

## Fort Bragg Alley Art Project

- Murals and street art along alley space
- QR codes direct viewers to a website with artist info and where to purchase other work
- Surfaces to be donated temporarily by property owners
- Artists will be local, regional, national and international
- Funded by relevant and available grants
- Visit Mendocino is strongly in favor, ACMC has offered to sponsor
- Cafe Del Mar has offered support
- Long range plans include bike rental and lunch collaborations

The Mission: Create a corridor of murals, street art, vibrant color, unconfined creativity, and intellectual visual commentary and communication beginning along the alley between North Main and North Franklin, beginning at Fir Street and extending south as the project grows.

The Vision: This Alley Art project becomes a visually compelling, low impact, non-extraction reason for visitors to spend time in Fort Bragg. It gives people a reason to take photos and share them with friends and followers. It promotes our community as a place of creative energy, beauty, and fun. It becomes a source of local pride and a destination for tourists, plus a dynamic way to engage with visitors that encourages exploration and discovery.

The project's strategy is to gather visitors along the alley, but then send them on a treasure hunt of sorts, along various streets towards a number of stores, restaurants, galleries and other businesses that they would have otherwise missed. This should increase the amount of time the average visitor spends in Fort Bragg, hopefully resulting in their decision to stop for a meal and/or stay for the night.

The Plan: Artists will be recruited locally, nationally and internationally as the project develops. They will work with the project coordinator and other volunteers to create murals or smaller-scale designs on approved surfaces. Visual content guidelines will be determined by the city and/or an advisory committee if necessary. The artist will be assigned a QR code which will appear near their artwork. The QR code will be linked to a website managed by the Fort Bragg Alley Project to give visitors more information about the artist plus locations in the city that their work is on display or available for purchase. Cafe Del Mar has offered their restaurant and new entertainment room as a starting location for visitors. A filmmaker has offered to help document the project to record before and after, the participating artist, and the gathering excitement that this project is likely to generate. This film could be an invaluable tool to promote the Alley Art Project on the city's website, in film festivals, and on social media. Through extended social networks, Fort Bragg has connections to artists with work in major cities all over the world. We can use that network to create our own corridor where citizens can stroll past artwork that links them to creativity around the globe in a way that feels alive, interconnected, current, and hopeful.

Feel free to call me any time. (510)823-5072