

CITIZENS' ADVISORY COMMITTEE ON MEASURE Z EXPENDITURES

(Advisory Committee will make recommendations to the Humboldt County Board of Supervisors as to expenditure of funds derived from *Measure Z*.)

APPLICATION FOR FUNDING

RECEIVED
MAR 20 2015
CAO

Agency Name: **City of Rio Dell**

Mailing Address: 675 Wildwood Avenue, Rio Dell, CA 95562

Contact Person: **Kyle Knopp**

Title: **City Manager**

Telephone: (707)764-3532

E-mail address: kknopp@riodellcity.com

1. AMOUNT OF MEASURE Z FUNDING REQUESTED FOR FY 2015-16: **\$ 25,000.00**

2. ENTITY TYPE -- Please check appropriate box.

- a. Humboldt County Department ☐
- b. Contract Service Provider to Humboldt County ☐
- c. Local Government Entity ☒
- d. Private Service Provider ☐
- e. Non-Profit Service Provider ☐
- f. Other ☐

3. Please provide brief description of proposal for which you are seeking funding.

The purpose of the "Avenue of the Sculptures" concept is to attract some of the 1.6 million annual visitors to the world famous Avenue of the Giants, increase local business and make Rio Dell a destination location. Humboldt County has a large diverse community of artists and the intent is to provide a showcase for the artists while at the same time making Rio Dell a must see community. The City envisions the sculptures to reflect the local culture, history (i.e. Native Americans, logging, fishing, agriculture, etc.), natural resources and creativity of the region.

The "Avenue of the Sculptures" concept is to place at least one pedestal in each of the City's recently completed twelve (12) landscaped medians. In addition, we hope to place sculptures in the pre-existing four (4) northerly landscaped medians, Davis Street Park and Triangle Park, on the grounds at City Hall and hopefully at the two Highway 101 off-ramps. In all, we hope to have around forty (40) pedestals/sculptures. About half would be on an annual rotating schedule to accommodate new pieces. In addition, the City intends on providing lighting, kiosk interpretive panels displaying the artist and artwork information, decorative light standards and benches throughout the City.

Many Cities throughout the nation have successfully developed "art parks" as a way of increasing tourism while providing economic benefits to their local communities. The City of Redding has recently developed "The Sculpture Park at City Hall" which has not only beautified the area, it has also increased tourism and economic activity and provided a show case for local, regional and national recognized artists. The larger-than-life-sized bronze sculpture *Catch and Release on the Sacramento River* was installed at The Sculpture Park at City Hall on July 1, 2006. Affectionately known as the Fly Fisherman, this work represents the area's connection to nature and the integral part the Sacramento River plays in our community. This beautifully-detailed piece stands approximately 18 feet high from the base of the fisherman to the uppermost part of his raised casting rod.

The "Avenue of the Sculptures" concept is supported by the City Council, the Rio Dell-Scotia Chamber of Commerce and the Eagle Prairie Arts District. The City recognizes this will be a pay as you go project, possibly taking a number of years to complete based on funding availability.

4. *Measure Z* funding is scheduled to "sunset" in 2020. How are you developing a plan for sustainability, including diversification of funding sources, in order for your proposal to carry on without reliance on future *Measure Z* funds?

Once installed, the "Avenue of the Sculptures" project will have a minimal cost associated with its ongoing maintenance. These costs would theoretically be covered by the subsequent increase in economic activity in the downtown area as a result of the project.

5. If this request is for the continuation, or expansion, of an existing program/service, what is the current source of funding for that program/service?

This program is currently unfunded. Outside application for funding is pending with other non-governmental entities. This \$25,000.00 request represents a portion of the costs associated with what is expected to be a total project cost of \$179,928. The project can begin to be implemented in phases with \$25,000 – initial construction of the infrastructure for the pedestals being the first set of priorities.

6. If you are awarded *Measure Z* funds, how will you use them to leverage additional grants, contributions, or community support?

These funds will be leveraged with potential grant awards from non-governmental entities, donor contributions, in-kind city participation and potential State or Federal grants.

7. Will this proposal require new or expanded activity on the part of another entity to be fully functional and effective? If so, please describe.

It is anticipated that some additional activity may be required of the Chamber of Commerce and Eagle Prairie Arts District. For example, promotion of the "Avenue of the Sculptures" and artist recruitment and counseling would benefit the "Avenue of Sculptures" program.

ATTACHMENTS—Please include the following with your application

Proposal Narrative: Brief description of your request for *Measure Z* funds – Please explain how it is an essential service or for public safety. (one page maximum)

Program Budget

Avenue of the Sculptures Project Budget Overview		
Priority	Expense	Amount
1	Pedestals	\$19,200
2	Lighting	\$14,480
3	Interpretive Kiosks	\$26,480
4	Benches	\$10,280
5	Sculptures	\$61,488
6	Decorative Light Standards	\$48,000
Total		\$179,928

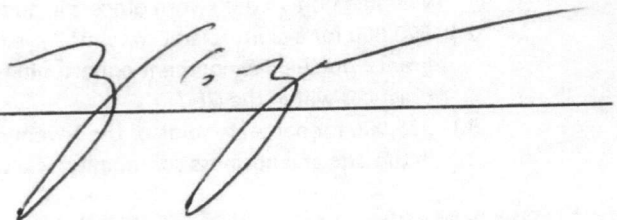
The project is likely to be initiated in phases, with infrastructure for sculptures being the first priority, including pedestals, lighting and kiosks. The program requires an initial grant of \$25,000.00 to make this first phase a reality.

I declare under penalty of perjury under the laws of the State of California that the above statements and all attachments are true and correct

DATE:

3/20/15

SIGNATURE:



SUBMIT THIS APPLICATION TO:

Humboldt County Citizens' Advisory Committee on *Measure Z* Expenditures
c/o County Administrative Office
825 Fifth Street, Suite 111
Eureka, CA 95501-1153.



675 Wildwood Ave.
Rio Dell, CA 95562
Phone: (707) 764-3532
Fax: (707) 764-5480

March 20, 2015

Humboldt County Citizens' Advisory Committee on Measure Z Expenditures
c/o County Administrative Office
825 5th Street, Suite 111
Eureka, CA 95501-1153

Dear Members of the Advisory Committee,

The City of Rio Dell respectfully submits three proposals for your consideration regarding Measure Z funding. We believe all three of the proposals to be connected to two of the most important issues in our community, public safety and economic development. Like other small cities in Humboldt County, we struggle to provide baseline levels of public safety services to our residents. We are proud to provide direct law enforcement services to our residents, but over the years our Police Department has become smaller in number as fiscal pressure has forced us to reorganize. We believe our public safety services not only benefit the citizens of Rio Dell, but also the county as a whole.

Public safety and economic development go hand-in-hand. We need to expand our tax base and create jobs in order to maintain our existing levels of service and we need a safe community to make that happen. We will need your help if we are to achieve these objectives and build upon the current levels. We submit to you the following list of proposals:

- 1.) \$35,569 to fund a 3/5 time clerical position in our Police Department. This position will free up the valuable time of our sworn officers in addition to help with nuisance abatement related paperwork.
- 2.) \$20,000 for a contracted Economic Development Coordinator. The city needs assistance to apply for grants, pursue development opportunities and review and develop business attraction and retention practices within the city.
- 3.) \$25,000 for partial funding of the "Avenue of the Sculptures" program. The city has enthusiastic partners in the arts and business community who want to help make this vision a reality.

We believe these requests to be measured and responsible; if your committee recommends all three proposals to the Board of Supervisors, the total commitment will match the estimated revenues Measure Z will collect in Rio Dell on an annual basis. We appreciate the opportunity to keep Rio Dell dollars working to improve our city and by extension, the broader community.

We understand the enormity of your responsibility in this matter and would greatly appreciate your support of all of these requests, or any of these recommendations that best fit your vision for Humboldt County.

Sincerely,


Kyle C. Knopp
City Manager, City of Rio Dell

Avenue of the Sculptures

Total Project Budget

Anticipated budget for the Project (include how grant funds will be spent).

Expense	Amount requested	In-kind donations	Other Funding Sources		Total Budget
			Amount	Source	
Pedestals					
12 Large (6' x 6') \$500 each = \$6,000	\$6,000	Labor: 40 hours @ \$62.00/hr. = \$2,480		Grants & Contributions	\$8,480
28 Small (3' x 3') \$250 each = \$7,000	\$7,000	Labor: 60 hours @ \$62.00/hr. = \$3,720		Grants & Contributions	\$10,720
Sculptures					
12 @ \$5,000 each = \$60,000		Labor: 24 hours @ \$62.00/hr. = \$1,488	\$60,000	Grants & Contributions	\$61,488
Lighting					
Direct lighting for the 12 permanent sculptures. \$1,000 each = \$12,000		Labor: 40 hours @ \$62.00/hr. = \$2,480	\$12,000	Grants & Contributions	\$14,480
Benches					
24 Hilfiker pre-cast concrete benches. \$325 each = \$7,800		Labor: 40 hours @ \$62.00/hr. = \$2,480	\$7,800	Grants & Contributions	\$10,280
Interpretative Panels/Kiosks					
24 panels/kiosks displaying the art and artist information. \$1,000 each = \$24,000	\$12,000	Labor: 40 hours @ \$62.00/hr. = \$2,480	\$24,000	Grants & Contributions	\$26,480
Decorative Light Standards					
12 light standards \$4,000 each = \$48,000			\$48,000	Grants & Contributions	\$48,000
				Total:	\$179,928

Pedestals: The estimated expense is for materials only. The City plans on providing most of the labor required for the installation of the pedestals, including excavations, form and rebar installation, pouring and finishing the concrete. Costs also include anchoring/mounting hardware. **Priority # 1.**

Sculptures: The City intends on purchasing and installing 12 permanent sculptures reflecting the local culture, history (i.e. Native Americans, logging, fishing, agriculture, etc.), natural resources and creativity of the region ideally from local artists. **Priority # 5.**

Lighting: Includes installation of service to the pedestals, wiring and light fixtures. **Priority # 2.**

Benches: The purchase of Hilfiker pre-cast concrete benches. The City will place and mount the benches throughout the City. **Priority # 4.**

Interpretative Panels/Kiosks: The estimated expense is for materials only. The City will provide the labor for installation. **Priority # 3.**

Decorative Light Standards: The estimated expense includes the purchase and the installation of the light standards. **Priority # 6.**