Painting Project

Revitalizing Downtown



Basic Concept

Paint all of downtown from 9th Ave to 18th

Along Main St and Long St.

Not painting unpainted brick

Not painting certain buildings that already look great

Painting individual businesses to make downtown look bigger and add charm

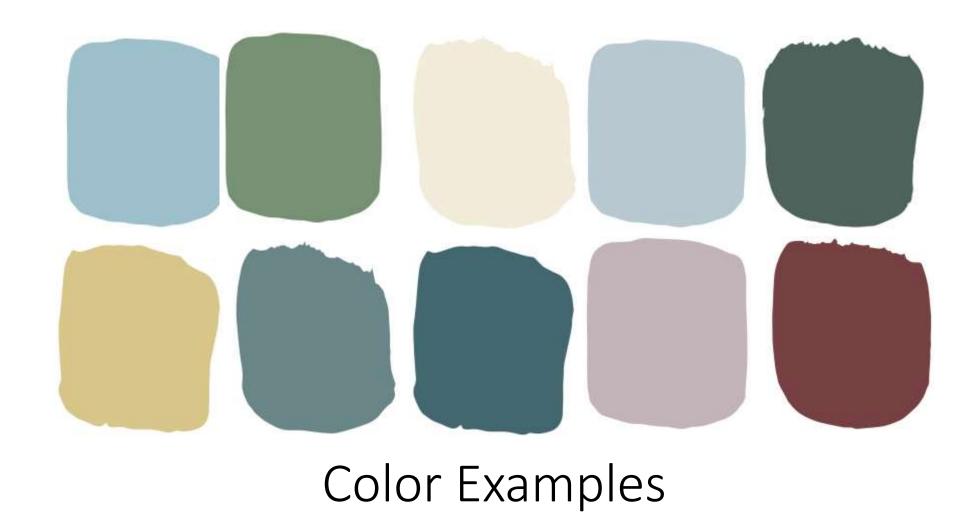
Creating charm with paint





Miller Paint as a Sponsor!

- Miller Paint has offered to supply a \$200K value including:
 - 100% of the paint for the murals
 - Color consulting
 - National press
 - Paint for all of the buildings (with some City Match)
 - Discounted supplies
 - Still need:
 - Painters





Color Consultant will:

- Help develop an overall design
- Coordinating trim and accent color ideas
- Develop a cohesive plan
- Create maps and renderings

Types of National Publicity

- Commercials featuring Sweet Home
- National Print Campaigns featuring Sweet Home
- Banners
- Signage
- Magazine Articles
- Etc.



Timeline

- June 2nd start getting waivers signed
- June 11th finalize contract with Miller Paint
- June 23rd waivers due
- June 24th-30th Color consultation
- July 6th paint delivered
- July 6-13 Public Works pressure washes downtown
- July 14th Youth Group starts painting
- o July 15th- July 25nd Volunteers paint
- July 25th through July 31st clean up and finish anything that needs to be completed
- August -through September 2-3 murals
- October through January 2024- Call for artists for 8-10 murals
- February through March assign and design remaining murals
- May through Sep 2024 finish murals

Project is meant to be a partnership

Waivers

Will limit liability

Also requires some buy in from the business or property owner

Getting Businesses Involved

- Waiver due by June 23rd
- 39 businesses identified
- Need to develop a strategy to track who is going to reach out to the businesses and property owners
- Tracking system
- Each business needs to sign a waiver

Volunteers



July 14th we will have a youth group of 20-25 supervised youth starting on painting



This will tentatively be phase 1

Volunteers painting project-Tentative

- July 15th through July 25th
 - This is the tentative timeframe for painting all of the businesses
 - Need:
 - 40+ solid painting volunteers (at least 20 painters per day)
 - 6-7 team leads (each managing a team of 5-6)
 - Know how to paint, and know the overall vision of their buildings
 - 6 coordinators
 - 2 color coordinators who can make sure the design is being followed
 - 2 supply coordinators who can check out supplies and help coordinate clean up
 - 2 General coordinators keeping track of waivers, childcare plan, dates, messaging, etc

Volunteer Competition!

- Agencies and Businesses who each sponsor a group of volunteers
 - Police Department
 - Fire District
 - Rotary
 - School District
 - Family groups
 - Etc.
- Prize for whomever gets their buildings done the fastest/does the most, etc.



July 23rd
through July
31st

Clean up

Finishing any additional painting details

This will likely be public works, skilled volunteers, and/or a professional painting crew if we need it

Murals

4-5 murals this year from August to September More can happen but will likely be more successful if we keep it to 4-5 this fall

5-7 murals next year

- Gives time for a call for artists
- May have grant funds to help pay for artists

Tentative Mural Schedule

- Design submission can start right away
- July-ongoing- Categorize types of murals such as:
 - Group project
 - Artist specific
 - Youth
 - Children
- August- September- Start painting murals
- October- Continue if there is good weather
- Nov-April-Plan final murals

Next Steps

Need to get a list of businesses

Reach out and have them sign the waiver

Cannot participate without a waiver

June 23rd waiver deadline

Family Engagement

Children's Mural

Something basic that can include all ages 0-14

Need Childcare

- Churches?
- School District?
- Volunteers?

Additional Volunteer Opportunities

- Creating Flyers
- Taking Pictures
- Helping to get donations for supplies
- Finding professional painters
- Outreach
- Refreshments
- Clean up
- Entertaining the volunteers
- Appreciation Barbeque

Additional Funding Opportunities

- T- Mobile Grant- \$50K
- Our Town Grant- \$150K
- Sweet Home Community Foundation-\$5K
- Potential community support





Questions?