

March 11th, 2025

Selection Committee
Community Development
65 West Alisal St 2nd Floor
Salinas CA, 93901

Dear Selection Committee,

On behalf of Artists Ink, I am excited to submit this proposal for the Alisal Greening and Beautification Project, CIP 9345 - Closter Park Community Center - Call for Art (Mural). As the lead contact, I offer a seasoned perspective and a proven track record in art direction to ensure the project's success. Below are my contact details and a statement highlighting our qualifications.

David Tapia
Lead Project Manager
(831) 356-5115
d.tapia@artistsink.org

As Lead Project Manager, I will act as the primary liaison with your staff, managing all project stages from concept to completion. With experience leading public art initiatives, I am prepared to oversee daily operations and deliver a work that reflects Artists Ink's commitment to creativity and community engagement.

Artists Ink specializes in collaborative, community-driven art that bridges diverse perspectives. My role is to guide our team in crafting projects that resonate deeply, blending innovative design with cultural storytelling. For this project, we propose a mural installation that captures and reflects the vibrant community, the activities that take place, and the participants of both the boxing gym and the entire park. Utilizing traditional and modern mural practices, we aim to create an interactive, enduring piece. My expertise in project management and multimedia artistry will ensure a seamless and impactful execution.

Our recent works highlight our capability: In 2024, we partnered with ESTA (Environmental Science Through the Arts), a CSUMB program funded by the National Institutes of Health, to create a mural for the youth at McKinnon Elementary School. In 2024 we were onboarded as consultants by TAMC to develop and execute the safe routes to school sidewalk art murals. These projects demonstrate our ability to manage ambitious, community-focused initiatives with lasting resonance.

Thank you for considering our proposal. I am available to discuss how Artists Ink can contribute to the Closter Parks Community Center's vision.

In Community,
David Tapia





Proposal & Budget Draft 1: Mar 14, 2025

City Approval: TBD

Proposed Start Date: June 1st, 2025

Project Description

In partnership with the City of Salinas Alisal Greening and Beautification Project, Artists Ink will serve as consultants, designers, and facilitators for the installation of a mural “Echoes in Motion” on an exterior wall at Closter Park Community Center, located at 401 Towt Street, Salinas, CA 93905. As part of the project, Artists Ink will facilitate 2-hour workshops once a week for two weeks with community members and youth who wish to participate. The workshops will focus on creating symbols and logos, gathering input on what they would like to see included in the mural. Our Project Manager, David Tapia, will lead this project with administrative support from Artists Ink and feedback from Salinas city council. Our artistic team will design and install the mural.

Project

The Closter Park Community Center mural will cover the designated wall, measuring approximately 8 feet in height and 64 feet in length.

Mural Highlights:

- A colorful and vibrant representation of the various activities that take place in the Closter Park environment.
- The mural will symbolize memorable moments for all community members.
- The design will feature dynamic elements, such as soccer, baseball, cycling, basketball, boxing, and community gatherings.

Community Workshops:

- Artists Ink will facilitate two 2-hour workshops focused on symbols and logos.
- Community members will be actively involved in these workshops.

Vision and Alignment:

- The mural aims to encapsulate the activities and significant events of Closter Park.
- The design will align with the Vision and Policies outlined in the City’s Public Art Master Plan.

Mural Lifespan:

- Approximately 10 - 20 Years

Maintenance Plan:

- 1x per year every other year for 3 years.



Program Outcomes

Artists Ink will empower the community of Closter Park through the designing, production, and installation of the project. A mural on the wall was identified as the best option for this project. This mural will be developed with substantial community involvement. We will conduct a series of design workshops, inviting the youth from the boxing center and Closter Park attendees to participate. These workshops will provide an opportunity for participants to design elements that represent their identities and aspirations. The resulting mural will visually articulate the essence of being a Closter Park community member and will encapsulate the activities and vibrancy of the boxing gym and the entire park.

Program Logistics

Timeline	Staff / Role
● Art Submission Deadline: 3/14/2024 ● Public Art Commission Presentation: TBD ● City Council Presentation: 4/8/2024 ● Artists Onboarding: 4/1/2024 - 4/15/2024 ● Request Public Feedback for Final Design ○ 4/1/2024 - 4/19/2024 ● Final Design - 4/30/2024 ● City Site Plan Review Process: 5/1/2024 - 5/31/2024 ● Site Visitation and Inspection: 5/24/2024 ● Mural Prep: 5/26/2024 - 5/31/2024 ● Mural Starts and End: 6/1/2024 - 6/30/2024 ● Mural Clear / Anti Graffiti Protection - 6/30/2024 ● Contract Closeout Deadline 6/30/2024 ● Ribbon Cutting (Community Celebration): 7/4/2024	● Project Manager ○ David Tapia ● Designer ○ David Tapia & Adrian Cornejo ● Technical Mural Artists ○ Adrian Cornejo (Lead) ○ Mariana Jimenez (Assistant Artists)



What we Provide

The Artists Ink Project Manager will handle communication between the City of Salinas and Artists Ink staff and will be available to inform both parties about progress and updates.

- **Budget Management**
 - Monthly meetings to review the use of funds
 - Manage all purchases, receipts, and invoices
 - Provide any tax information and nonprofit number use
- **Program Administration**
 - Identify and hire artists
 - Creating and collecting all contracts
 - Collecting tax information for artists
 - Providing insurance for artists and location use
 - Registering for permits
 - Managing project calendar
 - Managing communications with outside artists

Budget

Total Project Cost

\$26,990

Staff

Name	Contacts	Project
David Tapia	d.tapia@artistsink.org	Project Manager/ Illustrator
Adrian Cornejo	trucha224@gmail.com	Technical Art Lead/ Mural Designer
Mariana Jimenez	m.jimenez@artistsink.org	Artists Assistant

Previous Works

Mc Kinnon Elementary School



Safe Routes to School (Cesar Chavez Library)



Lincoln Elementary School



Safe Routes to School (La Paz Park)





Mural Art Transfer Method Guide

1) Preparation:

- Selecting the Design: Choose designated design that is assigned for the wall space and ensure it meets local regulations or guidelines.
- Assure all signing and barriers are in place before you begin to work.
- Wear all necessary safety equipment during any onsite work.

2) Surface Cleaning:

- Clean the Wall: Thoroughly clean the wall to remove dirt, debris, and any existing coatings.
- Apply (Simple Green Oxy Solve Concrete and Driveway Cleaner) to surface area where needed to remove any oil, gum, or grime from the wall.
- Mix 1-measure of Simple Green Oxy Solve with 20-measures of water in a bucket (example: 1.5 cups Simple Green to 2 gallons water). Clean in sections with a soft-bristle brush or sponge. Do not allow the cleaner to dry on the surface before rinsing. Rinse with pressure washer at highest pressure. Move to a new section and repeat.
- Removing stains: Apply simple green degreaser to remove any grime on the surface by soaking the area for approx. 3 min minutes.
- Continue with a pressure washer or a stiff brush with a suitable cleaner to finish cleaning the designated area.
- Dry the Surface: Ensure the wall is completely dry before proceeding to the next steps.

3) Materials:

- Gather materials: Exterior High Quality Paints (Nova paints, Montana Aerosol Paint, stencils or transfer paper, chalk or marking tools, painter's tape, brushes, rollers, and safety gear (gloves, masks).
- Cushion floor mats, knee pads and a canopy for protection from the elements.

4) Transfer Procedures:

- Print the Design: Print the design on paper.
- Create the Grid on the Design
- Draw the Grid: Draw a grid over the printed design. Use a ruler to create evenly spaced squares (e.g., 1-inch squares). Number the rows and columns for easy reference.

5) Gridding the Wall:

- Measure and Mark: Measure and mark the same grid on the wall using chalk. Ensure the grid squares on the wall are proportional to those on the printed design (e.g., if the design grid is 1-inch squares, the wall grid could be 1-foot squares).



- Draw the Grid: Use a measuring tape to draw the grid on the wall with chalk line. Number the rows and columns to match the printed design.
- Confirm your measurements before transferring the design.

6) Design Transfer Methods:

- Match the Squares: Begin transferring the design square by square. Look at the printed design and replicate what you see in each square onto the corresponding square on the wall.
- Outline the Design: Artists will use chalk or water based spray paint to outline the design on the wall. This step ensures accuracy and helps in visualizing the final layout.

7) Masking:

- Protect Surrounding Areas: Use painter's tape to mask off areas around the design to prevent accidental paint application.

8) Painting:

- Paint the Design: Using brushes or rollers, carefully apply the paint within the outlined design. Apply multiple thin coats if necessary, allowing each coat to dry as per the manufacturer's instructions.
- Add Details: For intricate designs, use smaller brushes to add details and ensure even coverage.

9) Anti Graffiti Coating:

- Allow paint to dry and apply [4G Surface Guard](#) intended to minimize ongoing maintenance needs.

10) Finishing Touches:

- Remove Masking Tape: Carefully remove the painter's tape while the paint is still slightly wet to avoid peeling.
- Touch Up: Make any necessary touch-ups to ensure the design is clean and precise.

11) Curing:

- Allow to Cure: Let the paint cure completely according to the manufacturer's instructions before allowing foot traffic on the painted area.

12) Maintenance:

- Inspection: Inspect the painted design for wear and tear. Touch up as needed to maintain the slip-resistant properties and visual appeal.
- By following these steps, artists can effectively transfer their designs onto walls while ensuring the surface remains safe and compliant with city standards. This process not only enhances the aesthetic appeal of public spaces but also contributes to creating inclusive and accessible environments for everyone.



Project Timeline

Closter Park Community Center Mural Timeline		
Art Submission Deadline	2/7/2025	3/14/2025
Public Art Commission Presentation		TBD
City Council Presentation		4/8/2025
Artists Onboarding	4/1/2025	4/15/2025
Request Public Feedback for Final Design	4/1/2025	4/19/2025
Final Design	4/20/2025	4/30/2025
City Site Plan Review Process	5/1/2025	5/31/2025
Site Visitation and Inspection		5/24/2025
Mural Prep	5/26/2025	5/31/2025
Mural Starts	6/1/2025	6/30/2025
Mural Clear Coat & Anti Graffiti Protection		6/30/2025
Contract Closeout Deadline		6/30/2025
Ribbon Cutting (Community Celebration)		7/4/2025

Mural Design Proposal



Echoes In Motion