



Public Art: Mural Proposal

for South Waco Community Center

Led by Cesar Chavez Neighborhood Association

Presented by

Fiona Bond, Creative Waco

on behalf of Cesar Chavez Neighborhood Association

Background

2023, Armando Arvizu from Cesar Chavez Neighborhood Association (CCNA) approached Creative Waco with an idea for a mural to honor the Hispanic story of the South Waco neighborhood.

Idea was discussed with the neighborhood association, and it was decided to request the mural be placed on a building that would symbolize unity and community pride – the South Waco Community Center.

The CCNA has been working with Creative Waco, City of Waco Parks & Recreation, and City of Waco Beautification, Arts & Culture to develop the project.



Why We Are Here

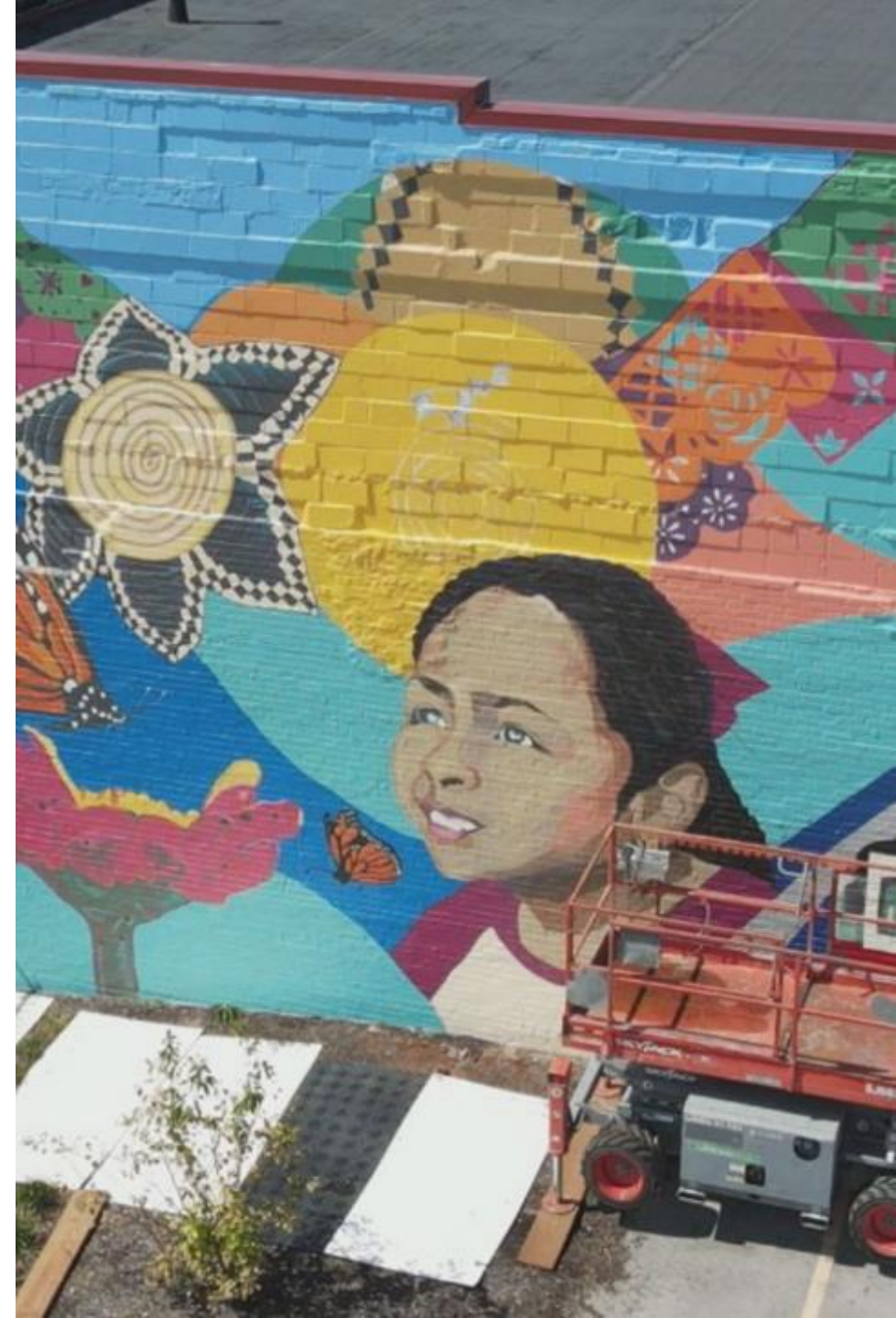
1. Approval to place the proposed mural on the city-owned South Waco Community Center building
1. Approval and commitment of up to \$10,000 for Parks & Recreation to prepare the site
2. Approval to adopt the artwork into the City of Waco Public Art Collection



Design Objectives

This project aims to honor the Hispanic cultural identity and history of the South Waco community through:

- Identifying an artist able to create a mural in an authentic, recognizable Latinx style and with community/stakeholder input
- Engaging community/stakeholders in the design process
- Creating opportunities for community members to engage in a community paint day
- Creating a mural that will be a point of pride, and an opportunity to engage future generations in the stories of their community



A Community Effort

THANKS to all the people who have helped develop this project:

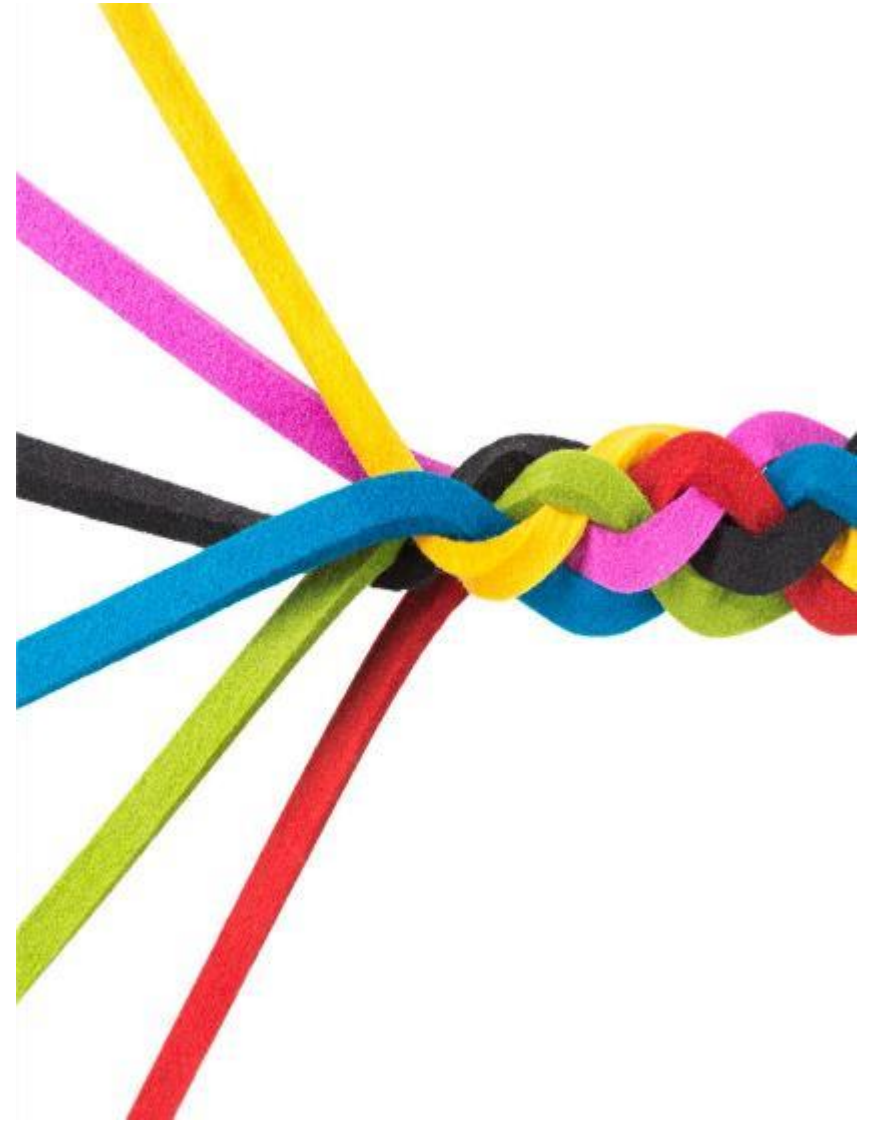
City of Waco Staff – (Parks & Rec, Neighborhood Engagement, Beautification Arts & Culture)

Project Funders: 38 people & businesses across Community

Community Stakeholders: Dozens of residents invited to contribute in person or via survey, including youth association and local businesses

Artist: Jesus Rivera with expertise from Arthur Huron

Neighborhood Association Team & Mural Committee



Proposed Location

South Waco Community Center

- Symbol of unity, neighborhood identity and pride
- Corrugated façade facing Speight
- Proposed mural area is 15' high by 48' wide.



Work Plan & Timeline

Oct 15: MOU Consideration

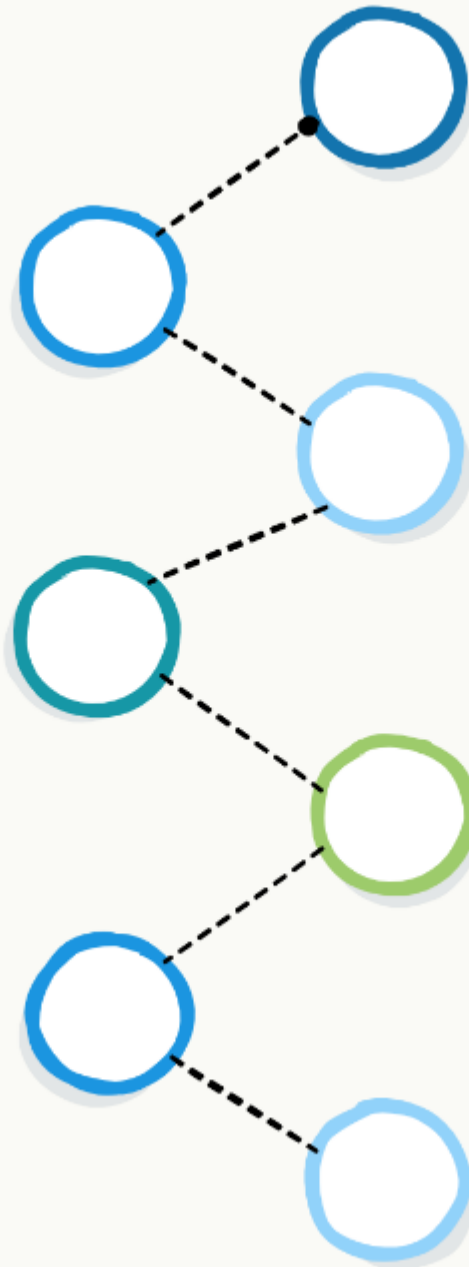
CITY Council review of MOU with artist and CCNA.

Oct - Nov: Mural Implementation

The ARTIST begins painting the approved mural design.

December: Mural Completion

The mural is finished, artwork title transferred to CITY, final payments are made.



Oct 1: Presentation of Project

CITY Council Worksession presentation

Oct: Site Preparation

CITY P&R prepares the site and installs panels on South Waco Community Center so wall may be used for the mural project.

November: Info & Education

CCNA, Artist and CREATIVE WACO draft online educational materials and plaque design. Possible Community Paint Day

TBA: Celebration

A ribbon-cutting celebration is planned with all involved parties.

Artist Jesus Rivera

Early Life and Education:

- Began painting age 4 in Monclova, Coahuila, Mexico.
- Studied arts at University of San Luis Potos
- Advanced art studies in the United States and Europe.
- Lived & worked in Waco for over 20 years - Founder of Art Forum

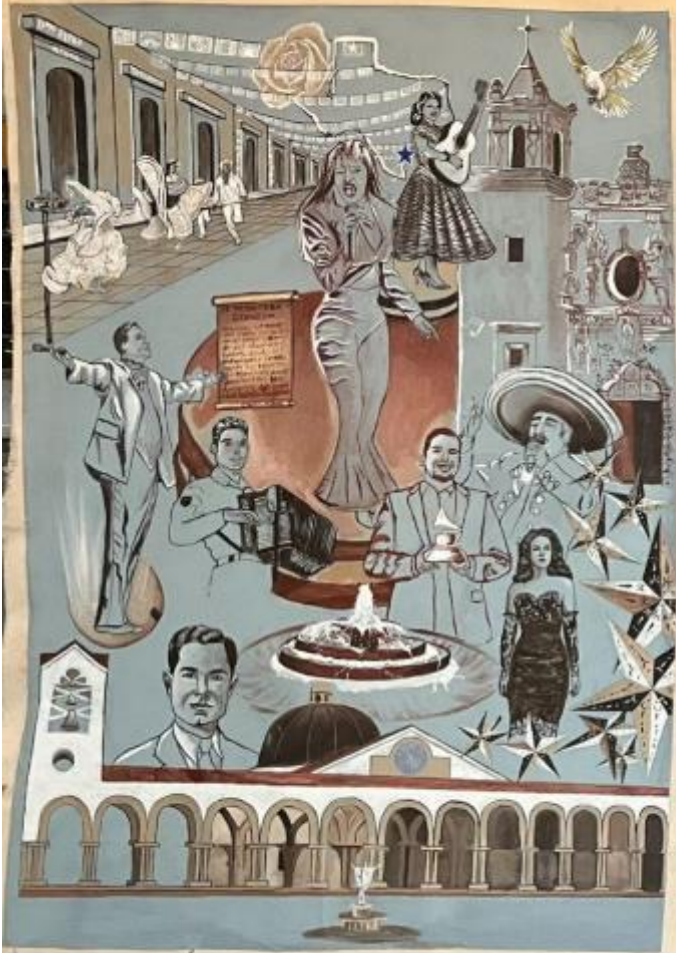
Career Highlights:

- Exhibited artwork in museums worldwide.
- Owned and operated Art Forum of Waco for over 10 years.
- Commissioned by former Mayor DuPuy to create a bronze child sculpture.
- Exhibited artwork at the Texas Capitol and Baylor University.
- Upcoming exhibit at a National Palace in Florence, Italy.
- Recipient of awards in Spain and recognition for contributions to the arts.
- Created numerous murals in Waco (including Baylor), Texas, Mexico, and Europe.

Vision:

- To share art globally and bring joy to audiences worldwide.





Design Proposal

About the Design

- Proposed design is a “trptych” – i.e. three paintings grouped together.
- Artist will use durable UV-stable exterior paints, using brush rather than spray techniques. (Technique and materials are like those used for the murals on Hotel Herringbone).
- Symbolism & artistic goals: Hispanic history and role models for teaching the next generation their story.
- A community paint day is proposed for November, when whole neighborhood is invited to come out and put their touch on the artwork.
- Educational information about the mural will be carried on the Creative Waco website and interactive art map, and there will be an informational plaque and QR code at the site. (English & Spanish).
- The design was developed through consultation between the artist and the CCNA, with design input invited from:
 - Mural Committee
 - CCNA
 - Sponsors
 - Other stakeholders

Budget

Expenses:

- Mural Design & Community Consultation \$5,000
- Mural Painting (including artist insurance & equipment rental) \$17,000
- Site Preparation and equipment:
 - Wall Panels \$6,000
 - Lighting \$3,000
 - Landscaping & equipment \$1,000

Revenue:

- Sponsors & donors (secured/committed) \$22,000



Request to City of Waco

1. Approval to place the proposed mural on the city-owned South Waco Community Center building. CCNA to cover costs for the mural through sponsorship and donations.
2. Approval and commitment of up to \$10,000 for Parks & Recreation to:
 - prepare the site (vegetation trimming & removal)
 - Install three 14' x 15.5' panels of 6mm Aluminum Composite Material (ACM)
 - Install lighting to illuminate the mural
1. Approval to adopt the artwork into the City of Waco Public Art Collection
 - *A donation agreement between City, CCNA and the artist will be presented to City Council on October 15)*



Thanks & Questions

