

Town of Springdale – RAP Tax funding application for Recreation, Arts, and Parks Projects

Entity Information

Entity Name:

Darci Carlson and Jan Passek (applying as individuals)

Entity Address:

PO Box 504, Springdale, UT 84767

Official Website (if applicable):

n/a

Contact Information

Contact Name:

Darci Carlson

Contact Email:

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Phone:

714-514-5520

PLEASE COMPLETE THE APPLICATION AS CLEARLY AND COMPLETELY AS POSSIBLE

Proposal for Funding – Recreation, Arts, and Parks Projects

1. Project Title:

Art is Electric in Springdale! A project to wrap electric utility boxes with art.

2. Proposed project installation start date:

July 1, 2022-Public Engagement/ Call for Artists * January 1, 2023-Artist selections determined * April 1, 2023-Final artwork due

3. Proposed project completion date:

October 2023

4. Total proposed project budget (\$):

\$8,500.00 (See projected budget attached; request assumes seven boxes will be wrapped)

5. Requested RAP funds (\$):

\$8,500.00

6. Project Description:

This public art project seeks to enhance the beauty, vibrancy, and cultural uniqueness of Springdale by covering seven electrical utility boxes in high-visibility areas along SR-9 with original artwork. The goal is to build community and enhance the town's streetscape by adding colorful, eye-catching murals to further our town's distinct character. See attached sheet showing various electric utility boxes around Springdale and examples of vinyl wrap artwork.

This project will consist of two phases: 1) Community Engagement; 2) Artwork Installation

- 1) **Community Engagement:** The project will begin with a "Call for Artists". Members of the community will be introduced to the project and encouraged to submit their creative inspirations according to a prescribed theme. Submissions will be initially reviewed by a project committee, following an established process for approval and documentation, with finalists determined by the Art Review Board.
- 2) **Artwork Installation:** Selected artists' work will be scaled to fit the electrical utility boxes and converted into vinyl wraps. A local area vendor will produce and install the wraps. The material is viable for 7 years**. Artists will be given a small stipend for their work which is customary.

Rocky Mountain Power (RMP) owns the electric utility boxes. They allow the boxes to be covered with art if the municipality agrees to specific terms regarding placement and maintenance. RMP has provided a draft Memorandum of Understanding (MOU), included as an attachment with this application, that outlines those parameters. Assuming this RAP Tax project moves ahead, the RMP MOU would come before the Council for approval.

Note: This MOU is the standard agreement RMP uses with other Washington County municipalities. At this point, it has not been reviewed by the Town of Springdale legal team.

** The vinyl wrap material is rated for 7+ years, but it is not warranted in the southwest desert region (Nevada, Southern Utah, Arizona, New Mexico, Texas, and Southern California). The City of St. George is using the same material to wrap boxes in their community. Based on information from the manufacturer, they indicated the 3M lamination product should normally last at least 3-5 years, if not longer, given our climate and sun exposure.

Proposal Merits:

7. Briefly describe a timeline for completing your project. Are there any obstacles that may delay or prevent completion?

If this request for RAP Tax funds is approved, the project committee will engage the community through a “Call for Artists” contest beginning in July 2022.

Artists will submit renderings based on their individual sources of inspiration for the theme. Each submission will be judged by a committee using a pre-determined set of criteria to rank factors such as appropriateness of theme, color palette, originality, relevance to Springdale/Zion Canyon, etc. Priority will be given to artists that either live, work, or own in Springdale, however, artists from outside our area are welcome to apply.

The Art Review Board will take recommendations from the review committee and make a final determination as to which designs are selected for installation. The entire project is estimated to take about 18 months.

8. What is the rationale behind this project? How will it enhance Springdale and/or the community in general?

The Town of Springdale has often expressed its desire to expand public art programs and installations. This project will help bring that desire to fruition. To date, the Town Council has approved a number of public art displays including the stone sculpture at River Park, The Z-Arts sculpture near HooDoos, the tile mosaic lampposts along Lion Boulevard and the south end of town, the tile mosaic wall in the Town Park, and the (5) desert tortoise sculptures placed in various locations.

Art helps bring a town alive. It builds community. It fosters our identity, pride, and sense of belonging. It highlights the creativity of our people. This project will add to the vitality of our community by highlighting our individuality, our playfulness, and our sense of color and design.

9. Who are the potential beneficiaries of this project? How will the project improve their lives, experience, visit, or interaction with others?

As the gateway community to Zion National Park, Springdale prides itself on being an inviting and welcoming place for both residents and visitors. We are one-of-a-kind. World-renowned. Once you come here, you won't soon forget. Our citizens take the responsibility to care for and showcase this place very seriously. We are deliberate in how we want our environment to look - from the height of our buildings to the color of our concrete. Providing varied forms of public art illustrates our diversity. It also gives those traveling down SR-9 more than just an eyeful of natural beauty. It gives them the opportunity to enjoy human-made beauty as well. Art is romantic. Art is thought-provoking. Art is picture-worthy. It can stir the soul, bring back memories, and generate creativity. Turning boring, drab utility boxes into something special can only add to the Springdale experience.

10. How does the project move the goals of the General Plan forward?

Current General Plan Objective 10.2.1 encourages public art and specifically addresses the value of public art in our community. In the soon-to-be-adopted General Plan, the Sub-Goal D of the *Land Use and Town Appearance* chapter seeks to promote the Town's unique character and enhance the aesthetics of the community by improving the look and appearance of the public street right-of-way and other public properties. Additionally, under background and existing conditions in the *Parks, Recreation, and the Arts* chapter, the Town seeks to promote Springdale as an arts community. Sub-goal B of this same chapter desires to promote public art and performing art throughout the community to enhance the quality of life, promote the reputation of Springdale as an arts community, and add interest to the Town's visual appearance. Public Art is also listed as a category in the Town's Capital Priorities List.

The Planning Commission has identified improvements to streetscape design as a priority because it impacts the visual quality of the Town and establishes the character of a community's built environment.

11. Are there other possible sources of funding assistance? If so, what are these sources?

It may be possible to apply for county RAP Tax funding, however, it is uncertain at this time if the project leads would seek that option. Additionally, if approached, some local area businesses may be interested in contributing to an electric utility box located near them, but that too is uncertain.

Please submit the application along with any supporting documentation to: Rick Wixom at rwixom@springdale.utah.gov or deliver to Springdale Town Hall, 118 Lion Blvd., Springdale, UT

Deadline for application submission is April 1, 2022

Art is Electric in Springdale

<i>Expense category</i>	<i>Quantity</i>	<i>Amount</i>	<i>Total</i>
Artist stipend	7	\$ 250.00	\$ 1,750.00
Lamination wraps			
large (38.5" x 75")	7	\$ 500.00	\$ 3,500.00
Mileage	360	\$ 0.585	\$ 210.60
Approximately 4 trips to STG			
Arwork set-up	7	\$ 85.00	\$ 595.00
Installation	7	\$ 300.00	\$ 2,100.00
Volunteer hours for project management/ implementation	100's	\$ -	\$ -
Miscellaneous expense (utility box paint/prep)			\$ 344.40
		TOTAL	\$ 8,500.00

“Art is Electric in Springdale”

Images of electrical utility boxes:



Corner of Balanced Rock and SR-9



Tiley Hill area



North of the Fire Station



In front of River Park

Sample images of wrapped utility boxes:



MEMORANDUM OF UNDERSTANDING

Town of Springdale and Rocky Mountain Power

Re: Utility Box Painting
Date: July 1, 2022

Parties: This Memorandum of Understanding (hereinafter referred to as the “MOU”) is made and entered into by and between the Town of Springdale and Rocky Mountain Power.

Purpose: The purpose of the MOU is to serve as the understanding between the respective agencies with regard to placement and maintenance of artistic City Paintings by the Town of Springdale (“Town”) on Rocky Mountain Power (“RMP”) transformers and utility boxes (“box or boxes”) located within Town.

This memorandum only addresses Town Paintings on boxes owned by RMP and located within Town boundaries.

MOU Term: The MOU is effective on the date that it is signed by the respective authorized parties. The MOU shall remain in effect until terminated, modified or amended in writing by either party. Termination of the MOU, with or without cause, shall occur upon a 10 business-day written notice. Mutually agreeable amendments may be made between the parties, so long as the amendments are in writing.

Selection of Art and Removal Terms: Town will establish a process that will govern the review, approval and documentation of painting installations on boxes. Town agrees to acquire appropriate art, which is non-offense in nature; does not advertise or promote a specific business, political party or agenda; does not promote a specific religion; and is consistent with adopted Town policies.

An RMP representative may be consulted during the selection process by Town to ensure RMP does not object to the proposed painted art. If RMP is not consulted and subsequently objects to an installed painted art Town will remove the painted art within 30 days after a written notice from RMP.

Installation and Maintenance Terms: Town agrees to fund, install and maintain artistic painted art placed by Town on certain RMP owned boxes located within Town. The painted art will not cover the safety signs or equipment identification on the box. The painted art shall not be installed where it will prevent the operation of the box. This includes but is not limited to door opening, handle operation and security locking mechanism. The painted art will not be installed on the radiator of the transformer or venting on other equipment. The painted art will not be installed as to damage the existing paint surface. No scraping or sanding of OEM paint, no razor blades are to be used to score any masking tape applied.

Town agrees to utilize only the outside of the box and shall not access the internal mechanisms of the box.

Town may replace damaged painted art at Town's cost, and repair damage caused to the exterior of the box, if it is related to installation of the painted art.

Town is solely responsible to replace the painted art if RMP replaces or removes a painted box.

RMP will make the exterior of the boxes available to the Town for painted art installation and replacement painted art in the event the painted art is damaged.

RMP retains the discretion to remove painted art from any of its boxes without notice to the Town. RMP may re-paint boxes with standard green paint if maintenance is needed or if there are complaints about graffiti.

Damages: If the painted art causes damage to the utility equipment and results in premature failure, the Town is responsible for the replacement of the equipment. This includes any damages to the protective properties of the paint on the box. RMP may damage the painted art surface during operation and maintenance. The Town is responsible for the replacement of the damaged painted art.

Franchise Agreement: This Agreement is governed by the Town Franchise Ordinance/Agreement and any applicable section of that Ordinance may supersede or override any part of all of this Agreement. No other agreement, oral or otherwise, regarding the subject matter of this Agreement shall be deemed to exist or to bind either party, or to vary any of the terms contained in this Agreement.

Professionalism and Civility: To ensure the successful placement of artistic Town painted art on RMP boxes, Town and RMP will continue to communicate with professionalism and civility while working under this MOU. Nothing in this MOU is intended to deter, curtail or discourage communication between the respective agencies.

DATED this the ____ day of July 2022.

Barbara Bruno, Mayor of Springdale

Rocky Mountain Power

Attest: Darci Carlson, Town Clerk