



PATT KNERR ART

Bring your Brand to Life with a Customized Mural

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Investing in a unique mural transforms your business space, captivating customers and telling your story in a vibrant, visual way. Whether you're looking to create an inspiring workspace or an unforgettable customer experience, a personalized mural can make a lasting impact!

Section 1: Discover the Business Advantage of a Custom Mural

Investing in a mural pays off! Take a look at the advantages that others have already discovered:

1. **Art as a Tax Write-Off**

Investing in art can yield tax benefits when approached strategically. Art purchased for a business space may qualify as a tax-deductible expense, reducing the net investment cost while enhancing the office or store environment. By framing the purchase as an investment, businesses can enhance their aesthetic while potentially saving on taxes.

2. **Increased Real Estate Value**

High-quality, well-curated art can elevate the perceived value of a property. Strategically displayed pieces can give the space a refined, professional look, attracting higher-end clients, potential buyers, or tenants. Enhanced visual appeal and unique elements often lead to property value appreciation, benefitting the business in the long run.

3. **Increased Foot Traffic**

Featuring art from local or notable artists can attract more foot traffic from art enthusiasts, fans, and local community members. A well-executed social media strategy, possibly with posts about the artists and art pieces on display, can further expand the business's reach and draw in people interested in both the art and the venue.

4. **Word-of-Mouth Boost**

Art installations can spark conversation, creating organic word-of-mouth promotion. Visitors may share their experiences with friends or on social media, amplifying awareness of the business. The uniqueness of the art and the curated experience can make the location memorable and worthy of recommendation.

5. **Supporting Local Art as a Marketing Strategy**

Embracing and promoting local art can position the business as a community advocate. This strengthens the brand's reputation as supportive of local talent, which

can resonate well with customers who value community engagement and ethical business practices. This alignment with community values can enhance customer loyalty and brand image.

6. **Brand Differentiation through Imagery and Design**

Art can communicate a brand's ethos and aesthetics in a subtle, visually impactful way. Carefully selected pieces that align with the business's values can set the tone, making the business feel unique and memorable to clients. Through this thoughtful presentation, clients can feel the brand's message as much as they see it.

7. **Boosted Employee Productivity**

Art can enhance the ambiance of a workplace, contributing to employee morale, creativity, and overall productivity. Visually engaging environments have been shown to reduce stress and foster positive moods, which can lead to higher job satisfaction and better performance.

8. **Custom Work for Partnerships and Special Events**

Custom-made artwork for events like partnerships, flash sales, or Black Friday can be eye-catching and uniquely tailored to specific campaigns. From hand-painted signs to bespoke installations, a multi-month contract with an artist can add a fresh, exclusive element to events and promotions, boosting their impact and memorability.

9. **Commission on Art Sales**

By offering local artists a platform to display and sell their work, businesses can earn a commission on each sale. This can create an additional revenue stream while giving customers the opportunity to bring a piece of the brand's aesthetic into their homes, extending the brand experience beyond the business location.

10. **Painting Rentals**

Businesses can rent specific art pieces for a fixed term, allowing for periodic refreshes of the space and helping maintain customer interest. Renting also offers flexibility, allowing the business to match the art to seasonal themes or special occasions without a long-term commitment.

11. **Projects Integrating Location with the Community**

Art projects can reflect themes or narratives tied to the community's history or culture, fostering a sense of unity and connection. Whether through murals, installations, or themed artwork, these projects can create a space that feels authentically rooted in its location, attracting locals who value community-centric spaces.

Section 2: Designing and Delivering your Ideal Mural

- We work hands-on with our clients to create imagery with the pure intention of increasing the sales and popularity of your business.
- We provide complimentary mock-ups of potential images for your location.
- We offer a wide variety of services to create a more appealing business environment, including interior and exterior murals, pop-up displays, 3-D installations, and painting rentals.

Section 3: Practicalities

- Our work hours are flexible to meet your needs and requirements
- We use the highest-grade artist materials to ensure that your artwork will remain vibrant and preserved for years to come,
- Our project contracts are clear and concise.

Section 4: Murals: An Investment with a Tax Advantage!

Investing in a mural for a business in Illinois may provide several tax advantages, depending on how the expense is categorized and the type of business:

1. Business Expense Deductions:

- The cost of commissioning a mural can be considered a business expense if it is directly related to promoting or enhancing the business. Under the IRS guidelines, ordinary and necessary expenses related to marketing, advertising, and improving business aesthetics may be deducted from the business's taxable income.
- Example: The cost of hiring an artist to paint a mural on the business's exterior could be seen as a marketing or advertising expense, thus qualifying for a deduction.

2. Capital Expenditure Deductions:

- If the mural is viewed as a capital improvement, especially if it is permanently affixed to the building, it could be treated as a capital asset. Businesses can potentially recover the cost through depreciation deductions over the life of the asset, typically for physical improvements to property.
- The IRS often requires improvements like murals that are considered part of the building to be depreciated over several years, depending on the useful life of the asset.

3. Tax Credit for Historic Preservation:

- If the mural is part of a building in a designated historic district or contributes to a preservation effort, Illinois and federal tax incentives for historic preservation might apply. Businesses in certain areas could benefit from tax credits when their property improvements are aligned with preservation goals.

4. Illinois State-Specific Programs:

- Illinois has some state-level tax credits and incentive programs for businesses investing in community development or artistic endeavors that align with cultural or neighborhood revitalization. For instance, the River Edge Redevelopment Zone (RERZ) program provides tax incentives for businesses in specific areas.

5. Tax Write-Off for Public Art:

- If the mural is intended for public benefit and the business allows public access, it may be possible to categorize the investment as a public art initiative, which could provide further deductions or write-offs under certain public or civic improvement programs.

6. Charitable Contributions (Indirect Benefit):

- If the mural project is part of a charitable event or collaboration with a local non-profit arts organization, portions of the cost could be written off as a charitable donation. Businesses can deduct contributions made to qualifying charitable organizations that promote public art and culture.

7. Local Tax Incentives and Grants:

- Some Illinois cities, including Chicago, offer local tax incentives or grants to businesses that invest in beautifying their communities through public art. Engaging in such initiatives could potentially lower the overall cost and provide tax advantages.

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For more Information:

Find more information about the **Tax Credit for Historic Preservation**, particularly if your mural is part of a building in a designated historic district or contributes to preservation efforts, consider the following resources:

For contacting the Illinois Historic Preservation Division, you can use the following details:

Website: Illinois Department of Natural Resources - Historic Preservation

Phone: (217) 782-4836

Email: DNR.HistoricPreservation@illinois.gov

Address: 1 Natural Resources Way, Springfield, IL 62702

Illinois Historic Preservation Division – This state-level program provides guidance on historic tax credits and incentives for properties located within designated historic districts in Illinois. For contacting the Illinois Historic Preservation Division, you can use the following details:

Website: Illinois Department of Natural Resources - Historic Preservation

Phone: (217) 782-4836

Email: DNR.HistoricPreservation@illinois.gov

Address: 1 Natural Resources Way, Springfield, IL 62702

Chicago Department of Planning and Development (DPD) **Phone:** (312) 744-4190

Email: dpd@cityofchicago.org

Website: <https://www.chicago.gov/city/en/depts/dcd.html>

Office Address: City Hall, 121 N. LaSalle St., Room 1000, Chicago, IL 60602

Cook County Bureau of Economic Development

Phone: (312) 603-1070

Email: info.bureau@cookcountyil.gov

Website: <https://www.cookcountyil.gov/agency/bureau-economic-development>

Office Address: 69 W. Washington St., Suite 2900, Chicago, IL 60602

Illinois Department of Commerce and Economic Opportunity (DCEO)

Phone: (800) 252-2923

Email: CEO.support@illinois.gov

Website: <https://www2.illinois.gov/dceo>

Office Address: James R. Thompson Center, 100 W. Randolph St., Suite 3-400, Chicago, IL 60601

State Historic Preservation Offices (SHPO) – Each state has an office that works with federal and local programs to provide tax incentives for historic preservation projects,

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including murals and other improvements to historic properties.

Find your local SHPO: [National Conference of State Historic Preservation Officers](#)

Illinois River Edge Redevelopment Zone (RERZ) – For specific historic properties in qualifying zones, this program provides additional tax incentives. Check to see if your project qualifies.

In Chicago, businesses looking to invest in murals may qualify for certain **property tax incentives** that can make these projects more affordable. The City of Chicago offers several incentives that support revitalization, artistic projects, and the preservation of community spaces.

Here are some key programs to explore:

1. **Class L Property Tax Incentive:**

- This incentive is available for landmark buildings or buildings within a Chicago Landmark District. If a mural is being added as part of a broader rehabilitation or enhancement project, this could qualify for the **Class L incentive**, which significantly reduces the property tax rate for up to 12 years. This incentive is aimed at supporting the preservation and improvement of historic properties.

2. **Community Development Grants:**

- Businesses may also be eligible for **Small, Medium, or Large Community Development Grants (CDG)** offered by the Department of Planning and Development (DPD). These grants support a range of commercial and cultural projects, including public art. The grants cover up to 75% of eligible project costs for new construction or rehabilitation, making them a useful resource for mural projects that contribute to community revitalization.

- **Chicago Department of Planning and Development (DPD)**
Phone: (312) 744-4190
Email: dpd@cityofchicago.org
Website: <https://www.chicago.gov/city/en/depts/dcd.html>
Office Address: City Hall, 121 N. LaSalle St., Room 1000, Chicago, IL 60602

- **Cook County Bureau of Economic Development**
Phone: (312) 603-1070
Email: info.bureau@cookcountyil.gov
Website: <https://www.cookcountyil.gov/agency/bureau-economic->

[development](#)

Office Address: 69 W. Washington St., Suite 2900, Chicago, IL 60602

- **Illinois Department of Commerce and Economic Opportunity (DCEO)**
Phone: (800) 252-2923
Email: CEO.support@illinois.gov
Website: <https://www2.illinois.gov/dceo>
Office Address: James R. Thompson Center, 100 W. Randolph St., Suite 3-400, Chicago, IL 60601
- **Chicago Small Business Development Center (SBDC)**
Phone: (312) 744-5344
Email: sbdc@cityofchicago.org
Website:
https://www.chicago.gov/city/en/depts/bacp/supp_info/small_business_developmentcentersbdc.html
Office Address: 121 N. LaSalle St., Room 800, Chicago, IL 60602

3. **Small Business Improvement Fund (SBIF):**

- The **SBIF** offers grants for permanent building improvements, including beautification projects like murals. Businesses can receive funding to cover a significant portion of remodeling costs. This fund aims to support neighborhood vitality by providing grants of up to \$150,000 for eligible commercial properties.

To find out more and apply for these incentives, you can visit the City of Chicago Department of Planning and Development website or consult the [Cook County Assessor's Office](#) for property tax incentive details.