



Community Mural Project: A Pilot Program in Corona's Parks



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Today's Ask

1. That City Council confirm its desire to proceed with a Community Mural Project.
2. That a preferred location be selected:
 - A. Butterfield Park
 - B. Creste Verde Park
 - C. Promenade Park



Overview of Today's Presentation

- ▷ Introduction
- ▷ Proposed Project Overview
- ▷ Proposed Project Process
- ▷ Estimated Costs & Proposed Funding
- ▷ Proposed Timeline
- ▷ Proposed Parks for Mural Project location



Los Cuidadores (The Caretakers), 2013

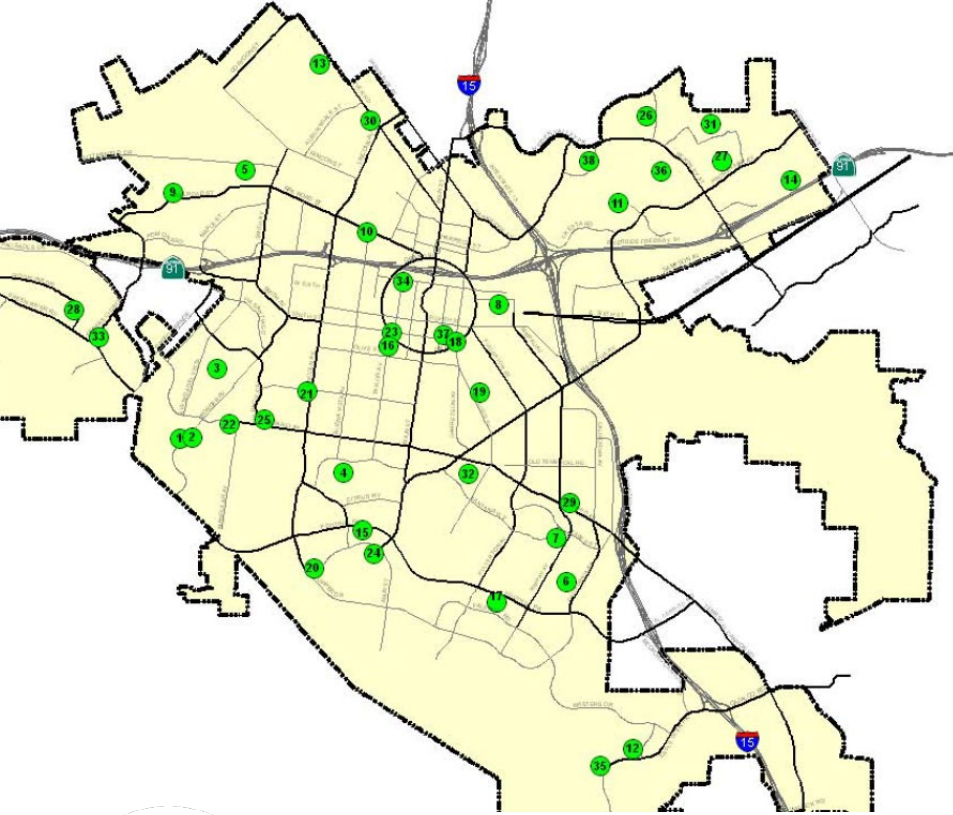
Jay Lynn Gomez

Variable dimensions, hand-painted acrylic mural

West Hollywood Park (small dog park), 647 N. San Vicente Blvd.

Introduction

- ▷ Pilot Program with community mural art project at local park
- ▷ Encourage local artists to engage
- ▷ Goal is to garner community engagement through public art



Strategic Plan: Goal 5 – Sense of Place

Building community through celebrating our rich heritage, increasing access to recreational and cultural activities, and improving the relationship between the City and residents.

Project Overview

Call for Local Artists	<ul style="list-style-type: none">• Submit biography• Draft / photo of artwork• Proposed Theme – Park, History, Symbols of City of Corona	
Artwork Selection	<ul style="list-style-type: none">• Staff reviews submissions and narrow down to 5• Parks & Recreation Commission narrows down to 3• City Council narrows down to 2 selections• Corona Community chooses from the 2 selections• Announce Community's selection at Council meeting	
Begin Engagement	<ul style="list-style-type: none">• Call for community volunteers to clean up the park to prepare for painting• Artist completes mural at selected park	
Review and Assess	<ul style="list-style-type: none">• Solicit feedback• Assess interest levels• Adjust and create program as necessary	

Proposed Project Process

01

Issue Request for Proposals (RFP) for local artists

02

Gather community input from surrounding neighbors residing around where the mural will be located

03

Conduct a community survey to decide on mural of choice

04

Assess success of pilot project and report back to City Council

Costs & Proposed Funding

Amount	Estimated Costs
\$150.00	Submittal Stipend (For first 10 submittals – only when selected)
\$300.00	Staff Time (application approval, site review, vendor coordination, etc.)
\$10,000.00	Completed Mural Stipend for Artist
\$0.00	Volunteer Clean Up (cleaning park before project engagement)
\$3.00/sq. ft.	Paint Costs
\$2.50/sq. ft.	Graffiti Protective Covering (will work with Graffiti Contractor – Neutral)
Total Estimated Mural Cost	**Depends how large the “canvas” is at the park

Program would require funding appropriation; program is not currently included in FY23 budget request.

Potential Park Locations

Butterfield Park

- ▷ Potential Mural Location:
Restroom Structure
- ▷ 60 x 8 (long side) x 2
- ▷ 40 x 8 (short side) x 2
- ▷ 800 sq. ft. x \$3.00/sq.ft (avg.)
- ▷ \$10,000 – Completed Mural
- ▷ \$300 – Staff Time
- ▷ \$150 – Submittal Stipend

Estimated Total: \$12,850



Creste Verde Park

- ▷ Potential Mural Location:
Playground Wall
- ▷ 60 ft x 3 ft (wide and high)
- ▷ 180 sq. ft. x \$3.00/sq. ft. (avg.)
- ▷ \$10,000 – Completed Mural
- ▷ \$300 – Staff Time
- ▷ \$150 – Submittal Stipend

Estimated Total: \$10,990



Cost Estimate for Promenade Park Location

- ▷ Potential Mural Location:
Restroom Structure
- ▷ 60 x 8 (long side) x 2
- ▷ 40 x 8 (short side) x 2
- ▷ 800 sq. ft. x \$3.00/sq.ft (avg.)
\$10,000 – Completed Mural
\$300 – Staff Time
\$150 – Submittal Stipend

Estimated Total: \$12,850



Proposed Timeline



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Questions?



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