STAFF REPORT
9/27/2022

TO: Cultural and Arts Commission Chair and Commissioners

FROM: Celina Jimenez, Grants Manager

SUBJECT: Review and Approve an Art in Public Places Proposal for a City of Coachella 75th Anniversary Mural on the US Postal Service Building by Michelle Guerrero in the Amount of $15,000

STAFF RECOMMENDATION:

Staff recommends that the Cultural and Arts Commission consider approving and awarding a grant to Michelle Guerrero in the amount of $15,000 from the City of Coachella's Art in Public Places Program to install a mural on the U.S. Postal Service building on the corner of Sixth Street and Orchard Street.

BACKGROUND:

On January 1, 2011, the City Council approved Ordinance No. 1034 establishing an Art in Public Places Program and implementing a new development impact fee for certain new construction, remodeling and reconstruction of public art installations. The purpose of the Art in Public Places ordinance is to develop and maintain a visual arts program for the residents and visitors of Coachella, to add to the economic vitality of the community, and to enhance the environment and unique character of Coachella by providing for the acquisition and maintenance of quality works of public art.

DISCUSSION/ANALYSIS:

The submitted proposal is a painted mural project approximately 40 feet in length celebrating the City of Coachella's 75th anniversary featuring MrBBaby's (also known as, "MrBBaby" for Michelle Ruby Brown Baby) signature character "Chucho", who is a colorful furry piñata. The brief history of the piñata is that they originated in China when paper figures were filled with seeds and broken as a way to bring good luck for the coming harvest season. In Mexico, the Aztecs honored the birthday of the solar god Huitzilopochtli in mid-December by decorating a pot with feathers to represent the god. In the ritual, the pot was broken and the fruits of the season and other edibles were shared. Life was meant to grow out of destruction—this message has been a driving force behind MrBBaby's work and has defined Chucho, who is a symbol of hope, resilience and mental health awareness as Chucho is always looking at the brighter side of things, especially the negative ones.

Budget

Installation Costs – Labor		$9,000
Installation Costs – Equipment Rental		$500
Other Costs – Materials		$3,000
Miscellaneous Costs		$2,500
	TOTAL	$15,000

About the Artist

Michelle Guerrero (also known as, "MrBBaby" for Michelle Ruby Brown Baby) was born and raised in San Diego, California. She uses elements of her heritage as an inspiration for her striking and lively art work. MrBbaby is heavily influenced by her community, as well as her Puerto Rican/Mexican heritage. By combining vibrant colors with traditional imagery, Michelle is able to uplift her audiences and intrigue her viewers. The artist aims to bring happiness and joy to her collectors and community, while also having stronger messages intertwined, all of which are open to the viewer's interpretation. Michelle holds a **Bachelor's Degree in Fine Arts from the Academy of Art University – San Francisco, CA**. Her art murals have been commissioned by the following acclaimed companies:

- Coachella Music and Arts Festival
- Dodger Stadium
- Sony Electronics
- Cheetos
- The Getty
- El Pollo Loco
- City of Chula Vista
- San Diego Jewish Center
- Los Angeles Art District
- Random House (book illustration for "Crux" by Jean Guerrero)
- Women on Walls (Puebla, Mexico)
- Pandora Jewelry
- Converse Shoes
- UPS and Kids of Immigrants
- Displayed Work at Galleries: Chicano Park, Chimmaya Gallery, Just Another Gallery

Proposed Mural Design Rendition

75th Anniversary Mural at US Postal Service Building

ALTERNATIVES:

1. Not Approve the Request for the Mural Proposed by Michelle Guerrero
2. Provide Alternative Direction

FISCAL IMPACT:

If the Cultural and Arts Commission approves the staff recommendation, the $15,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2022-23.

ATTACHMENTS:

1. Application