

## **Utility Box Program Highlights Folder**

This folder contains information, correspondence and status of the NWNC Utility Box Program, 2019/2020.

### **Program Presented at the October 10<sup>th</sup> General Board Meeting**

- October Meeting Minutes including Board vote
- [https://northridgewest.org/wp-content/uploads/docs/Minutes\\_2019-10-08.pdf](https://northridgewest.org/wp-content/uploads/docs/Minutes_2019-10-08.pdf)
- Discussion and Motion from the Beautification Committee requesting a funding line of up to \$5,000 to be used for Public Art.
- Motion approved: Aye (7) Bailes, Bolin, Dent, Lapaz, Lasky, Sharif, and Sooter Abstain (2) Edwards and Toscano Ineligible (1) Wilson Absent (3) Fernandez, Fox, and Krowne
- Handout presented at meeting (Addendum 1)

### **Discussed Update on Utility Boxes at December 10<sup>th</sup> General Board Meeting**

- Presentation and possible motion regarding the Utility Box Public Art Program, from the Beautification Committee
- 11:11 Art Collective made a presentation regarding their organization and the Utility Box program
- The motion was tabled to January to re-write
- [https://northridgewest.org/wp-content/uploads/docs/Minutes\\_2019-12-10.pdf](https://northridgewest.org/wp-content/uploads/docs/Minutes_2019-12-10.pdf)
- Handout presented at meeting (Addendum 2)

### **Program Approved by Board at the January 14<sup>th</sup> General Board Meeting**

- Discussion and Motion Presented at the January 14<sup>th</sup> General Board Meeting
- Discussion and motion to contract with 11:11, a 501c3 Art Collective or another similar vendor to project manage the artistic and creative painting of Electric Light Utility Boxes within the Northridge West Boundaries, with a budget not to exceed \$5,000. NWNC will collaborate with the PRNC, CD12, and the Department of Cultural Affairs (DCA) for the sharing up to \$8,000 in matching funds equally with NWNC. If matching funds are not obtained and equally shared by the above named parties, NWNC reserves the right to unilaterally withdraw from any contracts or agreements. Funding will come from the Community Improvement Budget.
- The Motion was approved: Aye (10) Bailes, Bolin, Fox, Krowne, Lapaz, Lasky, Sharif, Sooter, Toscano, and Wilson No (2) Dent and Edwards
- [https://northridgewest.org/wp-content/uploads/docs/Minutes\\_2020-01-14.pdf](https://northridgewest.org/wp-content/uploads/docs/Minutes_2020-01-14.pdf)
- Fact Finding doc created to back up program recommendation including vendor & project research, intersection sites, etc.

**Kick-off Meeting** with Ron Rubine, CD-12 Office, 11:11 Art Collective, Kelly Sooter and PRNC: Jason Hector and David Balen Feb 4<sup>th</sup> at 11:00 am.

- Ron agreed to match funds. He asked 11:11 to work directly with the Department of Cultural Affairs to secure the funds (\$8k total: \$4k NWNC and \$4k PRNC. I confirmed that the funds should not be co-mingled. Each stands on their own and not dependent on the other to received funds.)

### **11:11 Art Collective Utility Box Proposal submitted Feb 24th, and modified Mar 4th**

- Revised budget breakdown according to DCA request (email dated Mar 4<sup>th</sup> – Addendum 4)

**Signed Contract** from Department of Cultural Affairs for execution. Email recapped to Yami Duarte and Melvin Canas at City Clerk's Office recapping next steps on May 22, 2020.

**Theme Revisit:** 11:11 Art Collective, Kelly Sooter, Jason Hector and David Balen had a Zoom call May 26<sup>th</sup> discussing potential modification of the Utility Box Theme. It was agreed that we would move forward with CONNECTING as the theme. The artist prompts will be: Connection to community, nature, each other. Once the call to artists is finalized, we will be sharing a folder that will contain all the necessary messaging for you to share with your constituency.

- Erin said that we could include a letter to the artists personalizing the theme
- Erin will put together the Artist Call which includes submission information, site locations, etc
- Erin and Addy agreed that we could have stakeholder input via poll or other mechanism. (email dated May 29<sup>th</sup>)
  - Per Erin, Yes, I think this could work Kelly. We could also set up a way where stakeholders can log into our site a vote on the designs, as part of our larger judging and review.

### **Artist Call Submissions packet**

- Erin emailed team with draft doc. KS replied with comments.  
'<https://www.dropbox.com/sh/5j0r3mqpfvo4wwa/AACVlv1evyhihdeN1jO5ehy-a?dl=0>
- Erin asked to hold until Wednesday, June 10<sup>th</sup> to post / publish.
- Call to Artists sent out Thursday, June 11<sup>th</sup>. KS posted to NWNC website & Nextdoor June 15<sup>th</sup>.
- NWNC Education Committee to work with local schools as well as CSUN art department to announce program and engage with teachers & students.
- All submissions due July 10<sup>th</sup>.
- Link to Artist Submission packet [www.streetboxart.com/artistcall](http://www.streetboxart.com/artistcall)

**KS asked 11:11 for an updated timeline given delay from DCA contract and COVID. (June 13<sup>th</sup>)**

**Email exchange on various discussions (at end of doc)**

## Addendum 1

### NWNC Utility Box Art Program



#### WHAT IS IT?

Utility box art adds vibrancy to our streets and communities. They beautify urban streetscapes, foster civic pride, discourage vandalism, increase pedestrian traffic and encourage cultural tourism. Local artists work with neighborhoods to create unique pieces of art and create vibrant environments that contribute to the cultural identity of a region.

#### WHERE ARE THEY LOCATED?

- Glendale (100+), Pasadena, Burbank (26) and North Hollywood (21)
- Redwood City (60+)
- Pullman Washington, Madison Wisconsin, New York,
- Germany, Dublin, New Zealand, and Canada

#### HOW DOES IT WORK?

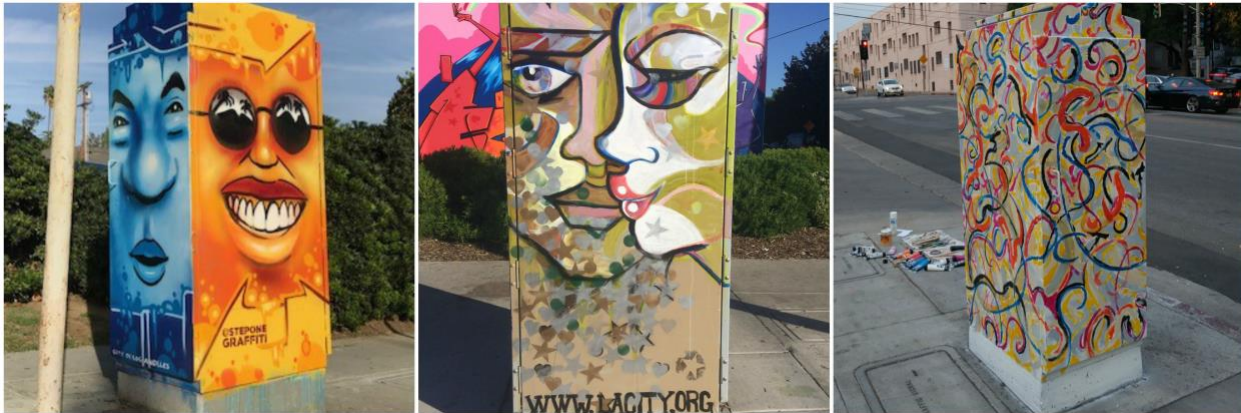
- Meet with CD 12 for approval and potential supplemental funding
- Consider working with PRNC or other Neighborhood Council for efficiencies
- Research and Interview potential partners including 11:11 ACC (Street Box), CSUN, and other agencies who have executed Utility Box Art programs in Los Angeles.
- Acquire permits, develop project guidelines, applications, waivers, contracts and other pertinent paperwork, development of project guidelines, applications, waivers, contracts, insurance and all other pertinent paperwork
- Select locations and potential themes or creative style. Select artist(s). Consider working with schools and fire department. Create event and generate publicity for
- Maintenance of artwork and anti-graffiti protection

**WHAT ARE WE REQUESTING?**

Funding up to \$5,000 to support Utility Boxes in our neighborhood



**Addendum 2**  
**NWNC UTILITY BOX ART PROJECT UPDATE 12.10.19**



**Project Scope**

NWNC approved a motion in October to fund up to \$5,000 for Public Art to include Utility Boxes in our community. The Utility Box art adds vibrancy to our community and increase stakeholder pride. These boxes serve as artistic contributions with longevity for all to enjoy.

**Update & Recommendation**

- The Beautification Committee has secured an additional \$4,000 from CD12 to support this initiative working with PRNC and 11:11 for a total Utility Box art budget of \$9,000.
- 11:11 is a community based, non-profit art collective responsible for the majority of Utility Box art in the San Fernando Valley including Chatsworth (6), Burbank (7), NoHo (10), Reseda (6), and District 2: Glen Valley and Sun Valley (20)
- 11:11 will project manage the entire process including
  - **Research & Logistics:** Site analysis and site selection; Development of project guidelines, applications, waivers, contracts, security and insurance; Creation of online portal for artist submissions
  - **Art Selection & Preparation:** Publicity and outreach to Artists; Collection of submissions and initial screening; Lead in Selection Committee in Artist selection; Notification and logistics of Artist including contracts and waivers are completed; Timeline
  - **Application & Maintenance:** Purchase of all materials, Site preparation, Artist relations; Oversight of application of approved artwork; Maintenance of site during application ensuring an adherence to public safety laws; Application of anti-graffiti protection; Payment of generous stipend to Artists upon project completion; Maintenance of artwork for 2-year period.

- The Beautification Committee is recommending an overall Utility Box theme of **Community** or **Neighbors** to reinforce NWNC’s commitment to our stakeholders. We would like to showcase a broad range of artistic styles to inspire and engage our community
- Utility Box site selection criteria
  - Place in high traffic areas
  - Recognize key locations in our community such as Nobel Middle School and the Fire Dept
  - Represent all areas of NWNC vs “owning” a street
  - First phase will allow coverage of 40% of our major street intersections
  - Yellow = high profile locations

	Corbin	Tampa	Wilbur	Reseda
Chatsworth		SE	SE	NW
Devonshire	SE	SW	SE	SW
Lassen	SW (out of area)	SE (across from Nobel)		NW (across from Fire Dept)
Plummer	NE	SE (across from Mall)	SE	SW
Nordhoff	NE (Lowes)	NE (across from Mall)	NW	

NE = North East. NW = North West. SE = South East. SW = South West



## Addendum 3

### Utility Box Art Project Update (Jan, 2020)

#### FACT FINDING:

##### Funding:

1. Funds are available via NPG as well as CD12 / Cultural Affairs
    - a. NWNC has approved a motion to fund up to \$5k for public art to include Utility Boxes in our community.
    - b. CD12 has agreed to match funds utilizing their 1% Cultural Affairs money for up to \$8k to go to Utility Box art for NWNC and PRNC.
  2. Cultural Affairs Fee money is reserved for artists and art organizations so the funds would be contracted with a pre-qualified art organization, not a Neighborhood Council. (Jasmine Regala, Arts Manager, Arts & Development Fee Programs, LA City Department of Cultural Affairs. (213) 202-5562. Doc on website is outdated from 2016):
- **Eligibility:** open to professional individual artists, artist teams, or arts organizations who live, work or operate in the County of Los Angeles.
  - **Budget:** The art budgets for projects may range from \$850\* to \$1,000 per box, with a ten (10) utility box minimum per artists, artists teams or arts organizations. \*Updated from 2016 form online.

[http://culturela.org/wp-content/uploads/2016/10/UTILITY-BOX\\_2016.pdf](http://culturela.org/wp-content/uploads/2016/10/UTILITY-BOX_2016.pdf)

#### Work Required to paint Utility Boxes

- **Research & Logistics:** Site analysis and site selection; Development of project guidelines, applications, waivers, contracts, security and insurance; oversight of approval process; Creation of online portal for artist submissions
- **Art Selection & Preparation:** Publicity and outreach to Artists; Collection of submissions and initial screening; Lead in Selection Committee in Artist selection; Notification and logistics of Artist including contracts and waivers are completed; Timeline
- **Application & Maintenance:** Purchase of all materials, Site preparation, Artist relations; Oversight of application of approved artwork; Maintenance of site during application ensuring an adherence to public safety laws; Application of anti-graffiti protection; Payment of stipend to Artists upon project completion; Maintenance of artwork for 2-year period.

#### Non-Profit Art Organizations / Art Administrators:

- There are many organizations that can tap into artists in the community and SFV overall. The only service they provide is access to artists:
  - **San Fernando Valley Arts & Cultural Affairs:** **CAROLYN UHRI** President, SFVACC (818) 784-8796. [www.sfvacc.org](http://www.sfvacc.org)

- They can provide access to artist but do not provide any of the art administration support.
  - **Museum of the San Fernando Valley in Northridge:** Jackie Ianga, Vice President. (818) 970-9832
    - They did 2 horse projects (one on Reseda); 2 murals – the one on the art store and the train one near Rayen.
    - They have worked with NC's although it's been a long time.
    - They have been fairly inactive over the past year(s ?). They have a new PAI (Public Art Initiative) and renewed interest in working with the community.
    - My take from the conversation is that they have limited recent experience and resources. They may be a resource to help get artist – and willing to help from a manpower standpoint because this is an area of interest – but they are not a full service agency. They do a lot of work with CSUN and a Board Member is on CSUN staff.
  - **David Moon, Professor, CSUN.**
    - Provide access to artists (and student artists), but does not provide any of the art administration.
    - \$900 / box for wrap of original art
  - **JP Murals**
    - Artist who will provide art services: min 10 boxes for \$750 each. (\$900 for per box if less than 10). Does not provide any art administration services
- There are organizations who provide opportunities and funding for utility box art programs:
  - **LA City Cultural Affairs:** (see above) [DCA.publicart@lacity.org](mailto:DCA.publicart@lacity.org) 213 202-5544
  - **Councilman David Ryu's office:** Milene Mnassians, Field Deputy Sherman Oaks Office (818) 728-9924 or davidryu.lacity.org
    - Program is designed for individual artists / art organizations for “do it yourself” program. Artist takes responsibility for identifying box, completing and submitting forms, ensuring art is to required template, and securing approval of artwork from NC, Council office, and LADOT. Ryu's office will help get LADOT approval.
    - Artist has an opportunity to apply for a \$250 grant
    - Milene said that there have been issues with artwork that was submitted for approval being different from the artwork that is actually done.  
[https://d3n8a8pro7vhmx.cloudfront.net/davidryucc/pages/1274/attachments/original/1566607620/Guidelines\\_CD4\\_Utility\\_Box\\_Art\\_Program\\_19-20\\_vFV.pdf?1566607620](https://d3n8a8pro7vhmx.cloudfront.net/davidryucc/pages/1274/attachments/original/1566607620/Guidelines_CD4_Utility_Box_Art_Program_19-20_vFV.pdf?1566607620)
  - **Sherman Oaks Chamber Foundation:** Fran Kerzner (818) 219-1143
    - Private, non-profit organization that handles painting of Utility Boxes for Sherman Oaks (60 to date). Spun off from Sherman Oaks Chamber
    - Raised private money – program is 100% private donations.
    - Provide a \$350 stipend to artist
    - They handle artist relations and work with the City for approvals. They do not need to have artist contracts or insurance since it is private and not through the City.
    - The program costs them approximately \$500 / box with \$0 profit. They are considering extending their services beyond Sherman Oaks but have not figured out how to monetize the business yet.
    - They do not know of any company that is offering this service. (Did not know of 11:11)



- **West Hills Neighborhood Council:** Olivia Natureman, board member jcn0479@gmail.com
  - They have been working on the project for over 9 months. They approved testing one. They aggressively put out a call to artists and have received 4 to date. (posted on site since May, 2019)
- **West LA Neighborhood Council:** Eric Makamura, board member. Limited response, would only say that they pay \$350 stipend. No details.
- There is only one non-profit company serving the San Fernando Valley that is a pre-qualified with DCA and provides an art administration role for utility boxes.
  - **11:11 An Art Collective:** Addy Gonzales Renteria, Co-Founder Co-President. (818) 925-5992 [addy@1111acc.org](mailto:addy@1111acc.org)
    - Provide full art administration services for \$1250 / box: \$250 to 11:11 for services and \$1k for artist stipend. <https://www.streetboxart.com/>
    - Done over 50 boxes in the San Fernando Valley including Chatsworth (6), Burbank (7), NoHo (10), Reseda (6), and District 2: Glen Valley and Sun Valley (20).
    - Ron Rubine at CD12 recommended them as he has worked with them on other projects.
    - They are an approved vendor with LA City Cultural Affairs and can access the CD12 / DCA funds on the NC behalf. They have done 8+ projects directly with DCA and just received a new grant for 2020 working on a project.

#### **CD12 Contact**

- Ron Rubine (213) 473-7012 [ron.rubine@lacity.org](mailto:ron.rubine@lacity.org) On Fri, Jan 17, 2020 at 10:49 AM Ron Rubine <ron.rubine@lacity.org> wrote:
  - Emailed Kelly Sooter / Jason Hector with the following:  
 “Hey All, We want to move this forward and I have the forms from the DCA that need to be navigated and completed. Can we chat at some point next week? RR”

#### **NWNC Utility Box Motion – October 8<sup>th</sup>, 2019 General Board Meeting**

#8. Discussion and Motion from the Beautification Committee requesting a funding line of up to \$5,000 to be used for Public Art. The funds will be used to paint electrical boxes at traffic lights or other Public Art projects yet to be identified. The Beautification Committee will present locations, cost per box, and samples of the art, or ideas for other projects at a future meeting, funding to come from the Community Improvement Budget.

Aye (7) Bailes, Bolin, Dent, Lapaz, Lasky, Sharif, and Sooter Abstain (2) Edwards and Toscano Ineligible (1) Wilson Absent (3) Fernandez, Fox, and Krowne

#### **Location Recommendation Jan. 2020**

Below lists the electrical box recommendation in order of priority for to be included in the Utility Box art program. LADOT must review and approve the locations to ensure that they are not scheduled for repair / removal. As a result, we have listed more locations than needed to ensure we have options.

1. Tampa & Lassen (Nobel Middle School)
2. Reseda & Lassen (Fire Department)
3. Reseda & Devonshire (one of the busiest intersections in our boundaries)
4. Nordhoff & Corbin (to include all corners of NWNC boundary)
5. Reseda & Plummer (Near CSUN)
6. Corbin & Devonshire
7. Tampa & Plummer
8. Wilbur & Chatsworth

	Corbin	Tampa	Wilbur	Reseda
Chatsworth	NE	SE	SE	NW
Devonshire	SE	SW	SE	SW
Lassen	SW (out of area)	SE (across from Nobel)	SW	NW (across from Fire Dept)
Plummer	NE	SE (across from Mall)	SE	SW (near CSUN)
Nordhoff	NE (Lowes)	NE (across from Mall)	NW	

NE = North East. NW = North West. SE = South East. SW = South West

**YELLOW** = high profile locations

## Addendum 4

### Email exchange between 11:11 and DCA regarding proposal

Addy Gonzalez Renteria <[addy@1111acc.org](mailto:addy@1111acc.org)>

Wed, Mar 4,  
5:23 PM

to Ron, Yami, Erin, me, Jason, Cerrina

Hi All,

Attached please see the revised proposal / work plan .

Yami, please let me know if the break out of the budget the way I show works for your purposes.

thanks!

Addy Gonzalez Renteria  
Co-Founder / Co-Director  
11:11 A Creative Collective  
818.447.0242  
[www.1111acc.org](http://www.1111acc.org)

On Wed, Feb 26, 2020 at 1:33 PM Ron Rubine <[ron.rubine@lacity.org](mailto:ron.rubine@lacity.org)> wrote:  
Thanks everyone, we look forward to seeing the submitted artwork!

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**Ron Rubine**  
Senior Advisor  
Office of Councilmember John S. Lee  
**Twelfth District**  
Community Service Center: 818-882-1212  
City Hall: 213-473-7012  
e: [ron.rubine@lacity.org](mailto:ron.rubine@lacity.org) | w: [www.cd12.org](http://www.cd12.org)

On Tue, Feb 25, 2020 at 3:39 PM Yami Duarte <[yami.duarte@lacity.org](mailto:yami.duarte@lacity.org)> wrote:  
Hello Addy,

As discussed please break-out your proposal into two categories, according to funding source for (1) Council District Funds and (2) Neighborhood Council Funds.

Through a DCA contract, the Council District Specific Mural Fund of \$8,750 will support the planning/marketing costs of the project including services such as:

- Coordination with Neighborhood Councils to secure funding
- Administrative tasks/ Project Management of RFP (described in Phase 1)
- Publicity and Promotion of RFP(described in Phase 2)
- Site analysis/Selected designs/approvals by NC, CD, DOT

The Neighborhood Council Funds of \$9,000 may be used for the actual artwork and material costs.

Once we receive your revised proposal, we can discuss contracting milestones, timeline and paperwork.

Please let us know if you have any questions.

Thank you,

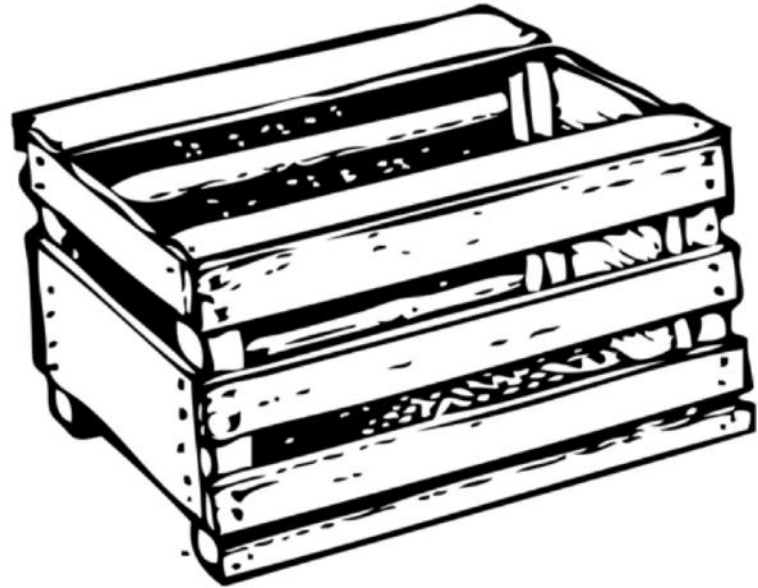
Yami

**Addendum 5 Revised Proposal reflecting Budget breakdown as requested by DCA**

**11:11 Art Collective Project Proposal / Scope – email dated Feb 24, 2020 to Yami Durante at DCA**

Porter Ranch / Northridge West  
Council District 12

*Street Box*<sup>™</sup>



Project Proposed, Facilitated & Administered by 11:11 A  
Creative Collective, Inc. in partnership with LA City  
Councilman John Lee - District 12, Porter Ranch and  
Northridge West Neighborhood Councils

February 2020



## *Street Box*

**Street Box** projects are designed to enhance urban streetscapes by adding works of art to unexpected places including the surface of utility boxes throughout a district. The artwork functions as a form of communication between artists and viewers with the goal of creating vibrant, inclusive and inviting environments. Urban art fosters community pride, discourages graffiti and contributes to the cultural identity of a neighborhood.

**Street Box** provides city and community organizations the infrastructure necessary for the successful implementation and seamless integration of public art into existing streetscape and cultural tourism programs. **Street Box** makes the process easy.

**Street Box** ensures their programs have long lasting impact by providing intuitive and interactive tools for the ongoing promotion and marketing of the project and in turn the communities it serves.

\*images shown are from currently painted boxes located in CD2. The project was sponsored in partnership the office of Councilmember Paul Krekorian and Department of Cultural Affairs

### **Project Objective**

Streetbox is an ongoing program facilitated by 11:11 A Creative Collective, which aims to beautify our San Fernando Valley neighborhoods and public spaces by painting utility boxes. In the process, our communities are incentivized at a grassroots level, our local government agencies take on a participatory role, and local artists are exposed and paid.

### **Project Phases**

#### **Phase I (duration: 2-4 months)**

##### **Research and Logistics**

- Site analysis and site selection
- Proposals and if required, introductory presentations to community organizations involved
- Secure Funding

- Development of project guidelines, artists applications, waivers, contracts, insurance, maintenance plan and all other pertinent paperwork

## **Phase II (duration: 2-4 months)**

### **Art Selection & Preparation**

- Publicity, promotion, artist call posted
- Receipt of artists' submissions
- Voting and approval of artists rendering submissions by the organization & partners
- Chosen artist notices go out, along with contracts & waivers
- Receipt of artists contracts & waivers are received
- Acquisition of permissions and permits
- Coordinate and schedule painting dates & times

## **Phase III**

### **Application & Maintenance (1-2 months)**

- Purchase of all materials required for site preparation from identified vendors
- Site preparation
- Purchase of all materials required for the application of the art work
- Artist relations
- Ensure all artists are working in a safe and controlled environment with sufficient signage and any required warning to vehicular traffic
- Oversight and application of approved artwork
- Maintenance of site during application ensuring adherence to public safety laws
- Application of anti-graffiti protection
- Payment of stipend is given upon completion of artwork
- Maintenance of artwork for a two year period from date of completion
- Box gets catalogued, photographed and added to the website [www.streetboxart.com](http://www.streetboxart.com)
- Identifying placard with scannable QR code is fixed to each box

## **Phase IV (optional and at an additional cost)**

### **Additional Promotion**

- StreetBox offers a number of creative, effective services and events focused on the painted utility boxes to increase the positive impact of the new public artwork.

## **NOTES**

- Once themes are chosen and publicized, they cannot be changed.
- A second artist call will not be administered unless there aren't sufficient number of applicants.
- 11:11 and council office make final design selections
- Artists will not be asked to create additional renders without being guaranteed the box to paint.



## LOCATIONS

<b>Porter Ranch</b>			
<b>#</b>	<b>Intersection</b>	<b>Corner</b>	<b>Notes</b>
1	Rinaldi & Reseda	SE	
2	Rinaldi & Chimeneas	SE	
3	Rinaldi & Amigo	SW	
4	Rinaldi & Wilbur	NW	
5	Rinaldi & Porter Valley Dr	SE	
6	Rinaldi & Tampa	SW	
7	118 Fwy & Tampa	NW	
	<b>Alternative Locations</b>		
	Corbin & Rinaldi	SW	
	Rinaldi & Town Center		
	Rinaldi & Mason		
<b>NORTHRIDGE WEST</b>			
1	Tampa & Lassen		Nobel Middle School
2	Reseda & Lassen		Fire Department
3	Reseda & Devonshire		Busy intersection
4	Nordhoff & Corbin		
5	Reseda & Plummer		Near CSUN
6	Corbin & Devonshire		
7	Tampa & Plummer		
	<b>Alternative Locations</b>		
	Wilbur & Chatsworth		
	Tampa & Mayal		in place of Tampa & Lassen (should location not be viable)
	Nordhoff & Shirley		in place of Nordhoff & Corbin (should location not be viable)
	Reseda & Dearborn		in place of Reseda & Plummer (should location not be viable)

**Project Cost**

**Each utility box = \$1,250**

**14 boxes total = \$17,500**

This covers the work involved in Phases I through III.

\*\* This price includes all accounting, legal and administrative fees. It includes payment to artists, anti-graffiti coating, maintenance plans, and web services for streetboxart.com.

<b>Porter Ranch / Northridge West / CD12 Box Budget</b>				
<b>Funding</b>		<b>Expenses</b>		
<b>Funding Source</b>	<b>Amount</b>	<b>Description</b>	<b>Amount</b>	<b>Notes</b>
Porter Ranch NC	\$ 5,000	Artist Stipends	\$ 9,000	12 boxes @ \$750 each (covers artist pay & paint)
Northridge West NC	\$ 4,000			
<b>Subtotal</b>	<b>\$ 9,000</b>	<b>Subtotal</b>	<b>\$ 9,000</b>	
Council District 12	<b>\$ 8,750</b>	Artist Stipends	\$ 1,500	2 boxes @ \$750 each (covers artist pay & paint)
		Anti-Graffiti Coating	\$ 2,100	14 boxes @\$150 each (covers anti-graffiti coating & application)
		Project Management	\$ 3,500	3 staff - Coordination with Neighborhood Councils to secure funding, Administrative tasks/ Project Management of RFP (described in Phase 1), Publicity and Promotion of RFP (described in Phase 2), Site analysis/Selected designs/ approvals by NC, CD, DOT  overall project coordination, management & communication between city, artists and the public, overall project oversight and facilitation
		Project Marketing & Promotion	\$ 500	design of artist call, all social media & online posts, online newsletter, digital flyer for distribution and 1,000 printed flyers
		Project Archiving & Cataloging	\$ 500	staff hired to professionally photograph finished boxes, staff time to create, and apply unique QR code printed on each box, staff time to upload all individual photos of finished boxes & artist info to streetboxart.com. Website hosting & domain.
		Contingencies	\$ 650	
<b>Total</b>	<b>\$ 17,750</b>	<b>Total</b>	<b>\$ 17,750</b>	

## Implementation Timeline

<b>Phase I - Tasks</b>	<b>Completion Target Date</b>
Identify locations, secure client contract and funding	March 16, 2020
Develop curatorial theme with NCs and CD12	March 30, 2020
Development of project guidelines, themes, artists applications, waivers, contracts, insurance, maintenance plan and all other pertinent paperwork	April 30, 2020
<b>Phase II - Tasks</b>	<b>Completion Target Date</b>
Publicity, promotion, artist call posted	May 4, 2020
Receipt of artists' submissions	June 19, 2020
Voting and approval of artists renderings	June 26, 2020
Chosen artist notices go out, along with contracts & waivers	July 10, 2020
Receipt of artists contracts & waivers	July 24, 2020
Acquisition of permissions and permits LADOT	July 31, 2020
Coordinate and schedule painting dates & times	August 2020
<b>Phase II - Tasks</b>	<b>Completion Target Date</b>
Purchase of all materials required for site preparation from identified vendors	August 2020
Oversight and application of approved artwork	August 2020
Application of anti-graffiti protection	August 2020
Box gets catalogued, photographed and added to the website <a href="http://www.streetboxart.com">www.streetboxart.com</a>	September 2020
Identifying placard with scannable QR code is fixed to each box	September 2020

### Marketing Plan

#### Print

- 1:11 ACC will design, print and distribute 1,000 'Artist Call' flyers (5x7 full color) notifying the community of the opportunity.
- 11:11 ACC will create a professional press release for the event and distribute said press release to the organization's media contacts (300+) We will share this press release with Council Office, Neighborhood Councils and DCA staff.

#### Social Media

- Social media platforms will be populated with the Artist Call posts: Facebook, Instagram and Twitter (15k + followers combined). Focus will be to promote the event and maintain these social media avenues with media rich event and community related information.

## Email Marketing:

- Media and email campaigns will be designed and sent on a monthly basis leading up to the event. (11:11 ACC has 10,000+ subscribers) Each email will highlight the stages of the project.

# Street Box™ Interactive Web Page

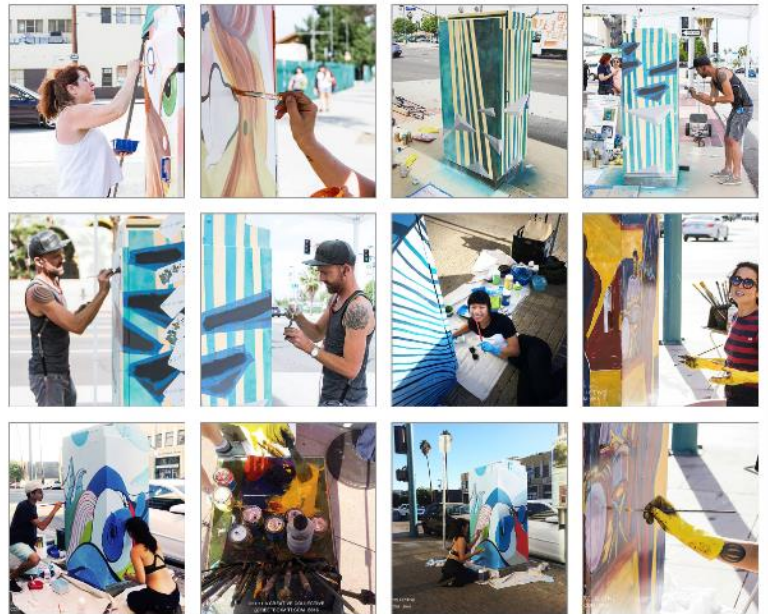
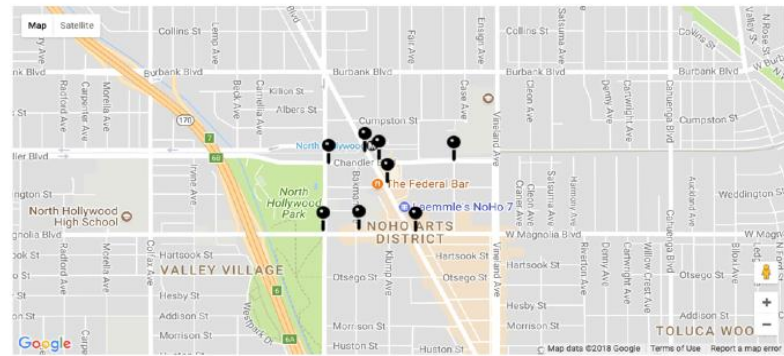
The **Street Box** interactive webpage can be a key component in the success of any **Street Box Project**. The webpage serves many purposes throughout the duration of the project, from the earliest submission phase until long after the artwork is complete. The webpage acts as the document of a district; a tour guide showing visitors where to go and what they will see with interactive maps, images and detailed descriptions of each **Street Box** and artist.

- Landing page for submissions
- Application guidelines
- Upload options for artist's artwork
- Description of project
- Project updates
- Exposure for sponsors and partners
- Exposure for participating artists
- Detailed images of completed work
- Detailed description of artwork and artists
- Interactive maps
- Self-guided art tours
- Effective tool for tourism

## NoHo Arts District

The NoHo Arts District segment of the North Hollywood Street Box Project has been made possible through a partnership with the Mid-Town North Hollywood Neighborhood Council, the office of Councilmember Paul Krekorian and the North Hollywood Business Improvement District. The project focuses on transforming 10 utility boxes located along the main corridors of Lankershim Blvd. and Magnolia Blvd., into works of art.

These paintings were all created under the theme of "movement."



## Staff



### **Erin Stone**

Co-Founder / Co-Director

Erin will oversee communication between community entities and artists. She will coordinate all things logistics with artists. Erin is also the photographer, graphic designer & marketing specialist.

[erin@1111acc.org](mailto:erin@1111acc.org) 818-689-1778



### **Addy Gonzalez Renteria**

Co-Founder / Co-Director

Addy will oversee project management, secure funding, contracts and be the main point of contact between city entities and organization. [addy@1111acc.org](mailto:addy@1111acc.org)

818-447-0242



### **Mark Stone**

Legal & Finance

As 11:11

## Email between NWNC & 11:11 Confirming the funds cannot be comingled with PRNC

Addy Gonzalez Renteria <addy@1111acc.org>

Tue, Feb 25,  
1:28 PM

to me

- I cannot have the NWNC & PRNC funds commingled. I'm not sure how this works on your side, but we are funding up to \$5k and they are funding up to \$4k but it is the same number of boxes. (Hope this makes sense.) - [For DCA purposes I need to show how the funds are being allocated for the project. I can always make another budget that shows the sources of the money. No worries about that.](#)
- Can you include time to work with Nobel for "inspiration / contest" for that box. I would assume it would be done in April prior to going to artist? We (NWNC) can take lead in working with Nobel if that helps. - [Sure](#)
- I think the name at the top of the budget section needs to be updated (NoHo) - [Updated](#)

Addy Gonzalez Renteria  
Co-Founder / Co-Director  
11:11 A Creative Collective  
818.447.0242  
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On Tue, Feb 25, 2020 at 12:22 PM Kelly Sooter <[ksooternorthridgewest@gmail.com](mailto:ksooternorthridgewest@gmail.com)> wrote:  
Thank you Addy for the comprehensive workplan. Just a couple of things - not sure if this is the time to weigh in:

- I can not have the NWNC & PRNC funds commingled. I'm not sure how this works on your side, but we are funding up to \$5k and they are funding up to \$4k but it is the same number of boxes. (Hope this makes sense.)
- Can you include time to work with Nobel for "inspiration / contest" for that box. I would assume it would be done in April prior to going to artist? We (NWNC) can take lead in working with Nobel if that helps.
- I think the name at the top of the budget section needs to be updated (NoHo)

Thanks!  
Kelly

## **Emails between 11:11 and Dept of Cultural Affairs**

Addy Gonzalez Renteria <[addy@1111acc.org](mailto:addy@1111acc.org)>  
to Yami, Erin, Ron, me, Jason, Cerrina

Hi Yami, et all,  
Attached please the project proposal / workplan  
I look forward to speaking with you tomorrow.

Addy Gonzalez Renteria  
Co-Founder / Co-Director  
11:11 A Creative Collective  
818.447.0242  
[www.1111acc.org](http://www.1111acc.org)

On Tue, Feb 18, 2020 at 12:22 PM Addy Gonzalez Renteria <[addy@1111acc.org](mailto:addy@1111acc.org)> wrote:  
Great. Thanks Yami.  
I can do Tuesday 2/25 at 2pm. Does that work for you?  
What's the best number to reach you?

Addy Gonzalez Renteria  
Co-Founder / Co-Director  
11:11 A Creative Collective  
818.447.0242  
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On Tue, Feb 18, 2020 at 12:19 PM Yami Duarte <[yami.duarte@lacity.org](mailto:yami.duarte@lacity.org)> wrote:  
Hi Addy. We are flexible all day Tuesday. How about Tuesday at 1p? -y

On Mon, Feb 17, 2020 at 9:03 PM Addy Gonzalez Renteria <[addy@1111acc.org](mailto:addy@1111acc.org)> wrote:  
Hi Yami,  
I'll send the workplan early next week. What days are you available then?

thanks,

Addy Gonzalez Renteria  
Co-Founder / Co-Director  
11:11 A Creative Collective  
818.447.0242  
[www.1111acc.org](http://www.1111acc.org)

On Thu, Feb 13, 2020 at 3:59 PM Yami Duarte <[yami.duarte@lacity.org](mailto:yami.duarte@lacity.org)> wrote:  
Hi Addy,

Please disregard the form. It is not an application, but an internal document.

Please send your work plan for the boxes so we can discuss next week.  
Let me know when to expect your call Tues-Thurs 11a-4p (213) 202-5541.

Thank you,

Yami

On Wed, Feb 5, 2020 at 1:04 PM Addy Gonzalez Renteria <[addy@1111acc.org](mailto:addy@1111acc.org)> wrote:

Hi Yami,

We're working with Council District 12, the Porter Ranch neighborhood council and the Northridge West neighborhood council on these neighborhoods.

I had a meeting with Ron and the neighborhood council reps yesterday to talk about securing CD12's funding and going over the project with you and learn about the application process since Ron handed me the citywide mural project & funding info application. I wanna ensure that the process for this type of funding is applicable to the

I called earlier today but it went to voicemail. Might you be available for a call this Friday?  
I'm available anytime between 11 and 5pm.

Looking forward to connecting soon.

best,

Addy Gonzalez Renteria  
Co-Founder / Co-Director  
11:11 A Creative Collective  
818.447.0242  
[www.1111acc.org](http://www.1111acc.org)

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Yami M. Duarte | Project Manager  
City of Los Angeles | Department of Cultural Affairs | Public Art Division | Murals Program  
Tuesday - Thursday [yami.duarte@lacity.org](mailto:yami.duarte@lacity.org) 213 202-5541  
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Yami M. Duarte | Project Manager

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## Attachments area



Talk to you tomorrow.

Got it.

Received, thank you.

ReplyReply allForward

**Email between NWNC & 11:11 discussing 11:11 admin fee**

Addy Gonzalez Renteria <addy@1111acc.org>  
to me, Erin

Hi Kelly,

I really appreciate all of the hard work you're putting into this and I want to equip you with all of the information the Neighborhood Council feels confident in working with us.

As you know, we're dedicated to ensuring that artists obtain equitable pay on public art projects. As well as providing a service that is thoughtful, inclusive and mindful of the community we work in. That is our mission. We, of course, have seen how other neighborhood councils work directly with artists. Having said that, the experience we bring to the table is from A-Z and as art administrators and curators with 10+ years of experience, we're able to deliver a high-quality service and address potential and unplanned issues that may arise.

The price point of \$1,250 was set forth after much thought and deliberation based on us working directly with you (and the issues you discovered) a minimum set amount for artist pay.

Our services include the following:

Item	Description
Artist pay & paint	artist payment and paint materials
Anti-graffiti coating	anti-graffiti coating and application (DCA requirement)
2 yr maintenance	set up agreements with graffiti abatement agencies, coordinate removal of graffiti for 2 years from the date that boxes are finished (DCA requirement)
Project management & admin	Staff time for meetings and site visits. Set up contracts with all involved agencies and artists, procure and secure all required clearances & permits. Set up accounting, coordinate with artists and ensure the project remains on budget and meets timeline. Selection of final artists and designs (2 rounds of design edits only) and create required final reports for city agencies.
Marketing & Promotion	Design and distribute artist calls, promote the project through all social media channels and printed flyers.
Archiving & cataloging through <a href="http://streetboxart.com">street boxart.com</a>	Staff hired to professionally photograph finished boxes, staff time to create and apply unique QR codes printed on each box, staff time to upload all individual photos of finished boxes & artist info to <a href="http://streetboxart.com">streetboxart.com</a> . Website hosting & domain
Contingency	DCA requirement (at least 5% of the overall price)

One way that Erin and I can go to our board and justify a price decrease would be to remove a part of the service you're going to be using the matching funds from DCA, the anti-graffiti coating is a requirement, as well as having Archiving and cataloging would be another option, however, this is part of the service that distinguishes and elevates public art, access to the artist's information and gives credit to the agency that funded the project, which we believe is important.

I hope this information helps in making a decision and move forward. We also completely understand that the agency has a limited budget and so if this project is something that they deem would be best executed by another agency we understand.

Erin and I are available to answer any questions you may have.

best regards,

Addy Gonzalez Renteria  
Co-Founder / Co-Director  
11:11 A Creative Collective  
818.447.0242  
[www.1111acc.org](http://www.1111acc.org)

On Tue, Jan 21, 2020 at 7:55 PM Kelly Sooter <[ksooternorthridgewest@gmail.com](mailto:ksooternorthridgewest@gmail.com)> wrote:  
Hi Addy,

I really appreciate your consideration of our request for a Utility Box total fee of \$1,000 per box to include 11:11:11  
generous artist stipend (\$750). I realize that this is less than the artist price you have established on recent utility boxes.  
I have a responsibility to our stakeholders to do the due diligence for a project of this scope. As background:

- Other Neighborhood Councils / David Ryu District 4 provide an artist stipend of \$250 - \$350 per box
- Sherman Oaks Chamber Foundation pays an artist stipend of \$350 (They have done 60 boxes in their area)
- LA City Cultural Affairs pays an artist stipend of \$750 - \$1000 (this is total per box, which is where I am asking you to expect to pay you for your services)
- JP Murals provided Jason with a quote of \$750 / box for 10 boxes

We have our monthly Beautification Committee meeting next Monday, January 27th, and I would like to finalize the budget at that meeting to get full buy in since we have Board approval to spend up to \$5,000. Post the meeting I can submit the budget and set a kick off meeting for the project. I sent Ron Rubine an email Friday asking to set a kick off meeting for the project. (I got a response back from him.)

Thank you again. I would love to work with you and your team on this project.

Best,  
Kelly

On Tue, Jan 21, 2020 at 6:52 PM Addy Gonzalez Renteria <[addy@1111acc.org](mailto:addy@1111acc.org)> wrote:  
Hi Kelly,

I spoke to Jason and he's confident he will get the \$4k approved.

I spoke to my board about the price reduction. Just to give you a heads up, it doesn't seem like reducing our price is the best option. Are you writing the pricing the NC is considering?

thanks,

Addy Gonzalez Renteria  
Co-Founder / Co-Director  
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