

# Painting Project

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Revitalizing Downtown



# Basic Concept

Paint all of downtown from 9<sup>th</sup> Ave to 18<sup>th</sup>

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!

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- 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 Examples



# Color Consultant will:

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- 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 2<sup>nd</sup> start getting waivers signed
- June 11<sup>th</sup> finalize contract with Miller Paint
- June 23<sup>rd</sup> waivers due
- June 24<sup>th</sup>-30<sup>th</sup> Color consultation
- July 6<sup>th</sup> paint delivered
- July 6-13 Public Works pressure washes downtown
- July 14<sup>th</sup> Youth Group starts painting
- July 15<sup>th</sup>- July 25<sup>nd</sup> Volunteers paint
- July 25<sup>th</sup> through July 31<sup>st</sup> 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



# Waivers

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Project is meant to be a partnership

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Will limit liability

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Also requires some buy in from the business or property owner

# Getting Businesses Involved

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- Waiver due by June 23<sup>rd</sup>
- 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 14<sup>th</sup> 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 15<sup>th</sup> through July 25<sup>th</sup>
  - 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!

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- 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 23<sup>rd</sup>  
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

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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 23<sup>rd</sup> 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

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





Questions?

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