

# The Hendo Lifeline

A Proposed Fast Action, Community-Driven Sidewalk Art & Fitness Experience Project due by May '22 Garden Jubilee.



## Our Strong Foundation

- 2021 Friends of HVL/AARP Fast Action Sidewalk Mural Grant “Exceeds Expectations”
- Under budget, On Time
- Volunteer-Driven (+200)
- Huge Community Support, demand for “more, more”



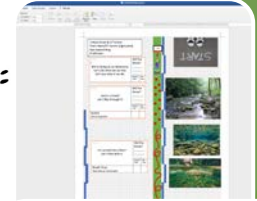
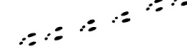
## Proposal

- EZ extension of this Foundation
- via connecting, interactive sidewalk story through which participant moves through series of simple painted animal tracks learning about Hendo, our environment, how we interconnect
- Sustainability



## Where

- Connect Main & Good of Hive Mural to BeeLine & 7th
- Start Main & 3<sup>rd</sup>, move north along King turning east onto 5th & Grove (connect to current Murals)



## How

- Sidewalk paint (from BeeLine)
- Simple storyline set in native WNC terrains (creek, river, sky...)
- conveyed through colorful series of choreographed “hop, skip, jump” native animal tracks start - end
- See notes for link to movement concept video



## Who

- 2021 Sidewalk Muralists (proven track record)
- Elizabeth Queen (Lead)
- David Queen
- Diamond Cash: Cross Walks-if approved
- A Diverse Community Volunteer Corp a’la BeeLine

## When-by 25May22

- March: Prep
- April/May: Volunteer Paint Days
- May-Ribbon Cutting: Garden Jubilee
- June-Pollinator Month Tours
- And beyond.



## Cost

- City: Negligible
- 1k= Remaining 2021 \$
- Leftover paint/sealant, equipment
- In kind: volunteer sign up, traffic cones, signs ribbon cutting, promo (//BeeLine)
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- Other donors: stencils, time



## Benefit

- Short Term: new experiential attraction drawing tourism, foot traffic Main-7<sup>th</sup> alternate route
- MainStreet, Mural, Fitness, ESG Draw
- Mid/Long Term
- draw support for more permanent installation
- fuel HVL public art discussion