



UTILITY BOX ART PROGRAM KICK-OFF



Tracy Martin
Capital Improvement
Project Manager
June 8, 2022

Today's Ask

City Council review and provide feedback on a proposed Utility Box Art Program Kick-Off.





Today's Presentation

- ▷ Action Items from COTW
- ▷ Proposed Program Goals
- ▷ Proposed Kick-off Activities
- ▷ Estimated Costs & Proposed Funding
- ▷ Proposed Timeline

Action Items

01

Quotes from local vendor for wraps

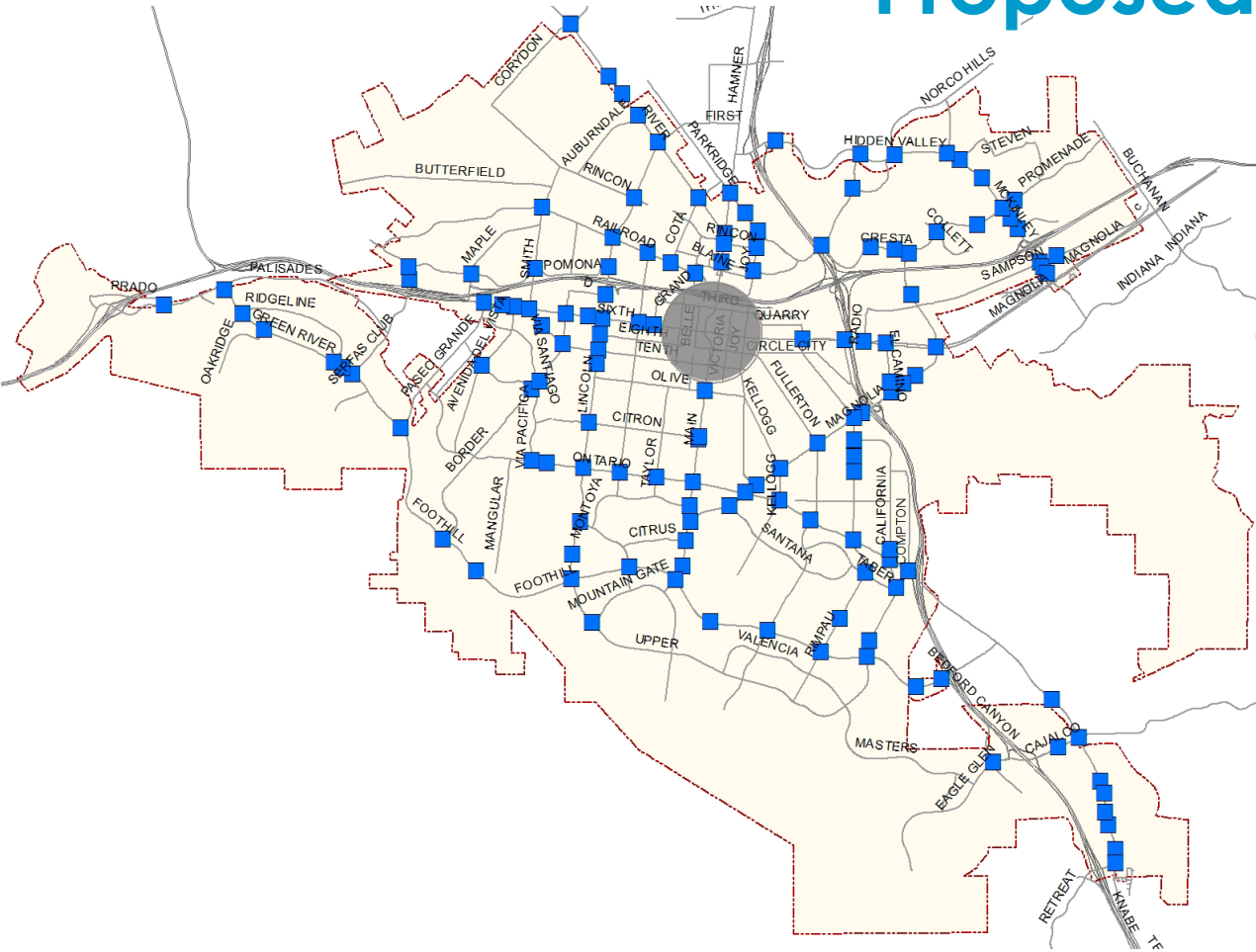
02

Contacted Corona Art Association

03




Developed proposed kick-off project activities

Proposed Year 1 Project



- ▷ Beautify 7 boxes with vinyl wrap
- ▷ Use local artists
- ▷ All areas eligible **except** Downtown

Kick-Off Program

Call for Artists	<ul style="list-style-type: none">▪ Submit Biography▪ Draft / picture of artwork▪ 3 desired locations	
Artwork Selection	<ul style="list-style-type: none">▪ City staff review submissions & narrow down selections for City Council approval▪ Artists receive stipend	
Solicit Sponsors	<ul style="list-style-type: none">▪ City sponsors first box▪ Call for sponsors▪ Recognize artists & sponsors	
Review & Assess	<ul style="list-style-type: none">▪ Solicit feedback▪ Assess interest levels▪ Adjust program as necessary	

Costs & Proposed Funding

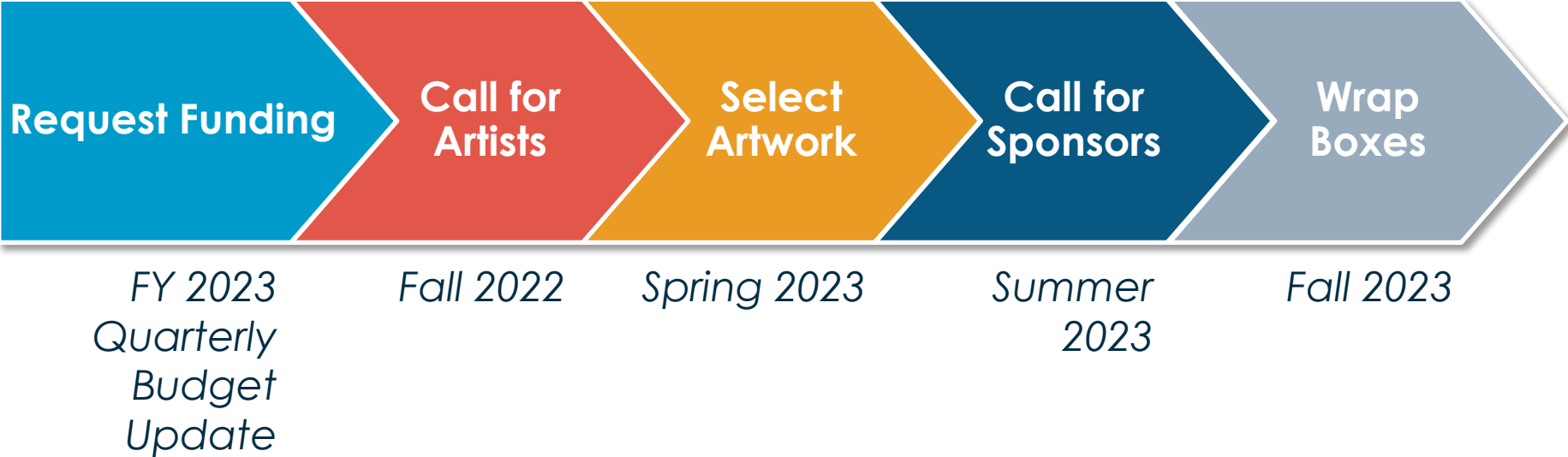
Estimated Costs	Amount
Artist Stipend	\$300
Staff Time (application approval, site review, vendor coordination, etc.)	\$300
Vinyl wrap and installation	\$2,000
Total Cost per Box	\$2,600

Total Cost for 7 Boxes: \$18,200

Proposed Funding Source	Amount
Sponsors – 50% of Cost 6 Sponsors @ \$1,300	\$7,800
City Funding – 50% of Cost 6 Boxes Cost Share @ \$1,300 1 Box @ \$2,600	\$10,400
Total Funding	\$18,200

Program would require funding from the General Fund; program is not currently included in FY23 budget request.

Proposed Timeline



Today's Ask

City Council review and provide feedback on a proposed Utility Box Art Program Kick-Off.



Questions?



 951-817-5880

 Tracy.Martin@CoronaCA.gov

 www.CoronaCA.gov