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# News Release

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## MAJOR MURAL PROJECT COMING TO DOWNTOWN CADILLAC THIS SUMMER; DDA INVITES PUBLIC INPUT

*FOR IMMEDIATE RELEASE – MAY 21, 2026*

**CADILLAC, MI** – The City of Cadillac Downtown Development Authority (DDA) has announced a major public art initiative arriving downtown this summer. Titled the *Rear Door Revival*, the project will introduce a concentrated collection of murals to the main alleyway between Harris and Cass Street, serving as the foundation for a future multi-block "Art Alley" corridor intended to eventually expand north and south through the downtown district.

Led by the DDA, the initiative brings public art downtown to breathe new life into a previously underutilized and largely forgotten part of the district. By transforming blank walls behind Mitchell Street buildings into colorful landmarks, the project is designed to turn these secondary service corridors into spaces that are brighter, safer, and more welcoming. The DDA aims to encourage walking, discourage vandalism, and drive overall foot traffic and visibility to Downtown Cadillac.

### Get Involved

- **Public Input Session:** The community is invited to view artist concepts and provide feedback on Tuesday, May 26, at 5:00 p.m. in the Market at Cadillac Commons (117 W. Cass St.).
- **Fundraising & Sponsorships:** Residents and businesses can support the project through the Unity Tree Community Mosaic. Donors may purchase individual tiles for a suggested \$50 contribution or choose commercial sponsorships ranging from \$250 to \$5,000. All proceeds fund the final mural installations.
- **To Donate or Sponsor:** Visit [app.seemylegacy.com/community/2755](http://app.seemylegacy.com/community/2755).
- **Volunteer:** Those interested in site preparation and alleyway cleanup days should follow "Downtown Cadillac" on Facebook for updates.

The complete Rear Door Revival project will feature a total of nine murals, consisting of seven professionally painted murals, one community mosaic installation, and a collaborative ninth mural pairing local students with a professional muralist.

**FORMAL RELEASE DATE MAY 21, 2026**

A call for entries generated 12 mural proposals from professional artists across Michigan, the United States, and Canada. In a competitive selection process, the DDA's Arts and Beautification Committee evaluated the submissions, recommending seven finalist artists based on their proposals, along with two alternates should one of the finalists become unavailable. The full Cadillac DDA Board later approved these recommendations.

The launch phase is backed by a \$20,000 budget achieved through a strategic 80/20 funding split. The DDA secured a \$16,000 grant from the Michigan Arts and Culture Council (MACC), paired with a local match of \$4,000 from the DDA's dedicated economic development funds, which are legally restricted to downtown improvements and placemaking. This initial funding will fully cover the installation of the first three professional anchor murals this summer.

"As a Michigan Main Street community, we are committed to creating an inviting atmosphere where people want to spend time shopping and exploring," said Chris Crawley, DDA Board Member and Chair of the Arts & Beautification Committee. "Cadillac has been discussing murals for years; our hope is that the Rear Door Revival serves as the spark that brings lasting creativity and vibrancy to our downtown district."

To fund the remaining four professional murals on the wall, the DDA is introducing a unique dual-purpose fundraising campaign: the Unity Tree Community Mosaic. This program gives residents, families, and businesses a hands-on opportunity to paint and personalize an individual tile, physically co-creating a permanent piece of the installation. One hundred percent of the proceeds from the tile sales will directly fund the remaining professional murals. The DDA is currently seeking a corporate sponsor to cover material costs for public paint days, ensuring area families can participate at no cost.

"We are thrilled to bring a project of this scale to Downtown Cadillac this summer, representing a significant investment in the vibrancy and economic vitality of our district," said Travis Owens, Cadillac DDA Director and Main Street Program Manager. "The Rear Door Revival is about community pride and interaction, creating a colorful destination for residents and families to visit, enjoy, and capture memories through photography. We want our community driving this project forward, whether they are helping us select the final artist concepts, volunteering to prep the site, or coming down to paint a mosaic tile."

For more information or media inquiries, contact Travis Owens at 231-281-7458 or via email at [towens@cadillac-mi.net](mailto:towens@cadillac-mi.net).

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