



Dear Commissioners,

After several months of work on this with all the partners, I am ready to come before you to present an exciting project that will have a tremendously positive impact on Buchanan.

The project is to create a mural downtown of Buchanan Olympian, Hannah Roberts, and to enjoy the mural over the next 2-3 years as we approach the next Olympics.

Imagine kids walking down Redbud Trail and seeing their Hometown Hero and imagining themselves to have the opportunity to go from their small town to the world stage! Great stuff!! There are also significant branding and economic development benefits that we will reap from such a project.

I have permission from the landlord to install a mural featuring Buchanan Olympian Hannah Roberts on the wall of the existing Honor Credit Union and a commitment from landlord that the mural can stay for a period of 2-3 years after which time it will be retired. This timeframe will bring us past the next Olympic games where it is presumed that Hannah will compete again, thus, getting the most marketing bang out of the project.

I previously obtained permission from Hannah and her family to pursue a location and artist.

Recently, I have received commitment from nationally known, accomplished artist, Jeff Zimmerman who has done successful installations all over the Great Lakes and murals in particular of women, athletes, and trailblazer public figures. Hannah and her family have become familiar with Jeff's work and they really like it. Our goal is to move forward this fall with the installation of the mural.

Jeff's work can be seen here:

<https://www.jeffzimmermann.com/>

The media attention and economic impact that Buchanan will receive from this project will many times over the investment, I assure you.

I already have funding pledges in hand from both Honor Credit Union and Michigan Gateway Foundation. The next step is to come before you with a funding request of \$5,000 at the next City Commission meeting on June 13, 2022. This project will be a very cool community partnership that will reap return of our investment. We plan to capture to mural process and leverage all our media outlets to make this a big bang for Buchanan, Hannah, and Jeff!

Also, please see attached Hannah Ad, a photo of the mural location, and a recent mural that was done in Los Angeles for Hannah. If L.A. can do it, then Buchanan can!

Please feel free to reach out to me directly with any questions or concerns.

Thank you!
Rich

Richard Murphy
Community Development Director
City of Buchanan
rmurphy@cityofbuchanan.com
269-695-3844 Ext. 19

