



Expanding the Arts in Merced

Using parks, open space, and recreation facilities to showcase art, culture, and community

Agenda

- Introduction to the City Art Initiative
- Effective & Diversified use of Art
- Completed Projects
- Scheduled Projects
- Next Steps



Introduction to the City Art Initiative

- Merced City Council directed staff to allocate funding and submit grant proposals to support the development of three art districts across the City
- Staff support the ACAC- Arts, Culture, Advisory Commission
 - Meets bimonthly to review projects, mediums, and proposals
 - Support provided by the City Public Information Officer and the Director of Parks & Community Services
 - To date work has included the canvassing of Utility Boxes, Caltrans and City owned properties and most recently, various park amenities

Effective & Diversified use of Art

- Community art is typically used to address goals of beautification, magnifying culture, tradition, and values of a community.
- Council desires art projects to be placed across the City of Merced to support the establishment of various art districts, each with its own unique character.
- Projects were proposed to not only lend to the City beautification efforts but also to maximize recreational facilities and to reduce vandalism in a strategic manner.
- Priority went to installation of murals on public property that faces ongoing vandalism (underpasses, public restrooms, utility boxes, refuse garages, recreational facilities, skateparks)



Cal Trans Murals underpasses along HWY 99





Recreation Facilities



Recreation Facilities

Pending Projects

Utility Boxes along Bear Creek and G Street

Bike Path underpasses

Splash pads

More basketball courts

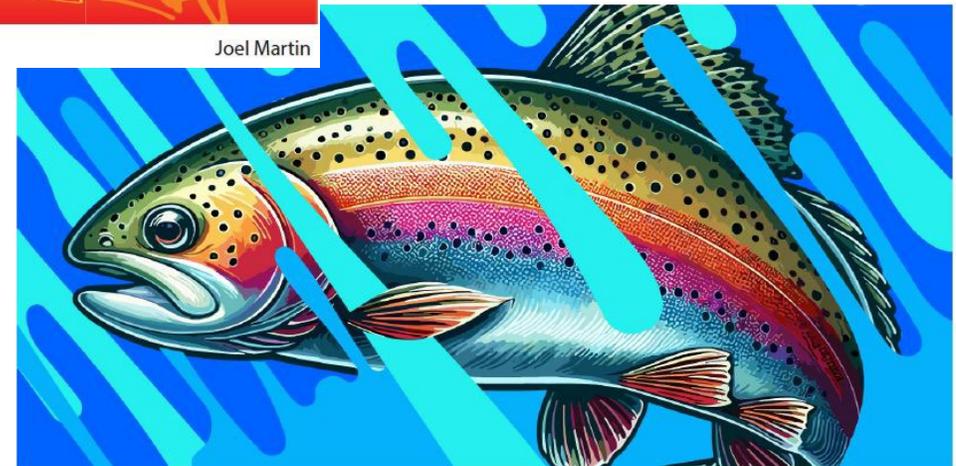
New projects would include other types of art



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Thank you

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