



The Alleyway Art Project

STATUS AND VISION



A PROJECT OF
flockworks
artful:community

Our project brings together...

LOCAL
ARTISTS

LOCAL
NON-PROFITS

LOCAL
BUSINESSES

LOCAL
COMMUNITY

Murals and public art in Fort Bragg





Thank you City Council

TAKING A CHANCE ON
BOLD DESIGNS

MAYOR'S WELL DONE AWARD

ENTHUSIASM AND
ENCOURAGEMENT FROM
CITY COUNCIL

WAIVING REVIEW FEES
EXPEDITING REVIEW
REQUESTS

YOUR
SUPPORT
INSPIRES
OTHERS

We want to do more
in Fort Bragg

SUCH AS...

★ Storm drain art project





POPULAR IN COASTAL AND
WATERSHED CITIES



Engaging and effective way to protect the environment

Include bilingual signage

★ Smaller projects in the alleyways



ArtAround Town: The app that tracks street art and fosters community

CANVAS Arts Oct 29, 2013 1:05 PM EDT



Pedestrians in the Columbia Heights neighborhood of Washington D.C. may not spot this mural, but using the app they would know

★ Art walk app



Art Around
Locatify

Let's make these happen

WAYS THE CITY CAN HELP

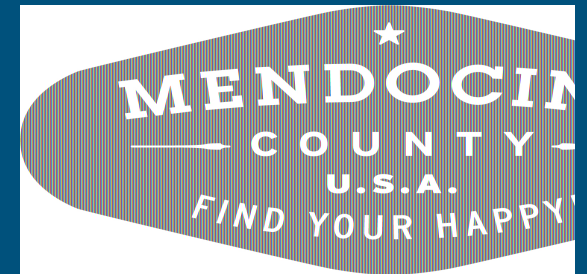
- ★ Consider directing staff time towards one or more of these projects
 - ★ Identify and apply for a grant together
 - ★ Consider allocating some funds for these projects or the AAP as a program
-

We can turn a little help into a big impact

THE ALLEYWAY ART PROJECT STARTED WITH

\$5000 grant from the Community
Foundation

\$2500 grant from Mendocino County
Tourism Commission



We leveraged that into

\$40,000K

in murals that are installed or coming soon

That's great!

BUT...

We still have



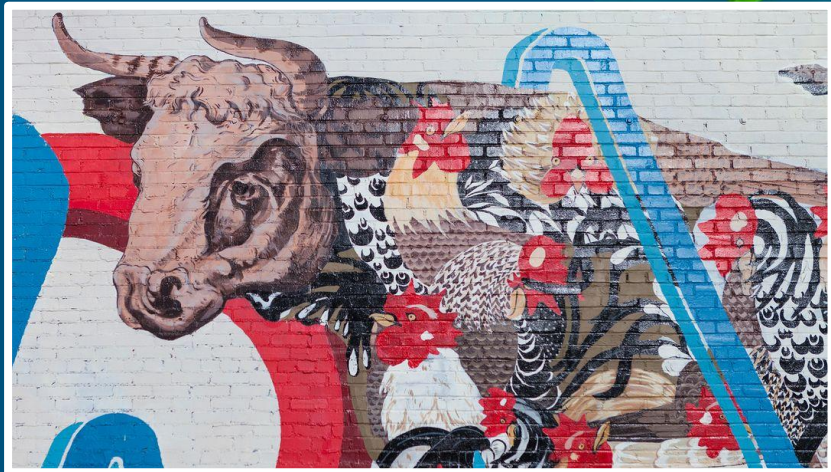
waiting in the wings

Americans for the Arts

“The nonprofit arts and culture industry generates \$166.2 billion in economic activity annually, provides 5.7 million full-time jobs in the U.S. and generates nearly \$30 billion in revenue for federal, state, and local governments every year where government spends less than \$4 billion annually to support the arts (a **7:1 return**).”

-From their *"Arts and Economic Prosperity III"* report

From Reno



To Reykjavik

CHEMAINUS – CITY OF MURALS

Chemainus is a small town of approximately 3900 and is located about 80 kilometers north of Victoria, BC.

The drive itself up to the town is on the breathtaking Malahat Drive which passes through some amazing scenery. (See our post on a day trip which includes stops along the way)

Chemainus' claim to fame are the numerous and beautiful outdoor murals that you'll find all over town! Look for the 'footprints' on the sidewalks that guide you to them ... although they're easy to spot without following them!



“Chemainus, on Vancouver Island’s east shore, is a little town snuggled in between a mountain range and the ocean, isolated with a river cutting it off from the south and a major highway to the north. A town that was born of the hands of labourers, with its only industry failing, Chemainus showed the world its true spirit and determination, and was to achieve fame through the hands of artists.”

Such is the condensed recent history of “The Little Town that Did.”©



We can too

THANK YOU!

