

SUBJECT: CONSIDERATION OF REQUEST FOR FINANCIAL SUPPORT FOR THE
"MARCHING THROUGH TIME" MURAL PROJECT

SOURCE: Administration

COMMENT: The Porterville Mural Committee has requested that the City Council consider contributing \$20,000 in support of the installation of the "Marching Through Time" mural in Centennial Plaza. The Committee has itemized \$17,695 in costs for potential reimbursement associated with improvements to Centennial Plaza in support of the mural installation, and requests an additional \$2,305 in support of the mural's creation.

Both the Arts Commission and the Parks & Leisure Services Commission have recently considered the Committee's request. The Arts Commission has advised that the Council should consider funding the requested amount from its Special Purposes Fund. However, the Parks & Leisure Services Commission has advised that the Council should not fund the request, primarily due to the Centennial Plaza improvements not having been directed nor requested by the City.

In May 2012, the Committee had originally submitted a request for \$35,000 in financial support for the mural, and had been scheduled for the City Council's consideration at its June 19, 2012 meeting. However, the Committee withdrew its request prior to the Council's consideration.

In December 2006, at the request of Member of City Council, the Council considered and supported the creation of the Iris Mural, located on Main Street on the Tulare County Child Support Services building, in the amount of \$2,500.

RECOMMENDATION: That the City Council:

1. Consider the request of the Porterville Mural Committee to financially support the "Marching Through Time" mural project; and
2. If approved, please identify funding source, and authorize appropriate budget adjustment.

Dir.  Appropriated/Funded 

C/M 

Item No. 25

- ATTACHMENTS:
1. Letter from Porterville Mural Committee, dated March 15, 2013
 2. City Council Agenda Item: June 19, 2012
 3. City Council Agenda Item: December 19, 2006

March 15, 2013

Porterville Mural Committee
c/o Richard Hatfield
253 E. Worth Ave.
Porterville, CA 93257

Mr. John Lollis, City Manager
City of Porterville
291 N. Main Street
Porterville, CA 93257

Dear Mr. Lollis:

The City of Porterville certainly has a history of recognizing that various forms of art contribute to the community's image and culture, and therefore contribute to the health, viability, and overall attractiveness of the city. The Porterville Mural Committee appreciates the past monetary contributions that the City gave for the development of the first two historic murals in the downtown area. As you are aware, the Marching Through Time Band Mural was dedicated to the City last April, but due to various circumstances, this request for financial assistance from the City has been delayed.

Typically, murals are placed on the walls of existing buildings, and therefore have only the expense of the artist and little or no cost for the preparation of the wall. However, for the Marching Through Time Band Mural, a building appropriate for the size of the mural could not be found along Main Street. With the concurrence of the City, a free-standing wall was designed and built in Centennial Park for the 100 foot by 10 foot mural, which added considerably to the complexity and cost of the project.

Additionally, the Mural Committee was committed to "doing it right" so that the mural and added amenities would make Centennial Park a venue and showplace downtown for musical and community events. It is known that murals can play an important role in an overall economic development strategy as they increase tourism and have a positive appeal to new industry and commercial development that are seeking a community in which to locate that demonstrates pride in itself and its history. The Mural Committee, along with some donated help from local contractors, and the approval of the City, first re-graded the lawn area, redesigned the sprinkler system, and relocated the hazardous water drain grates, and generally made the lawn area in the park more visitor friendly and safer for the public.

Mr. John Lollis

March 8, 2013

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The Mural Committee then moved ahead to install a wrought iron fence around the mural and tie the fencing into the gazebo and existing landscaping. A cement curb was installed in the alley on the backside of the mural, along with re-grading and paving to match the alley north and south of the mural location. Cement pads were poured around the perimeter of the park to accommodate additional wrought iron benches to provide more seating for events in the park.

Numerous community events including the very successful inaugural event of "Dinner and Arts on Main Street" last October and the "Music on Main Street" series have taken place at the park, benefitting from the wonderful ambiance created by the backdrop of the mural and the other improvements to the park.

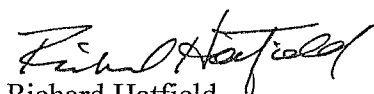
Listed on the attachment to this letter is an itemization of the billed costs directly related to the amenities in the park that were over and above the cost of the mural itself, and provided direct improvements to the City-owned park. The Porterville Mural Committee respectfully requests that the City of Porterville consider a donation of \$20,000 to defray the costs of those improvements, and the balance would be a contribution to the actual mural in keeping with the assistance provided to the previous murals developed.

Eventually, when other funds are raised, the committee has plans to add to the project including lighting and bronze plaques.

The Porterville Mural Committee would like to recognize that this project has been a true partnership of organizations, businesses, and individuals coming together to make this outstanding mural that depicts such an important element of the City's history become a reality. The contribution of the City would make that community partnership complete.

Thank you for this consideration and please note that the committee would be very willing to meet with any City representative(s) to discuss this matter further. Please call me at 781-2131 or Denise Marchant at 784-6259 if you have any questions or to schedule a meeting.

Sincerely,


Richard Hatfield
Porterville Mural Committee

Attachment

**Itemization of Costs for Improvements to Centennial Park
in association with the Marching Through Time Band Mural**

Valley Oak Contractors:	Cost to Committee
Concrete curb in alley	\$2,532
Concrete pads for benches	\$2,250
Excavation of fence post footings	\$ 0
(\$5,082 with donation of \$300 - \$200 for fence post footings and \$100 for other work)	
Bartlett Construction	
Cut, grade and re-pave alley	\$2,140
Lowes:	
Wrought-iron fence material	\$4,750
Chiapa Welding:	
Install wrought-iron fence (\$2,400 with donation of \$200)	\$2,200
Kaylor Landscaping:	
Regrade grass area, redesigned sprinklers and drains, re-sod grass area. Install shrubbery and irrigation system for planter area around mural (\$8,045 with donation of \$4,222)	\$3,823

The above labor and materials total \$17,695 for work completed in Centennial Park as part of the Marching Through Time Historical Band Mural Project

SUBJECT: CONSIDERATION OF FINANCIAL SUPPORT FOR THE "MARCHING THROUGH TIME" MURAL PROJECT

SOURCE: Administration


COMMENT: The Porterville Mural Committee has requested that the City Council consider contributing \$35,000 in support of the installation of the "Marching Through Time" mural in Centennial Plaza. The Committee has itemized \$18,245 in costs for potential reimbursement associated with improvements to Centennial Plaza in support of the mural's installation, and requests an additional \$19,755 in support of the mural's creation.


In December 2006, at the request of Member of City Council, the Council considered and supported the creation of the Iris Mural, located on Main Street on the Tulare County Child Support Services building, in the amount of \$2,500.

RECOMMENDATION: That the City Council:

1. Consider the request of the Porterville Mural Committee to financially support the "Marching Through Time" mural project; and
2. If approved, please authorize appropriate budget adjustment.

ATTACHMENTS: 1. Letter from Porterville Mural Committee, dated May 10, 2012
2. City Council Agenda Item: December 19, 2006

Dir. 

Appropriated/Funded 

C/M 

Item No. 19

Porterville Mural Committee
% Richard Hatfield
253 E. Worth Ave.
Porterville CA 93257

RECEIVED

May 10, 2012

Mr. John Lollis, City Manager
Porterville City Hall
Porterville, CA 93257

MAY 10 2012
CITY OF PORTERVILLE
CITY MANAGER

Dear Mr. Lollis,

The Porterville Mural Committee is respectfully requesting that the City of Porterville donate \$35,000 toward the costs for the completion of the Marching Through Time Mural located in the City's Centennial Park.

As you know, murals are generally placed on the walls of existing buildings, and therefore have only the expense of the artist and little or no cost for the preparation of the wall. For our mural, Marching Through Time, a building large enough to accommodate it was not possible along Main Street. With the concurrence of the City, a free-standing wall was designed and built in Centennial Park for our 100 foot by 10 foot mural.

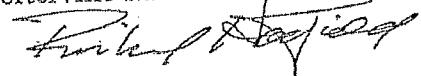
The Mural Committee was committed to "doing it right" so that the mural and improvements would make Centennial Park a venue for musical events and a show place park downtown on Main Street for community events. In addition, murals in a city have a known draw to tourism, and they have positive appeal to new industry and commercial development that are seeking a community with a desirable and attractive culture.

To accomplish that, a local landscape contractor volunteered his ideas and considerable labor and materials to level the lawn area of the park, rearrange the sprinkler system to accommodate the change. The Mural Committee then moved ahead to put in a wrought-iron fence around the mural and tie the fencing into the gazebo and existing landscaping. A cement curb was installed in the alley on the back side of the mural, along with re-grading and paving to match the alley north and south of the mural location. Cement pads were poured around the perimeter of the park to accommodate additional wrought-iron benches to provide more seating for events in the park.

Listed on the following page is an itemization of the billed costs for the expenditures not directly a part of the mural project.

Sincerely yours,

Porterville Mural Committee



Itemization of Costs

Valley Oak Contractors:

Concrete curb in alley----\$2632.

Concrete pads for benches--\$2250.

Bartlett Construction:

Cut, grade and re-pave alley---\$2140.

Lowe's:

Wrought-iron fence material---\$4998.

Chiapa Welding:

Install wrought-iron fence---\$2400.

Kaylor Landscaping:

Re-grade grass area, re-arrange sprinklers and drains, re-sod grass area.

Install shrubbery and irrigation system for planter area around Mural.---

(\$8045, with donation of --- \$4222)

Total Cost--\$3825.

The above labor and materials total \$18,245 for work done in Centennial Park as a Public Improvement to the Park. The Mural Committee would appreciate a total donation of \$35,000 which will cover the above costs, plus yet unpaid billings related to the Mural Project.

COUNCIL AGENDA: December 19, 2006

SUBJECT: COUNCIL MEMBER REQUEST FOR AN AGENDA ITEM –
"Consideration of \$2,500 Mural Sponsorship"

SOURCE: Administration

COMMENT: A Council member has requested the above subject matter be
added to the agenda for consideration under Scheduled Matters.

RECOMMENDATION: As directed by Council. (If item is approved, please
authorize appropriate budget adjustment)

ATTACHMENT: Porterville Mural Project Contribution Card

Dir. J Appropriated/Funded J C/M J Item No. 24