



**Artwork/Mural Design Information Form**

Lead Artist(s): Hank Willis Thomas  
Alice Beasley  
Malik Seneferu  
William Scott  
Ron Saunders  
Erica Deeman  
Suhas Bhujbal  
Photographer Matt Maniego

Proposed Site Artwork (Full Address with Cross Streets): **Please view attached List**

District #: **10**  
\*Supervisor's Districts, where proposed mural will be placed can be found at:  
<http://propertymap.sfplanning.org/?name=sffind>

Artwork Title: Hank Willis Thomas (Cotton Bowl)  
Alice Beasley (VOTE)  
Malik Seneferu (Know Thyself)  
William Scott (Inner Limits)  
Ron Saunders (The Flag)  
Erica Deeman (Brown)  
Suhas Bhujbal (People You Know)  
Matt Maniego (untitled community photo)

Artwork Dimensions: See Attached

Estimated Schedule: Start: 10/15/18 Completion: 12/31/18

\*Requests for approval should be received 90 days prior to actual implementation of the mural.

Funding Source(s) for mural, please list all:

Community Challenge Grant  
Oryx Development

Project Contact Information

Project Coordinator (if different than artist):

Full Name: Tyra Fennell

Address: 10 Clearview Court San Francisco, CA  
94124

Email: [REDACTED]

Phone: 415-857-0638

Sponsoring Organization (if any):

Organization: Community Challenge Grant

Contact Name: Lanita Henriquez

Address: Division of the City Administrator's Office  
City Hall, Room 362  
One Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Email: lanita.henriquez@sfgov.org

Phone: 415.554.4830

#### Questions 1-4

\*Attach a separate document if needed for the following questions:

1) Proposal (Describes proposed design, site, and theme.)

Imprint City's activates underutilized spaces with arts programming to build community connections and increase foot traffic to support economic development. To date, our organization has acutely focused on the Bayview-Hunters Point neighborhood, attracting over 5,000 event goers, 30 participating neighborhood retail and food merchants, 30 youth employees 10 community based organization partnerships and 50 performing and visual artists through a myriad of festivals and special projects. Art and Public will enable us to continue promoting the Bayview neighborhood as an emerging African American Cultural District through large scale "art billboards."

Art in Public will extend along Third Street from Caesar Chavez to Egbert Avenue in the Bayview-Hunters Point neighborhood and bordering the Dogpatch, strengthening the art connection between the two neighborhoods by showcasing temporary, changeable, large scale visual art, promoting local artists and arts organization so the entire corridor benefits from local and visiting patrons. These changeable "art billboards," will provide an everyday, accessible art experience in the public realm, and continue Imprint.City's mission to grow the Southeast sector as the "go to" for arts and culture. Art In Public billboards will also feature local artists whose work embodies the different cultural aspects reflecting the heritage of the community.

2) Materials and processes to be used for wall preparation, mural creation and anti-graffiti treatment.

This printing and installation for Art in Public will be managed by Clear Channel.

3) List individuals and groups involved in the mural design, preparation, and implementation.

Clear Channel  
Art in Public Community Advisory Committee  
Imprint City Board of Directors

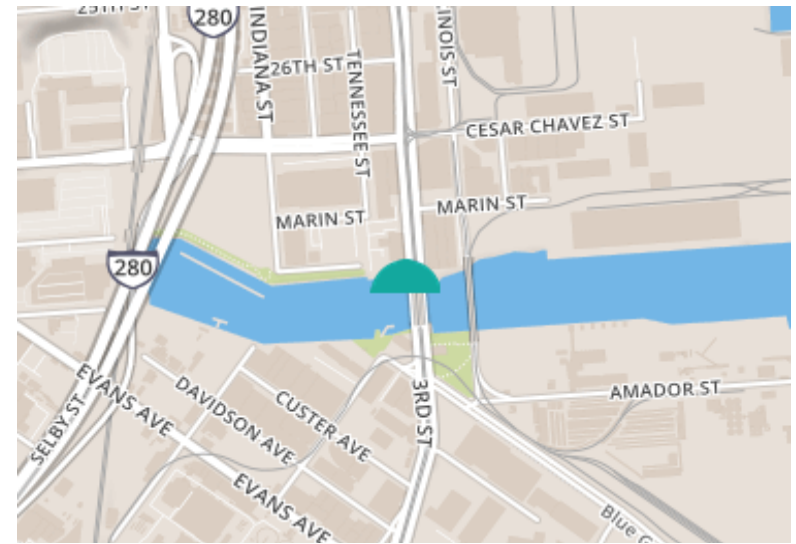
4.) Maintenance Plan (including parties responsible for maintenance and graffiti abatement)

Imprint City has set aside funds to replace any installed, printed billboards.

# 001060 – San Francisco Bay Area

**Description:** 3rd St WS 500ft S/O Army (No Ext) F/S - 1  
**TAB Panel ID:** 127148  
**Facing:** S  
**City:** SAN FRANCISCO  
**Latitude:** 37.747898000  
**Current Advertiser:** Graton Resort and Casino

**Media Type:** Bulletin  
**Size:** 14' x 48'  
**Zip:** 94124  
**Longitude:** -122.387625000



**Weekly Impressions**  
**San Francisco et al, CA (DMA)**

Demo	In Market	Total
18+ yrs - All	72,041	73,991

Highlights: Third Street, which splits off US 101 on the San Francisco Skyway near the south city limits of San Francisco, carries to the downtown area a volume of through, and suburban traffic from the Peninsula that is second only to the Skyway itself. This bulletin is exposed both to commuter traffic heading downtown as well as to employees on their way to work at the many industrial plants which stretch along Third Street. A long approach provides this bulletin with dominant coverage of traffic, and provides a captive audience at this traffic controlled intersection.

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# Hank Willis Thomas





# 001518 – San Francisco Bay Area

**Description:** 3rd St ES 30ft S/O Cesar Chavez F/N - 1  
**TAB Panel ID:** 127609      **Media Type:** Posters  
**Facing:** N      **Size:** 12' x 24'  
**City:** SAN FRANCISCO      **Zip:** 94124  
**Latitude:** 37.750167140      **Longitude:** -122.387225520  
**Current Advertiser:** 24 Hour Fitness USA Inc



Weekly Impressions San Francisco et al, CA (DMA)		
Demo	In Market	Total
18+ yrs - All	17,265	17,697

Highlights: Posters are a great, cost-effective way to reach Bay Area neighborhoods at a high reach and frequency.

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## Malik Seneferu, Bayview Native





# 001519 – San Francisco Bay Area

**Description:** 3rd St ES 30ft S/O Cesar Chavez F/N - 2  
**TAB Panel ID:** 127611  
**Media Type:** Posters  
**Facing:** N  
**Size:** 12' x 24'  
**City:** SAN FRANCISCO  
**Zip:** 94124  
**Latitude:** 37.750161000  
**Longitude:** -122.387223000  
**Current Advertiser:** Bay Alarm



**Weekly Impressions**  
**San Francisco et al, CA (DMA)**

Demo	In Market	Total
18+ yrs - All	17,265	17,697

Highlights: Posters are a great, cost-effective way to reach Bay Area neighborhoods at a high reach and frequency.

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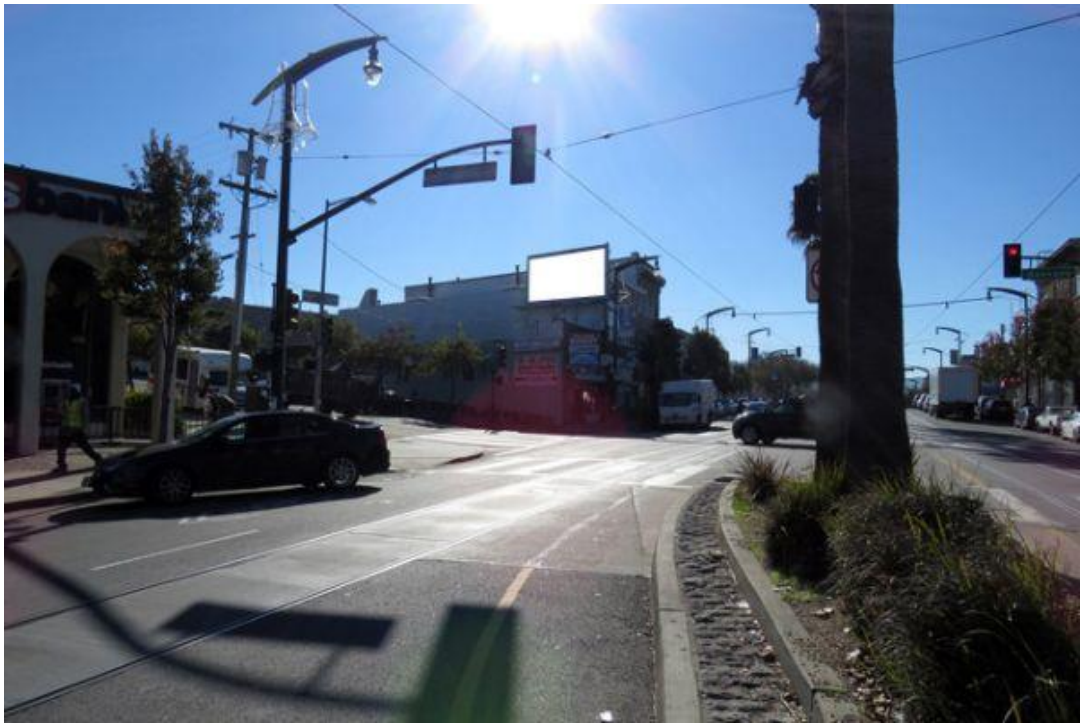
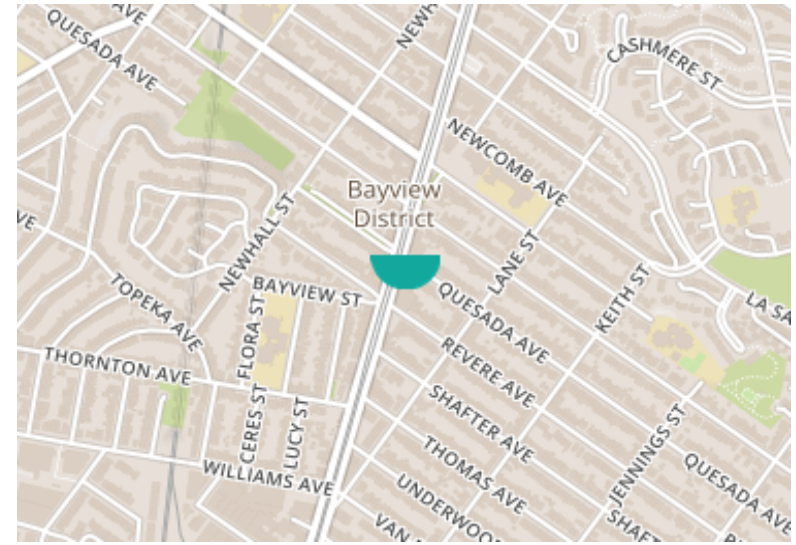
**Community Photo by Matt Maniego**



# 001524 – San Francisco Bay Area

**Description:** 3rd St ES 26ft S/O Quesada F/N - 1  
**TAB Panel ID:** 127619  
**Facing:** N  
**City:** SAN FRANCISCO  
**Latitude:** 37.732917000  
**Current Advertiser:** The Ticket Clinic

**Media Type:** Posters  
**Size:** 12' x 24'  
**Zip:** 94124  
**Longitude:** -122.391147000



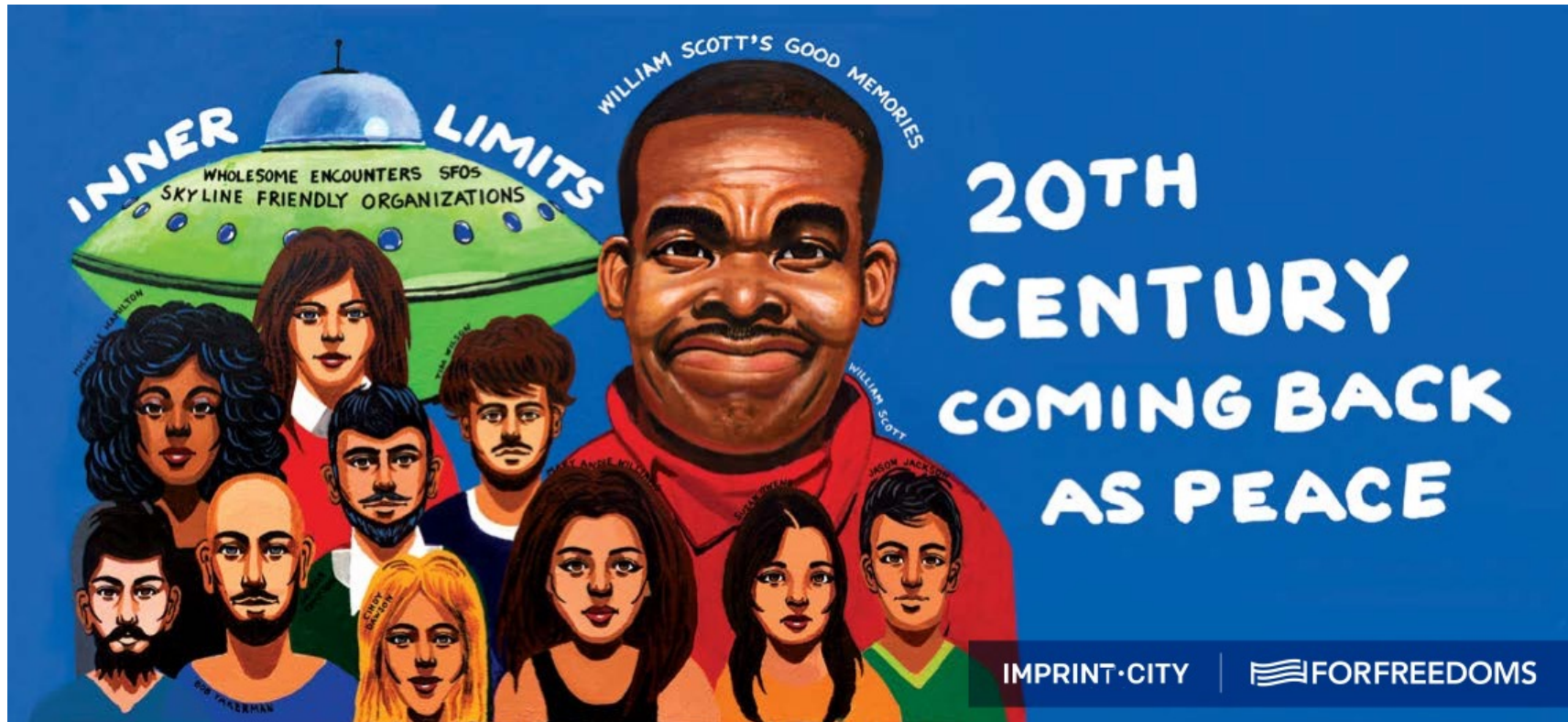
Weekly Impressions San Francisco et al, CA (DMA)		
Demo	In Market	Total
18+ yrs - All	28,923	29,409

Highlights: Posters are a great, cost-effective way to reach Bay Area neighborhoods at a high reach and frequency.

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## William Scott, Bayview Native



# 001526 – San Francisco Bay Area

**Description:** 3rd St WS 10ft S/O Thornton F/S - 1

**TAB Panel ID:** 127621

**Facing:** S

**City:** SAN FRANCISCO

**Latitude:** 37.730585000

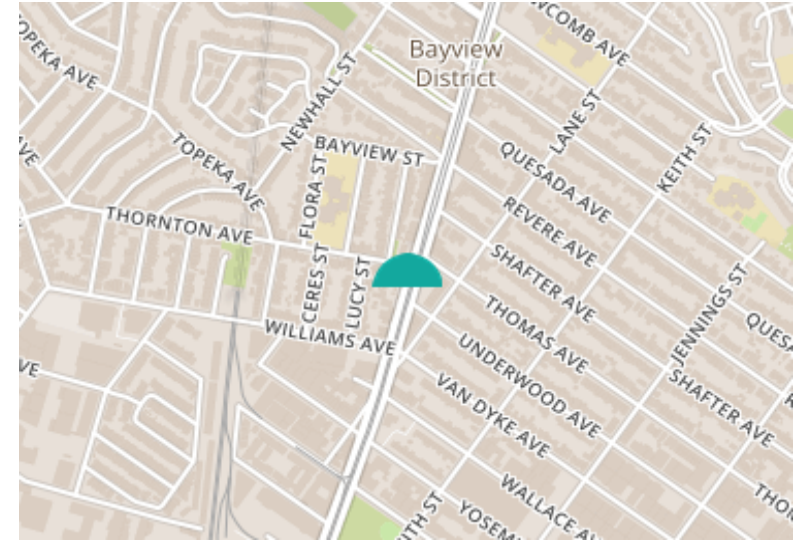
**Current Advertiser:** Metro PCS

**Media Type:** Posters

**Size:** 12' x 24'

**Zip:** 94124

**Longitude:** -122.392375000



## Weekly Impressions San Francisco et al, CA (DMA)

Demo	In Market	Total
18+ yrs - All	41,038	41,728

Highlights: Posters are a great, cost-effective way to reach Bay Area neighborhoods at a high reach and frequency.

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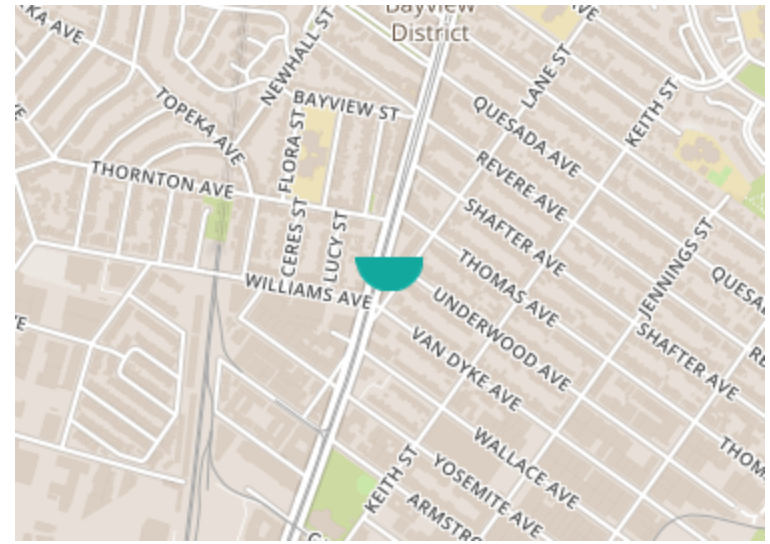
## Erica Deeman, Minnesota Street Project



# 001527 - San Francisco Bay Area



**Description:** 3rd St ES 32ft S/O Underwood F/N - 1  
**TAB Panel ID:** 127622      **City:** SAN FRANCISCO      **Latitude:** 37.73  
**Media Type:** Posters      **State:** CA      **Longitude:** -122.392  
**Display Dimensions:** 10'5" x 22'8"      **Zip:** 94124      **Facing:** N  
**Physical Dimensions:** 12' x 24'



Weekly Impressions San Francisco et al, CA (DMA)		
Demo	In Market	Total
18+ yrs	40,449	41,129

Posters are primarily located on surface streets, geo-targeting neighborhoods and reaching customers close to point of sale. With wide distribution throughout the market, Posters are ideal for businesses looking to maximize reach and lower their CPM, and also for those campaigns focused on niche audiences.

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# Alice Beasley, Artists at 1550 Evans

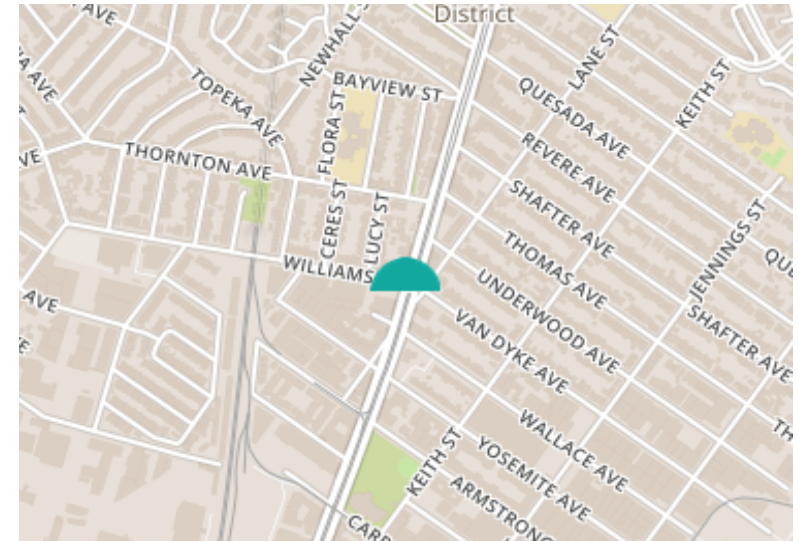
#REMAINCREATIVE  
IMPRINT-CITY **VOTE!**  
**Don't Let**  
**YOUR Voice**  
**Be Silenced**



# 001528 – San Francisco Bay Area

**Description:** 3rd St WS 25ft N/O Williams F/S - 1  
**TAB Panel ID:** 127623  
**Facing:** S  
**City:** SAN FRANCISCO  
**Latitude:** 37.729444000  
**Current Advertiser:** McDonald's Corporation

**Media Type:** Posters  
**Size:** 12' x 24'  
**Zip:** 94124  
**Longitude:** -122.392783000



**Weekly Impressions**  
**San Francisco et al, CA (DMA)**

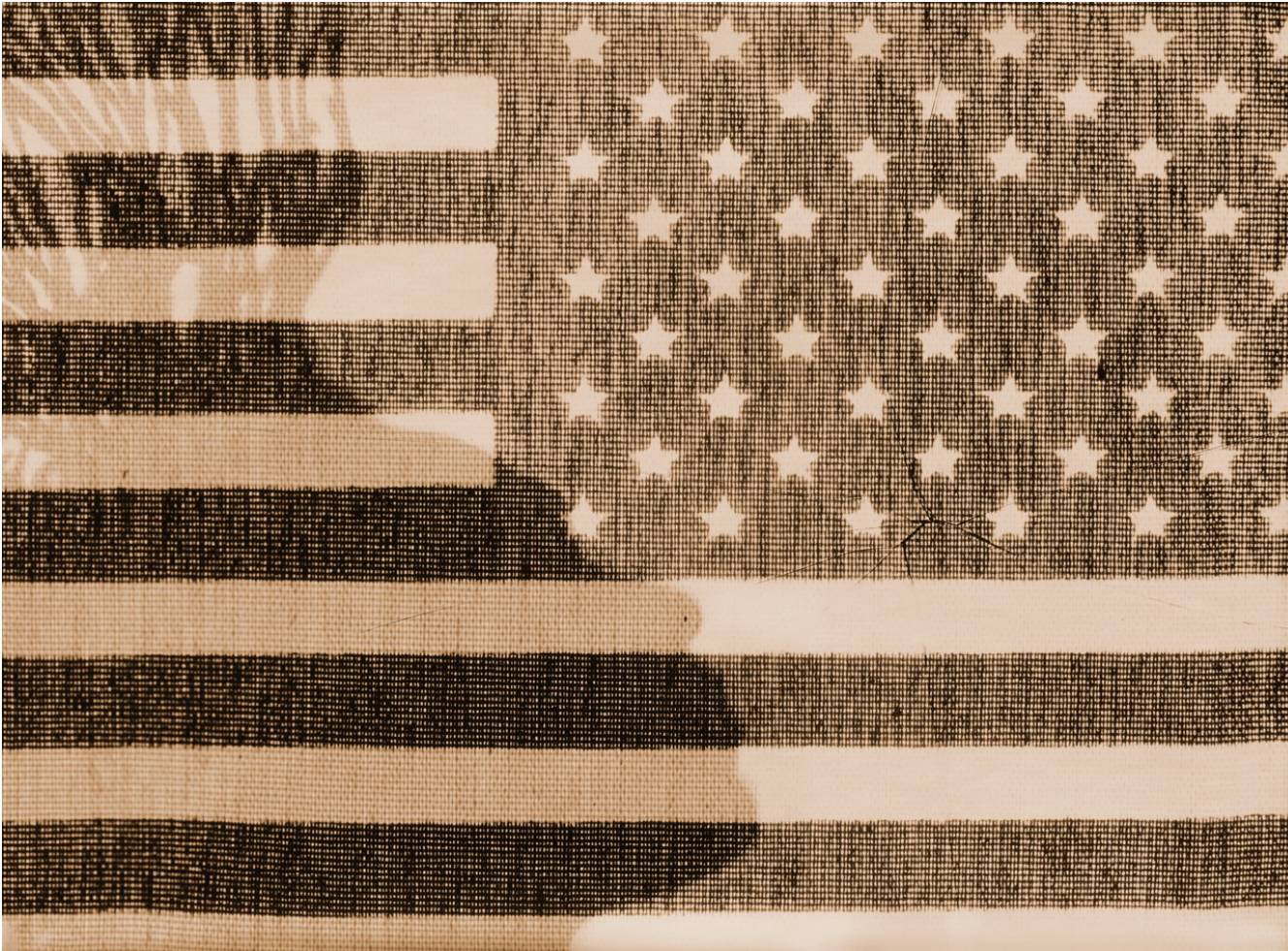
Demo	In Market	Total
18+ yrs - All	41,038	41,728

Highlights: Posters are a great, cost-effective way to reach Bay Area neighborhoods at a high reach and frequency.

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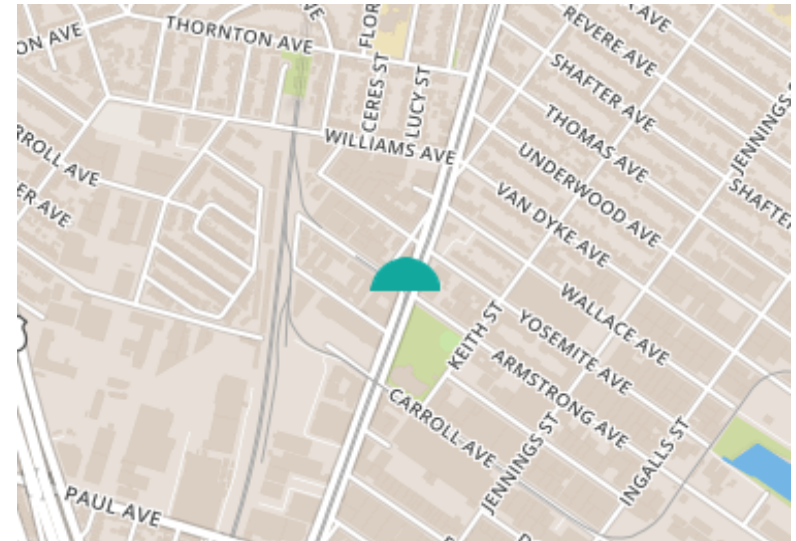
## Ron Saunders, Bayview Resident





# 001535 – San Francisco Bay Area

**Description:** 3rd St WS 50ft N/O Armstrong F/S - 1  
**TAB Panel ID:** 127631      **Media Type:** Posters  
**Facing:** S      **Size:** 12' x 24'  
**City:** SAN FRANCISCO      **Zip:** 94124  
**Latitude:** 37.727309980      **Longitude:** -122.393665510  
**Current Advertiser:** The Advertising Council, Inc



Weekly Impressions San Francisco et al, CA (DMA)		
Demo	In Market	Total
18+ yrs - All	62,685	63,783

Highlights: Posters are a great, cost-effective way to reach Bay Area neighborhoods at a high reach and frequency.

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## Suhas Bhujbal, Bayview Resident





Lanita Henriquez

Community Challenge Grant Program

Office of the City Administrator

1 Dr. Carlton B. Goodlett Place, Rm 362

San Francisco, CA 94102

February 14, 2018

Ms. Henriquez,

I am writing this letter in support of Imprint City's Art in Public project. I am the executive director of Economic Development on Third (EDoT), a community based organization created to grow the Third Street Corridor in Bayview into a vibrant, clean, and safe commercial district with a diverse mix of businesses and cultural facilities that meet the daily and entertainment needs of the neighborhood. We support the development of unique quality products, and opportunities to enjoy visual and performing arts. Repurposing our neighborhood billboards with art is a highly visible way to promote our local artists and arts organizations. It will also replace billboards, promoting negative behaviors to our community such as smoking, fast food and soda advertisements.

EDoT will work with Imprint City and project partners at Shipyard Trust for the Arts (STAR) and the Minnesota Street Project to assure the artists featured are diverse and culturally reflect the neighborhood. We will also support Imprint City with promoting the project to the larger community

Thank you for considering this grant application. I truly feel it will be another piece of the puzzle that will continue promoting the Bayview neighborhood as the go to for arts and culture. If you have any questions, please feel free to contact me at 415-756-3678 or email me at [earl@edotbayview.com](mailto:earl@edotbayview.com).

Sincerely,

  
Earl Shaddix  
Economic Development on Third (EDoT)  
Executive Director





## CONNECTING ART & COMMUNITY

Lanita Henriquez  
Community Challenge Grant Program  
Office of the City Administrator  
1 Dr. Carlton B. Goodlett Place, Rm 362  
San Francisco, CA 94102

February 8, 2018

Ms. Henriquez,

It is with great pleasure I write this letter of support for Imprint City's Art in Public Billboard public art project. I serve as the president of the Shipyard Trust for the Arts (STAR) board. Our mission is to conserve affordable San Francisco art studios and work space, supporting Bayview/Hunters Point community art programs, and creating educational and exhibition opportunities. In addition to supporting this art project, STAR looks forward to working with all project partners to build a stronger art relationship between the Bayview and Dogpatch neighborhoods through art.

As it relates to this project, STAR will specifically support Imprint City with navigating the call for artists. This includes recruiting the artists who participate in our programs at Hunters Point Shipyard for artwork submissions as well as selecting a member of our board to serve on the artist selection committee. It is our intention to work with Imprint City and neighborhood stakeholders to assure we yield optimal results for the betterment of the District 10 community.

It is due to the aforementioned reasons that I whole-heartedly support this grant application. I know it will be a major win for all involved. If you have any questions, please feel free to contact me at [REDACTED] or email me at [Info@shipyardtrust.org](mailto:Info@shipyardtrust.org).

Sincerely,

Marti McKee  
Executive Director  
STAR - Shipyard Trust for the Arts

# Minnesota Street Project

Lanita Henriquez  
Community Challenge Grant Program  
Office of the City Administrator  
1 Dr. Carlton B. Goodlett Place, Rm 362  
San Francisco, CA 94102

February 14, 2018

Ms. Henriquez,

It is with great pleasure I write this letter in support of Imprint City's "Art in Public" application. I am the co-founder of Minnesota Street Project, an organization offering economically sustainable spaces for art galleries, artists, and related nonprofits in the Dogpatch neighborhood of San Francisco.

As the leader of an arts organization in the area that Imprint City seeks to program, I wholeheartedly support their application to bring art to this and other nearby neighborhoods.

If you have any questions, please feel free to contact me at 415-243-0825 or email me [deborah@minnesotastreetproject.com](mailto:deborah@minnesotastreetproject.com).

Sincerely,

*Deborah Rappaport*

Deborah Rappaport  
Minnesota Street Project  
Co-Founder