

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: April 25, 2024

PREPARED BY: Erica Powell, Management Analyst

REQUEST: RECEIVE AND FILE UPDATE ON COMMUNITY HEROES MURAL

RECOMMENDATION:

Receive and file update on *Community Heroes* mural to be installed at the City's Corporate Yard.

BACKGROUND/ANALYSIS:

On September 23, 2023, the City of Palm Desert published a call for mural artists to submit proposals for a project to honor Palm Desert's Public Works staff for their tireless efforts serving the community during and after Tropical Storm Hilary by creating a mural at the City's Corporate Yard building located at 74705 42nd Avenue. The City requested artists to submit creative proposals that embraced teamwork and determination. In addition, the City requested that proposals include a description of community participation such as workshops, collaborative design, and hands-on painting.

The call for artists was posted on the City's Public Art Artist Opportunities webpage and promoted via the City's social media pages and on other sites for approximately one month and drew a total of seven (7) submissions. At the November 8, 2023, Cultural Arts Committee meeting, the Committee reviewed submissions and selected artist Robert "Trinity" Rivard to complete the project.

To develop a draft design, Trinity consulted with the City's Public Works staff to gain a better understanding of what it was like to work through Tropical Storm Hilary. Additionally, City staff created an EngagePalmDesert.com page to encourage residents to anonymously provide input of their own experiences and sign up to help paint the mural, which has been promoted via social media.

At the April 10, 2024, Cultural Arts Committee meeting, the Committee approved the final mural design. Work on the mural, which is open to the community, is scheduled from May 7-17, and a dedication ceremony will be held on May 16, at the Corporation Yard. On completion, a plaque will be fabricated and installed on the mural to commemorate the unity of our staff and community with the following statement:

"This mural recognizes the City of Palm Desert staff who selflessly united to safeguard our community during Tropical Storm Hilary. Their unwavering dedication and resilience serve as an inspiration for us all. May their actions never be forgotten, and may this tribute serve as a reminder of the strength and unity that defines us in times of crisis."

Strategic Plan:

Installation of the *Community Heroes* mural is in line with the Arts & Culture Mini-Vision contained in the Strategic Plan, which states:

“Arts and culture give a community its soul. Palm Desert is the cultural core of the Coachella Valley. Cultural tourism drives economic growth in Palm Desert. The community is host to internationally recognized cultural events that bring significant economic benefits to the City. Palm Desert is a leader in arts education, ensuring a well-rounded population that possesses high levels of creativity and critical thinking skills.

FINANCIAL IMPACT:

The cost for the community mural project is \$8,000. The cost for the plaque to include installation will be an additional amount not to exceed \$1,800. Funding is available in the FY 2023/2024 Public Art Account No. 4364650-4309200.

ATTACHMENTS:

1. Call for Artists Community Mural October 2023
2. Community Heroes Mural by Trinity Rivard Final Design
3. Community Heroes Mural Location