



**Cultural Arts Programs**  
*Cultural Arts & Marketing Division*

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**Oakland Public Art Advisory Committee Review Form**

Artist's Name / Project Contact Thomas Wong

Organization EastSide Arts Alliance

Date August 12, 2016 Phone # 510-533-6629

Property Owner MARIA CAMPOS

Email eastsideculturalcenter@gmail.com

Street Address 2277 International Blvd

City Oakland State CA Zip 94606

Proposed Site of Project (Address/Cross St. with physical details) 3204 INTERNATIONAL BLVD

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Dear Members of the Oakland Public Art Advisory Committee,

EastSide Arts Alliance would like to request your support for a public art project we have slated for 2015-2016. Funds requested will aid in the design and execution of large-scale mural at Fruitvale Avenue and International Boulevard in Oakland. The goal of the project is to end vandalism and blight at the site, which has been tagged over 100 times in the past year. We intend to do this by utilizing mural and visual design strategies to make the building a landmark site for the entire Fruitvale district.

The funds requested will assist us not only in providing a high-quality project that lasts longer than normal mural improvements, but also allow our artists to produce pieces that expand our technical scope. We will utilize various multimedia and visual arts techniques in application of the mural. As is standard with all EastSide projects, community and youth involvement in mural creation is built-in to our process.

EastSide artists involved in this project have all called the Fruitvale home, and have their work currently displayed at such notable sites as the Oakland Museum, Alameda County Building, as well as over 20 current sites in Oakland.

The building and business on International Blvd and Fruitvale Avenue has been at the heart of the business district, and is a juncture point for transit near the BART station, the 880 freeway, and the thoroughfare between Alameda and Oakland. The owner, Maria Campos, is a 2<sup>nd</sup> generation owner. She is interested in uplifting her longtime community through this project, and has given her permission for us to proceed. EastSide look forward to creating landmark public artwork that will assist in deterring vandalism and promote health and community pride in the area.

We very much appreciate the Oakland Public Art Advisory Committee's support in our ongoing efforts, and look forward to producing the highest-quality graffiti abatement and prevention solutions for our Oakland neighborhoods!

Thank you all very much,  
Thomas Wong  
EastSide Arts Alliance and Cultural Center

Itemized Breakdown of Expenses :

<b>Estimate for 3204 International Blvd</b>	<b>Description</b>
<b>Staffing</b>	Project Manager, Art Director, Lead Muralist, Assistant Artist Team, Installers
<b>Lift</b>	2 lifts x 5 days each
<b>Equipment</b>	Brushes, Dropcloths, Tarps, Ladders, Lights, Projector, Roller pads, Roller Frames, Trays, Gloves, Masks, Tape, Caps
<b>Mural Panel Materials</b>	ACP Boards
<b>Mural Panel Installation</b>	Labor and Materials
<b>Building Prep and Painting</b>	Base painting for entire building
<b>Mural Paints</b>	Aerosol Paint, Brush Paint
<b>Misc</b>	Food, Transportation, Computer, Printing, Drafting Equipment, Ladders and Scaffolding, Celebration

EastSide Arts Alliance  
Public Art Program  
2277 International Blvd, Oakland

Mural at Fruitvale/International Intersection – 3204 International Blvd, Oakland  
PAAC Documents

**Demonstration of Community Support:**

- The mural has been discussed at Fruitvale NCPC meetings for the past 3 months. Average attendance was 15 people from the Fruitvale business and residential community. The feedback has been overwhelmingly positive.
- The mural team has also had multiple meetings with the property and business owner to discuss the design and how it fits as the “face” of the Fruitvale district. Owner approves of the design.

**Maintenance Plan:**

- The building is located within the Fruitvale Business Improvement District. The Peralta Services Corporation currently does graffiti abatement at the location, and estimated that last year there were over 100 tags on the building.
- EastSide Arts Alliance has agreed to apply a anti-graffiti coat to the mural, with the cleaning supplies to be given to Peralta and the building owner.
- Peralta will clean the mural as is necessary for the duration of their contract with the Fruitvale BID.
- In the event of a contract termination between Peralta and the Fruitvale BID, EastSide agrees to assume maintenance against tagging for a period of 5 years from the completion date of the mural.

Materials List

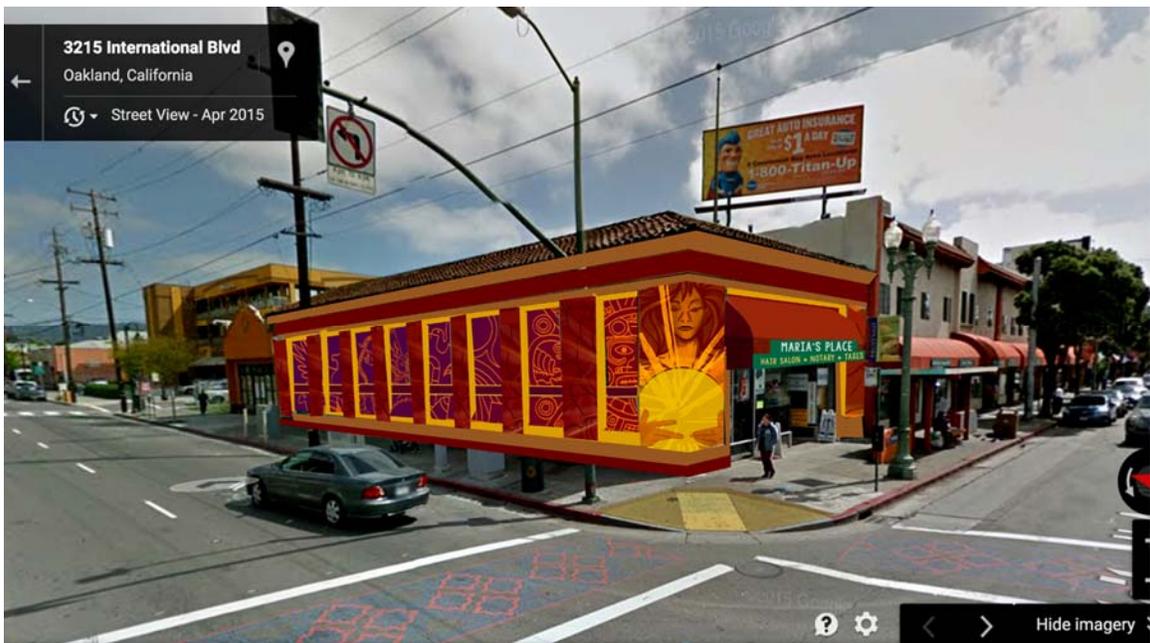
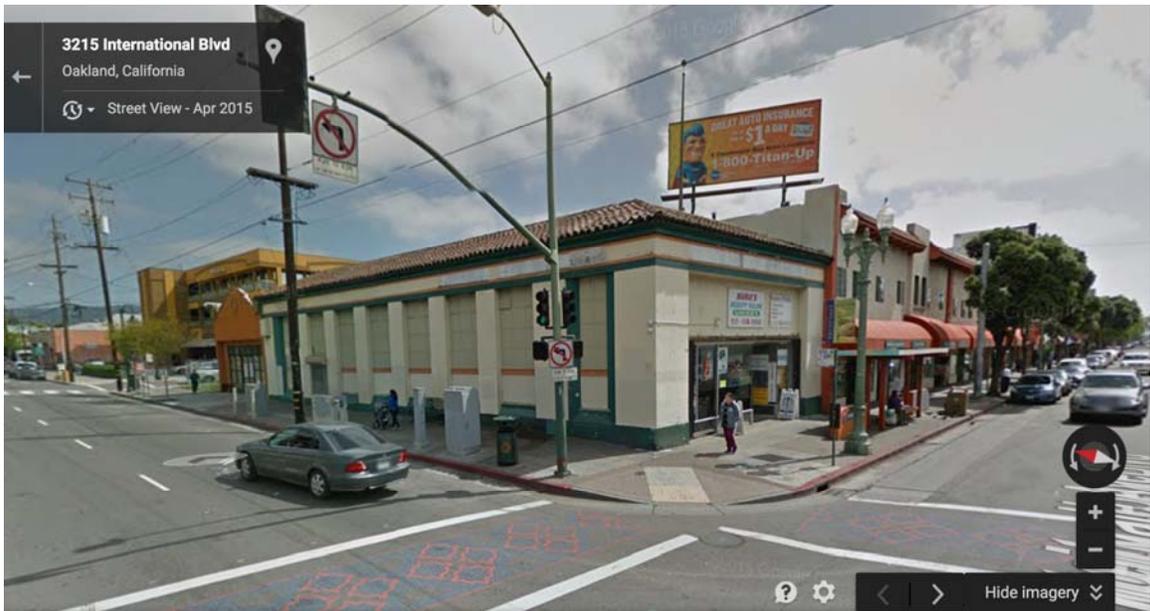
2 hydraulic lifts
Brushes, Dropcloths, Tarps, Ladders, Lights, Projector, Roller pads, Roller Frames, Trays, Gloves, Masks, Tape, Caps
Aerosol Paint, Brush Paint
Food, Transportation, Computer, Printing, Drafting Equipment, Ladders

## Fruitvale Mural Estimates

Estimate for 3204 International Blvd	Description	Amount
<b>Staffing for Mural Painters</b>	See Table to the right	\$9,800
<b>Lift</b>	2 lifts x 5 days @ \$150/each	\$1,500
<b>Equipment</b>	Brushes, Dropcloths, Tarps, Ladders, Lights, Projector, Roller pads, Roller Frames, Trays, Gloves, Masks, Tape, Caps	\$800
<b>Mural Panel Materials</b>		\$3,000
<b>Mural Panel Installation</b>		\$3,000
<b>Building Prep and Painting</b>		\$6,000
<b>Mural Paints</b>	Aerosol Paint, Brush Paint	\$6,000
<b>Misc</b>	Food, Transportation, Computer, Printing, Drafting Equipment, Ladders and Scaffolding, Celebration	\$1,000
<b>Subtotal</b>		<b>\$31,100</b>
<b>Admin and Coordination Fee</b>	15% of Total	<b>\$4,665</b>
<b>Total Cost</b>		<b>\$35,765</b>

### Staffing for Mural Painters Breakdown

Staff Position	Total	Hours	Hourly Rate	Number of Staff
Project Manager	\$3,200.00	80	40	1
Art Director	\$1,600.00	40	40	1
Lead Muralist	\$2,000.00	50	40	1
Assistant Artist Team	\$3,000.00	50	30	2
<b>Total</b>	<b>\$9,800.00</b>			





“SUN” Building. The various characters painted are mythological sun deities from the various cultures that currently live in the Fruitvale District.