

Let's Go, Hendo!

A Life Line



Proposal to Hendersonville, N.C. City Council for approval of sidewalk mural extension:

i.e. the installation of a low cost, low impact, fast-action, volunteer-driven, public art and fitness experience targeted for completion by 25May22 Garden Jubilee.

Connecting the Hands-On Museum and Good of the Hive Mural with the Bear Crossing, ASL Hendo and Hendo Bee Line sidewalk murals between Main Street, the Farmer's Market, and the Historic 7th Avenue District.

Submitted By Elizabeth Queen, Luckenbooth Studios, Flat Rock

3March2022



The Hendo Lifeline: “The 1 Pager”

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



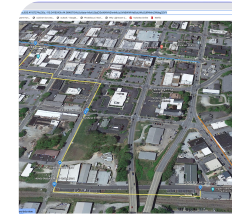
Our Strong Foundation

- 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”



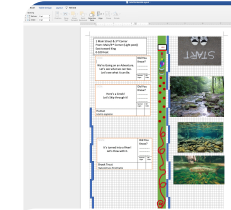
Proposal

- 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
- ESG: Environment-Sustainability - Governance



Where

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



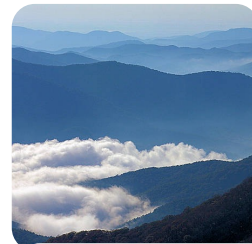
How

- Leftover 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 Slide 6- video link



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



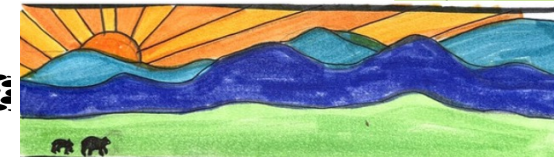
When-by 25May22

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



Cost

- City: Negligible
- <\$1k= Remaining 2021 budget
- 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-7th alternate route
- MainStreet, Mural, Fitness, ESG Draw
- Mid/Long Term
- draw support for more permanent installation
- fuel HVL public art discussion