

AAPAC PROJECT PROPOSAL SUBMISSION FORM

NAME OF PROJECT:

Stormdrain Awareness Art Competition

DATE: February 27, 2013

NAME OF GROUP, DEPARTMENT, OR INDIVIDUAL SUBMITTING PROPOSAL:

Huron River Watershed Council (HRWC)
Jason Frenzel, Stewardship Coordinator

CONTACT INFORMATION:

jfrenzel@hrwc.org; 734-769-5123x600

PROJECT GOALS:

Increase awareness of connectivity between streets & yards to local rivers through stormdrains, as mandated by federal permit requirements to City of Ann Arbor.

SITE Location, IF ANY:

Phase 1. Main Street Ann Arbor; Phase 2. Ann Arbor neighborhoods

ANTICIPATED SITE REQUIREMENTS:

Clean and clear stormdrains – provided by City of Ann Arbor Field Operations and volunteer participants

TYPE OF MEDIA:

Chalk Art on sidewalk/street

IS THERE A PROJECTED SIZE FOR THIS PIECE? IF YES, WHAT ARE THE DIMENSIONS?

TBD. Approximate estimate = 10'x10' at each storm drain.

BRIEF DESCRIPTION OF THE PROJECT:

Phase 1: Stormdrain chalk art competition at Mayor's Green Fair (June 14, 2013). Lead up time will include: selection of small 'judging team'; recruiting and choosing artists; publicity; coordinating materials and logistics. Day of will include: 2-3 hours for installation; 2-3 hours for community viewing and judging; 'judging team' review; publicity; gift/award to artists.

Phase 2: Neighborhood chalk art (ongoing). HRWC will coordinate neighborhood groups/families to install adhesive stormdrain awareness plaques. For additional information on this project, see: www.hrwc.org/our-work/programs/adoptastormdrain. Awareness through Phase 1 will be used to recruit neighborhood participation in stormdrain program, offering residents the opportunity to do chalk art also. Ideally, some of the Phase 1 artists would be willing to teach neighborhood groups on chalk art use. Citizens will submit their work via HRWC website/Facebook.

TIMELINE (use back of form if needed):

March-April – program development
May – Artist recruitment and evaluation
June – Green Fair event
Ongoing – stormdrain program/neighborhood implementation

BUDGET ESTIMATE OR BREAKDOWN OF KNOWN COSTS:

Staff time: already budgeted
Gifts/awards for artists: TBD, identifying donations
\$400-\$500 for chalk art consultant – covered by existing City funding

FUNDING BY APPLICANT, IF ANY:

Staff time, materials as needed

FUNDRAISING PLANS FOR THE PROJECT (use back of form if needed):

Donations from DDA members

ARE THERE ANY SPECIAL NEEDS FOR THE PROJECT?

NA

WHAT ONGOING AND FUTURE MAINTENANCE WILL BE REQUIRED?

Returning to stormdrains to re-install stormdrain markers as necessary (completed by HRWC)

ANY SUPPLEMENTAL INFORMATION THAT WOULD HELP THE COMMISSION UNDERSTAND THE PROJECT?

HRWC is seeking the support and partnership of AAPAC on this program. Ideally, with promotion and some staff time to coordinate artists and logistics. No funding is being requested through this partnership.

Other partners currently onboard for this project: Mayor's office, Green Fair coordination; City of Ann Arbor Systems Planning Unit, funding and awareness campaign; DDA, coordination with local business; Arts Alliance, advice and networking; David Zinn, consulting.