SADC Innovation Mural

Andrea Nyberg

Submission Date	Sep 7, 2026 12:56 PM
Name of Initiative	SADC Innovation Mural
Contact Person	Andrea Nyberg
Title	Co-chair of SADC & Artist
Address	494 Bradley Branch Rd
City	Whittier
State	NC
Zip Code	28789
Primary Phone Number	4159400267
Email	andrea@noyadesign.studio
Organization Type	Non-Profit
Organization Tax ID	581431584
Time of Year of Initiative	Peak (April - November)
Describe the timing of the initiative in as much detail as possible (please list key project dates, milestones, timeframes, etc.)	Weather permitting, we would love to install this mural in November 2026. We are currently working on gathering the funds and would start painting as soon as possible. Timeline is flexible, the main factor is weather.
Describe your initiative	We plan on painting a beautiful mural on the Innovation in Sylva. It would span the wall facing Mill St, and the front of Meatballs where there are currently sunflowers. The concept is a graphic depiction of our rainforest and some of the plants and animals in a nighttime color scheme with a river flowing through.

Describe what previous experience applicant has in successful execution of similar endeavors	Andrea Nyberg is a multi-media artist and seasoned producer of projects and events. She recently painted the Carly and Cass mural panel and has an art show displayed at The Cut. Andrea brought the Sylva Art Walks to life beginning in 2024, runs the social media and does all correspondence for SADC as Co-chair. She has created websites and graphic designs for many businesses in town, including Breadheads, White Moon, The Jackson County Farmers Market, La Poste and many more. Before arriving in Sylva she was a set designer and prop stylist for many corporate brand marketing campaigns in San Francisco and has experience accomplishing very large budget projects on strict timelines.
Website	https://noyadesign.studio/
Social Media Channels - paste URLs below	https://www.instagram.com/noya_brand/
Amount of Funds Requested?	$5000
Date Funds Needed	Nov 1, 2026
Give a narrative description of how this project will increase tourism and visitation in Jackson County	This mural will contribute greatly to our towns reputation as an artist community. We think that leaning into this as a marketing strategy for Sylva is an incredible opportunity. Having more color and whimsy on our blank walls is a great way to communicate that to tourists. Additionally, the Eastern entrance to downtown getting a facelift has the potential to pique the interest of people approaching town to stop in from WCU or otherwise.
If this initiative has occurred before, what is new that differentiates it from prior years?	We have previously worked on 2 mural projects in town and believe that they have been a success and will continue to be.
What is your advertising and marketing plan for your initiative?	In order to market this project we will publish an article in The Sylva Herald, and have a robust social media campaign. We had also considered doing a few fundraising events throughout September and October at Innovation and posting informative flyers for donations to the project around town. We will also be donating all funds raised at the Fall Art Walk on Oct 22 to the mural, and it will be included in our marketing strategy for that event this month.
Do you agree to acknowledge the 'Jackson County TDA' in materials as required? Any releases or ad placements should have a statement that "the event was made possible, in part, by the Jackson County TDA." Print ad placements, where/when possible should include the JCTDA logo.	Yes
Total anticipated cost of initiative	14000
Total funds your organization will provide toward total cost?	4000
Detail funds requested from other sources and note commitments or anticipated receipt of funds from other sources	Jackson County Arts Council, Grassroots Grant, the building owners and renters have offered to contribute a portion, fundraising and asking specific independent donors. We are still in the initial stages of getting numbers locked in for the funds but we do have a lot of possible avenues to pursue.

Please upload your detailed budget, including event or initiative expenses and revenue. You can attach a spreadsheet (Excel), PDF, or Word Document.

Inno Mural Proposal.pdf

How did you determine audience/attendance numbers and where do they come from?

Hopefully everyone that comes to Sylva gets to enjoy the beauty and splendor of our mural! We anticipate this being a wonderful backdrop for photos.

How will you measure success of your initiative?

Having the project come together soon, smoothly and gathering funding would be step one for success on our end. Second would be to create artwork that makes everyone walking by feel delighted and positive, bringing more good energy and sights to see in Sylva. Third would be a long lasting, quality mural that continues to grow our reputation for the arts in this region and beyond.

Upload any supporting documentation for your application here:



Inno Front Large.jpeg

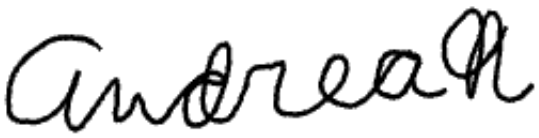


Inno Side Large.jpeg

Is there anything else you'd like to add?

The design could change a little, we want to make sure it stands out on the blue well enough. We will send higher resolution images over email.

Signature:



INNOVATION MURAL PROPOSAL

Artist Andrea Nyberg

Fall 2026

414 W Main St

Sylva, North Carolina

MEASUREMENTS AND COST

Large wall on left side	Front with Sunflowers
39' 6"wide	42’ 3 1/2" wide
10' 8" tall	3' 10" tall
420 sqft	162 sqft
$8,400	$3,240

- Scaffolding (Luke)
- Labor $20 sqft (above)
- Primer $1 sqft- $582
- Paint $3 sqft- $1746
- Varnish- $200
- Brushes & tools- $200

Total for everything: $14,368
-SADC: $4,000
$10,368



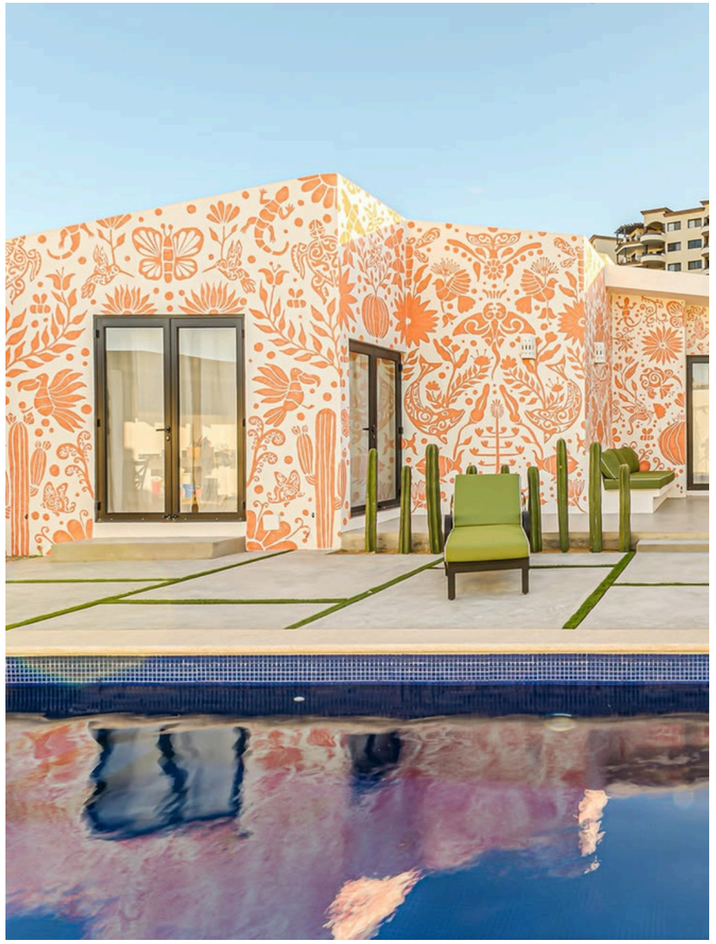




Matisse



COLLECTION GRAPHIQUE MODERNE



SADC is collaborating with Innovation to create a mural on the meatballs side of the building and on the front where sunflowers are now. The owners of the building and current tenants have agreed upon an idea that is currently being designed.

The artistic direction is to combine ideas from the different inspiration images on the previous slide. There would be a winding river throughout with animals and plants from the region surrounding the river in a graphic style, using a color palette similar to the image on the left. The concept will feel like an organic pattern of our rainforest at night. We think it will be a great accent to town, a good spot to get photos and a nice change for the people entering downtown driving towards Mill St. These are some plants and animals on our list:

hummingbird
barred owl
heron
groundhog
rat snake
bees
moth
newt

ferns
mushrooms
trillium
rhododendron
blueberries
*incorporate Let it be *

MANITENANCE AND PRESERVATION

-Chip and Luke will fix the gutters to prevent water damage

-Multiple coats of mural varnish after paint

-Ongoing communication about any touch-ups or cracks.




let it be


INNOVATION BREWING