAUTIFICATION PROJECT





Concept

“Hope Grows Here” is a two-phase community revitalization and public art initiative in the heart of Winnipeg’s Hope Alley. Spearheaded by Al Wiebe, Hope Alley Foundation, Main Street Project and Higher Learning Foundation launched during the 2025 Manitoba Mural Festival, this project will breathe new life into Hope Alley by transforming it into an inspiring, inclusive, and functional public space through vibrant murals and thoughtful infrastructure upgrades.

MANITOBA MURAL FESTIVAL

PROJECT OVERVIEW

Project Goals

- Highlight the talent of BIPOC artists in Winnipeg.
- Use art to transform ordinary urban space into places of reflection and beauty.
- Engage the public with meaningful, street-level visual storytelling.

Project Scope

- 2 Walls, each painted directly by hand.
- Paints and protective sealant will be provided to ensure artworks remain vibrant and weather-resistant.
- NOTE :All designs will be approved before installation.

Artist Involvement

- Emmanuel Jarus
- Kenneth Lavallee
- One Day Creates
- Noah Mikula

Timeline

- Community Consultation: August 1, 2025
- Artist call and design selection: August 8 - August 20, 2025
- Mural Installation: September 1 - September 28, 2025
- Community Feast and Unveiling: September 29, 2025

Estimated Budget

EXPENSES	SUBTOTAL COSTS
Paint and Supplies	$5,000
Site Security (SABE)	$1,000
Artist Honorarium	$45,000
Lifts	$9,000
TOTAL COST	**$60,000**

MANITOBA MURAL FESTIVAL

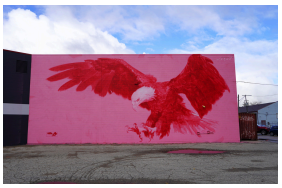
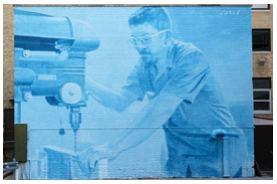
HOPE ALLEY - PHASE 1

Artists

Emmanuel Jarus

HLF's Resident Artist, Emmanuel Jarus, is a Canadian muralist with more than 15 years of experience working with communities in major cities and rural settings to produce large-scale images on wall surfaces. Jarus communicates a story of the individual spirit, that is relevant to the essence of the neighbourhood.

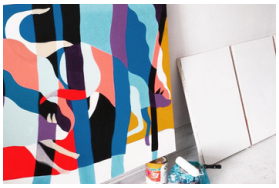


Kenneth Lavallee

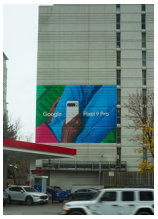
Kenneth Lavallee is a visual artist of Indigenous descent from Winnipeg, Manitoba. He is a member of the Métis Nation and draws inspiration from his cultural heritage, exploring themes of identity, decolonization, and the intersection of Indigenous and contemporary art.

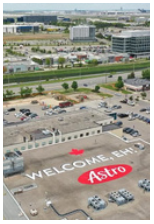
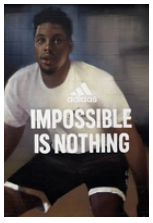


One Day Creates

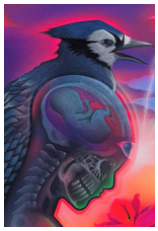
One Day Creates is a fast-paced creative collective specializing in delivering murals, high-quality digital content, branding, and design solutions.



Apprentice: Noah Mikula

Noah Mikula is a multidisciplinary artist from Manitoba, specializing in mural art, graffiti and fashion.



Estimate

Vision Studios

BILL TO
Higher Learning Foundation
+1 (204) 295-1834

Estimate # 333
Date Aug 06, 2025

Item	Quantity	Price	Amount
Paint & Supplies	1	$7,000.00	$7,000.00
Site Security (SABE)	1	$3,000.00	$3,000.00
Artist Honorarium	1	$40,000.00	$40,000.00
Lifts	1	$10,000.00	$10,000.00

Subtotal	$60,000.00
GST (5%)	$3,000.00
PST (7%)	$4,200.00
Grand Total	**$67,200.00**

ESTIMATE

1Day Creative Agency Inc.
1249 Bloor Street West
Toronto, Ontario M6H 1N6
Canada

Mobile: 1-306-552-9018

BILL TO
Higher Learning Foundation
Trisha Kulathungam
906 king Edward st
Winnipeg, Manitoba R3H0P4
Canada

+1 (204) 295-1834
Trisha.hlf@gmail.com

Estimate Number:	202504
Estimate Date:	August 6, 2025
Valid Until:	October 22, 2026
Grand Total (CAD):	**$61,600.00**

Items	Quantity	Price	Amount
Supplies Paint and related materials	1	$6,500.00	$6,500.00
Security Hired on site security	1	$2,000.00	$2,000.00
Artists Honorarium Total fees for design and completion of mural by all artists	1	$40,000.00	$40,000.00
Equipment rental Rental fees for hiring boom lifts for artists to access mural	1	$6,500.00	$6,500.00

Subtotal:	$55,000.00
MB PST 7%:	$3,850.00
GST 5% (768343923 RT0001):	$2,750.00
Grand Total (CAD):	**$61,600.00**

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centreventure
development corporation

July 5, 2024

To: City of Winnipeg Mayor & Council

RE: Hope Alley Project - Main St. & Henry Ave.
CentreVenture Letter of Support

CentreVenture Development Corporation is providing this letter to express the corporation's support for the Hope Alley Project being proposed for an area on Henry Ave. at Main St.

CentreVenture is the owner of the Bell Hotel supportive housing building at 662 Main St., adjacent to the area upon which the Hope Alley project will be constructed. Our understanding is that a canopy to provide weather protection for the users of Hope Alley may be required to be fastened to the Bell Hotel. The Bell Hotel is on the City's heritage conservation list and, subject to the approval of the Heritage Planner ensuring the heritage façade of the building is protected, will provide approval for the canopy and, if required, allow other elements of the project to be installed.

The Hope Alley project will provide the local inhabitants of the north Main St. area with a pleasant, welcome, weather protected and safe area to gather. CentreVenture is very supportive of projects that provide much needed supports for the less fortunate members of our community and always endeavors to work with the community to avail the community with whatever resources we can provide.

Sincerely,

Loretta Martin
Development Manager

101 - 141 Bannatyne Avenue, Winnipeg, MB R3B 0R3 Telephone: (204) 954-7733 / Fax: (204) 954-7739
www.centreventure.com

Chartier
Property Management Inc.

July 5, 2024

Dear Sir or Madam:

Re: Hope Alley Project

In general, we support the project for Hope Alley and look forward to being part of both the process and the final approval of design.

CHARTIER PROPERTY MANAGEMENT INC.
Agents for the Owner

Claire Herbert
Property Manager

200-897 Corydon Avenue, Winnipeg, Manitoba R3M 0W7 Ph: (204) 594-1750 Fx: (204) 594-1757

Winnipeg Regional Health Authority
Caring for Health

Office régional de la santé de Winnipeg
À l'écoute de notre santé

650 Main Street
Winnipeg, Manitoba
R3B 1E2 CANADA

TEL: 204| 926.7000
FAX: 204| 926-7007
www.wrha.mb.ca

650, rue Main
Winnipeg (Manitoba)
R3B 1E2 CANADA

TÉL: 204| 926.7000
TÉLÉC: 204| 926-7007
www.wrha.mb.ca

July 3, 2024

This letter is to note that the Winnipeg Regional Health Authority (WRHA) located at 650 Main Street, Winnipeg MB R3B 1E2 and with the support of Chartier property management, support of the work being proposed for Hope Alley Project located next to 650 Main Street, Winnipeg, MB.

WHRA agrees to remove any and all items affixed to the building if or at such time the WRHA vacates the building unless otherwise agreed to by Chartier Property Management.

The proposed work will help to benefit members of the community as well as showcase local artistry. The WRHA enjoy the continued support and value our relationships with our community partners.

Sincerely,



Sherri Ullett – Manager Facility and Support Serves – WRHA Corporate Services