

|                                |   |
|--------------------------------|---|
| <b>Opportunity Title:</b>      | NEA Our Town, FY 2013                                     |
| <b>Offering Agency:</b>        | National Endowment for the Arts                           |
| <b>CFDA Number:</b>            | 45.024  |
| <b>CFDA Description:</b>       | Promotion of the Arts Grants to Organizations and Individ |
| <b>Opportunity Number:</b>     | 2013NEA01OT   |
| <b>Competition ID:</b>         | NONE  |
| <b>Opportunity Open Date:</b>  | 10/11/2012  |
| <b>Opportunity Close Date:</b> | 01/14/2013  |
| <b>Agency Contact:</b>         | OT@arts.gov   |

This electronic grants application is intended to be used to apply for the specific Federal funding opportunity referenced here.

If the Federal funding opportunity listed is not the opportunity for which you want to apply, close this application package by clicking on the "Cancel" button at the top of this screen. You will then need to locate the correct Federal funding opportunity, download its application and then apply.

This opportunity is only open to organizations, applicants who are submitting grant applications on behalf of a company, state, local or tribal government, academia, or other type of organization.

\* **Application Filing Name:**

### Mandatory Documents

Move Form to Complete

Move Form to Delete

### Mandatory Documents for Submission

Application for Federal Domestic Assistance-Sho  
Project/Performance Site Location(s)  
NEA Organization & Project Profile  
**Attachments**

### Optional Documents

Move Form to Submission List

Move Form to Delete

### Optional Documents for Submission

## Instructions

- 1** Enter a name for the application in the Application Filing Name field.
  - This application can be completed in its entirety offline; however, you will need to login to the Grants.gov website during the submission process.
  - You can save your application at any time by clicking the "Save" button at the top of your screen.
  - The "Save & Submit" button will not be functional until all required data fields in the application are completed and you clicked on the "Check Package for Errors" button and confirmed all data required data fields are completed.
  
- 2** Open and complete all of the documents listed in the "Mandatory Documents" box. Complete the SF-424 form first.
  - It is recommended that the SF-424 form be the first form completed for the application package. Data entered on the SF-424 will populate data fields in other mandatory and optional forms and the user cannot enter data in these fields.
  - The forms listed in the "Mandatory Documents" box and "Optional Documents" may be predefined forms, such as SF-424, forms where a document needs to be attached, such as the Project Narrative or a combination of both. "Mandatory Documents" are required for this application. "Optional Documents" can be used to provide additional support for this application or may be required for specific types of grant activity. Reference the application package instructions for more information regarding "Optional Documents".
  - To open and complete a form, simply click on the form's name to select the item and then click on the => button. This will move the document to the appropriate "Documents for Submission" box and the form will be automatically added to your application package. To view the form, scroll down the screen or select the form name and click on the "Open Form" button to begin completing the required data fields. To remove a form/document from the "Documents for Submission" box, click the document name to select it, and then click the <= button. This will return the form/document to the "Mandatory Documents" or "Optional Documents" box.
  - All documents listed in the "Mandatory Documents" box must be moved to the "Mandatory Documents for Submission" box. When you open a required form, the fields which must be completed are highlighted in yellow with a red border. Optional fields and completed fields are displayed in white. If you enter invalid or incomplete information in a field, you will receive an error message.
  
- 3** Click the "Save & Submit" button to submit your application to Grants.gov.
  - Once you have properly completed all required documents and attached any required or optional documentation, save the completed application by clicking on the "Save" button.
  - Click on the "Check Package for Errors" button to ensure that you have completed all required data fields. Correct any errors or if none are found, save the application package.
  - The "Save & Submit" button will become active; click on the "Save & Submit" button to begin the application submission process.
  - You will be taken to the applicant login page to enter your Grants.gov username and password. Follow all onscreen instructions for submission.

**APPLICATION FOR FEDERAL DOMESTIC ASSISTANCE - Short Organizational**

**\* 1. NAME OF FEDERAL AGENCY:**  
 National Endowment for the Arts

**2. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:**  
 45.024

**CFDA TITLE:**  
 Promotion of the Arts\_Grants to Organizations and Individuals

**\* 3. DATE RECEIVED:** Completed Upon Submission to Grants.gov **SYSTEM USE ONLY**

**\* 4. FUNDING OPPORTUNITY NUMBER:**  
 2013NEA01OT

**\* TITLE:**  
 NEA Our Town, FY 2013

**5. APPLICANT INFORMATION**

**\* a. Legal Name:**  
 City of Fresno

**b. Address:**

**\* Street1:** 2600 Fresno Street **Street2:** Room 2156-02

**\* City:** Fresno **County/Parish:** Fresno

**\* State:** CA: California **Province:**

**\* Country:** USA: UNITED STATES **\* Zip/Postal Code:** 93721-3620

**c. Web Address:**  
 http:// www.fresno.gov/downtown

**\* d. Type of Applicant: Select Applicant Type Code(s):**  
 C: City or Township Government

**Type of Applicant:**  
 Type of Applicant:

**\* Other (specify):**

**\* e. Employer/Taxpayer Identification Number (EIN/TIN):**  
 946000338

**\* f. Organizational DUNS:**  
 0718878550000

**\* g. Congressional District of Applicant:**  
 CA-016

**6. PROJECT INFORMATION**

**\* a. Project Title:**  
 Mariposa Plaza Activation Project

**\* b. Project Description:**  
 To support the Mariposa Plaza Activation Project in the heart of Downtown Fresno. The enhanced public space will serve an estimated 1.5 million passersby and event visitors per year, a largely minority population of which at least a third resides in surrounding ZIP codes where median household incomes are below \$24,000. The Project entails the redesign of Mariposa Plaza to accommodate performance art and cultural gatherings, and new interactive sculpture that answers the design needs of the space and draws foot traffic throughout the year.

**c. Proposed Project: \* Start Date:** 03/01/2014 **\* End Date:** 02/29/2016

**APPLICATION FOR FEDERAL DOMESTIC ASSISTANCE - Short Organizational**

**7. PROJECT DIRECTOR**

|   |                                      |                        |
|---|--------------------------------------|------------------------|
| Prefix:<br>Mr.                              | * First Name:<br>Elliott             | Middle Name:<br>Warren |
| * Last Name:<br>Balch                       | Suffix:                              |                        |
| * Title:<br>Downtown Revitalization Manager | * Email:<br>elliott.balch@fresno.gov |                        |
| * Telephone Number:<br>559-621-8366         | Fax Number:<br>559-457-1504          |                        |
| * Street1:<br>2600 Fresno Street            | Street2:<br>Room 2156-02             |                        |
| * City:<br>Fresno                           | County/Parish:<br>Fresno             |                        |
| * State:<br>CA: California                  | Province:                            |                        |
| * Country:<br>USA: UNITED STATES            | * Zip/Postal Code:<br>93721-3620     |                        |

**8. PRIMARY CONTACT/GRANTS ADMINISTRATOR**

|  |                                      |                        |
|--|--------------------------------------|------------------------|
| <input checked="" type="checkbox"/> Same as Project Director (skip to item 9): |                                      |                        |
| Prefix:<br>Mr.   | * First Name:<br>Elliott             | Middle Name:<br>Warren |
| * Last Name:<br>Balch  | Suffix:                              |                        |
| * Title:<br>Downtown Revitalization Manager                                    | * Email:<br>elliott.balch@fresno.gov |                        |
| * Telephone Number:<br>559-621-8366  | Fax Number:<br>559-457-1504          |                        |
| * Street1:<br>2600 Fresno Street   | Street2:<br>Room 2156-02             |                        |
| * City:<br>Fresno  | County/Parish:<br>Fresno             |                        |
| * State:<br>CA: California   | Province:                            |                        |
| * Country:<br>USA: UNITED STATES   | * Zip/Postal Code:<br>93721-3620     |                        |

**APPLICATION FOR FEDERAL DOMESTIC ASSISTANCE - Short Organizational**

9. \* By signing this application, I certify (1) to the statements contained in the list of certifications\*\* and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances\*\* and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties (U.S. Code, Title 218, Section 1001)

\*\* I Agree

\*\* The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

**AUTHORIZED REPRESENTATIVE**

|  |   |                                      |
|--|---|--------------------------------------|
| Prefix:<br><input type="text" value="Mr."/>  | * First Name:<br><input type="text" value="Mark"/>                                      | Middle Name:<br><input type="text"/> |
| * Last Name:<br><input type="text" value="Scott"/>   | Suffix:<br><input type="text"/>   |                                      |
| * Title:<br><input type="text" value="City Manager"/>  | * Email:<br><input type="text" value="mark.scott@fresno.gov"/>                          |                                      |
| * Telephone Number:<br><input type="text" value="559-621-8000"/>   | Fax Number:<br><input type="text" value="559-457-1504"/>                                |                                      |
| * Signature of Authorized Representative:<br><input type="text" value="Completed by Grants.gov upon submission."/> | * Date Signed:<br><input type="text" value="Completed by Grants.gov upon submission."/> |                                      |

### Project/Performance Site Location(s)

**Project/Performance Site Primary Location**

I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name:

DUNS Number:

\* Street1:

Street2:

\* City:  County:

\* State:

Province:

\* Country:

\* ZIP / Postal Code:  \* Project/ Performance Site Congressional District:

**Project/Performance Site Location 1**

I am submitting an application as an individual, and not on behalf of a company, state, local or tribal government, academia, or other type of organization.

Organization Name:

DUNS Number:

\* Street1:

Street2:

\* City:  County:

\* State:

Province:

\* Country:

\* ZIP / Postal Code:  \* Project/ Performance Site Congressional District:

**Additional Location(s)**

# National Endowment for the Arts Organization & Project Profile Form

OMB Number: 3135-0112  
Expiration Date: 11/30/2013

## PART 1: APPLICANT

Legal Name:

City of Fresno

Popular name (if different):

Total organizational operating expenses for the most recently completed fiscal year: \$

953,822,700.00

For year ending (Month/Year, e.g., 00/0000):

06/2012

For this application, the applicant is serving as a:

IC: Parent of a Component

For:

Fresno Art Museum

## APPLICANT ORGANIZATION STATUS:

Select the one item which best describes the legal status of the organization.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> 02: Nonprofit organization          | <input type="checkbox"/> 05: State government  | <input type="checkbox"/> 07: County government |
| <input checked="" type="checkbox"/> 08: Municipal government | <input type="checkbox"/> 09: Tribal government | <input type="checkbox"/> 99: None of the above |

## APPLICANT ORGANIZATION DESCRIPTION:

The following codes work in conjunction with the Organization Discipline codes below (e.g., select "Performing Group" here and "Theater" below to indicate that your organization is a theater company). Select the one item which best describes the organization:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 49: Artists' Community, Arts Institute, or Camp | <input type="checkbox"/> 28: Historical Society/Commission | <input type="checkbox"/> 07: Performance Facility                   |
| <input type="checkbox"/> 15: Arts Center                                 | <input type="checkbox"/> 29: Humanities Council or Agency  | <input type="checkbox"/> 03: Performing Group                       |
| <input type="checkbox"/> 16: Arts Council or Agency                      | <input type="checkbox"/> 12: Independent Press             | <input type="checkbox"/> 47: Presenter/Cultural Series Organization |
| <input type="checkbox"/> 17: Arts Service Organization                   | <input type="checkbox"/> 27: Library                       | <input type="checkbox"/> 35: Religious Organization                 |
| <input type="checkbox"/> 26: College or University                       | <input type="checkbox"/> 13: Literary Magazine             | <input type="checkbox"/> 19: School District                        |
| <input type="checkbox"/> 32: Community Service Organization              | <input type="checkbox"/> 11: Media-Film                    | <input type="checkbox"/> 48: School of the Arts                     |
| <input type="checkbox"/> 14: Fair or Festival                            | <input type="checkbox"/> 98: Media-Internet                | <input type="checkbox"/> 50: Social Service Organization            |
| <input type="checkbox"/> 30: Foundation                                  | <input type="checkbox"/> 45: Media-Radio                   | <input type="checkbox"/> 18: Union or Professional Association      |
| <input type="checkbox"/> 10: Gallery/Exhibition Space                    | <input type="checkbox"/> 46: Media-Television              | <input type="checkbox"/> 99: None of the above / Please specify:    |
| <input checked="" type="checkbox"/> 38: Government                       | <input type="checkbox"/> 08: Museum-Art                    |   |
|  | <input type="checkbox"/> 09: Museum-Other                  |   |

## APPLICANT ORGANIZATION DISCIPLINE:

Select the one discipline that is most relevant to your organization.

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 72: Artist Communities      | <input type="checkbox"/> 52: Literature          | <input type="checkbox"/> 36: Opera  |
| <input type="checkbox"/> 51: Arts Education          | <input type="checkbox"/> 62: Local Arts Agencies | <input type="checkbox"/> 54: Presenting                                     |
| <input type="checkbox"/> 33: Dance                   | <input type="checkbox"/> 34: Media Arts          | <input type="checkbox"/> 32: Theater & Musical Theater                      |
| <input type="checkbox"/> 42: Design                  | <input type="checkbox"/> 44: Museums             | <input type="checkbox"/> 41: Visual Arts                                    |
| <input type="checkbox"/> 55: Folk & Traditional Arts | <input type="checkbox"/> 31: Music               | <input checked="" type="checkbox"/> 99: None of the above / Please specify: |

City government

Legal Name:

City of Fresno

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**PART 2: PROJECT**

**PROJECT FIELD / DISCIPLINE:**

42: Design

**CATEGORY:**

07: Our Town

**INTENDED OUTCOME:**

Primary Outcome:

H: Livability: American Communities are Strengthened Through the Arts

Secondary Outcome:

**PROJECT BUDGET SUMMARY:**

|                                 |    |            |
|---------------------------------|----|------------|
| Amount Requested:               | \$ | 150,000.00 |
| + Total Match for this Project: | \$ | 181,445.00 |
| = Total Project Costs:          | \$ | 331,445.00 |

Legal Name:

City of Fresno

**PROJECT ACTIVITY TYPE:**

Primary Activity Type:

14: Professional Support: Administrative

Secondary Activity Type:

04: Artwork Creation

- |   |   |  |
|---|---|--|
| <p>25 <b>Apprenticeship</b></p> <p>12 <b>Arts Instruction</b><br/>Includes lessons, classes and other means to teach knowledge of and/or skills in the arts</p> <p>04 <b>Artwork Creation</b><br/>Includes media arts, design projects, and commissions</p> <p>02 <b>Audience Services</b><br/>(e.g., ticket subsidies)</p> <p>36 <b>Broadcasting</b><br/>via TV, cable, radio, the Web, or other digital networks</p> <p>33 <b>Building Public Awareness</b><br/>Activities designed to increase public understanding of the arts or to build public support for the arts</p> <p>95 <b>Building International Understanding</b><br/>Includes activities that either bring international art and/or artists to the U.S. or bring American art and/or artists to other nations</p> <p>05 <b>Concert/Performance/Reading</b><br/>Includes production development</p> <p>31 <b>Curriculum Development/Implementation</b><br/>Includes the design and distribution of instructional materials, methods, evaluation criteria, etc.</p> | <p>24 <b>Distribution of Art</b><br/>(e.g., films, books, prints; do not include broadcasting)</p> <p>06 <b>Exhibition</b><br/>Includes visual arts, media arts, design, and exhibition development</p> <p>08 <b>Fair/Festival</b></p> <p>09 <b>Identification/Documentation</b><br/>(e.g., for archival or educational purposes)</p> <p>13 <b>Marketing</b></p> <p>96 <b>Presenting/Touring</b></p> <p>29 <b>Professional Development/Training</b><br/>Activities enhancing career advancement</p> <p>14 <b>Professional Support: Administrative</b><br/>Includes consultant fees</p> <p>15 <b>Professional Support: Artistic</b><br/>(e.g., artists' fees, payments for artistic services)</p> <p>17 <b>Publication</b><br/>(e.g., books, manuals)</p> <p>16 <b>Recording/Filming/Taping</b><br/>(e.g., to extend the audience for a performance through film/tape; do not include archival projects)</p> | <p>18 <b>Repair/Restoration/Conservation</b></p> <p>19 <b>Research/Planning</b><br/>Includes program evaluation, strategic planning, and establishing partnerships</p> <p>20 <b>Residency - School</b><br/>Artist activities in an educational setting</p> <p>21 <b>Residency - Other</b><br/>Artist activities in a non-school setting</p> <p>22 <b>Seminar/Conference</b></p> <p>30 <b>Student Assessment</b></p> <p>34 <b>Technical Assistance</b><br/>with technical/administrative functions</p> <p>35 <b>Web Site/Internet Development</b><br/>Includes the creation or expansion of Web sites, the development of digital art collections, interactive services delivered via the Internet, etc.</p> <p>28 <b>Writing About Art/Criticism</b></p> <p>99 <b>None of the above/Please specify</b></p> |
|---|---|--|

Legal Name:

City of Fresno

**INDIVIDUALS BENEFITING:**

Provide data for individuals expected to directly benefit from the project. Leave blank any items that are not applicable or for which supportable estimates do not exist.

| <p><b>Individuals to be Compensated from the Project Budget</b></p> <p>In completing this section, refer to your project budget (which should include both Federal and non-Federal matching funds). Count only those individuals who will be compensated from the project budget, whether in whole or in part, and whether engaged as an employee or contractor. Do not double-count. Audience/ Attendees/ Participants/ Learners should be accounted for in the next table.</p> | <p><b>Number</b></p> |
|--|----------------------|
| <b>Artists</b>   | 6                    |
| <b>Teachers</b>  | 0                    |
| <b>Others</b>  | 10                   |
| <b>TOTAL</b>   | 16                   |

| <p><b>Audiences/Attendees/Participants/Learners</b></p> <p>Enter the number of people you anticipate reaching through each method as applicable. Do not double-count.</p> |   |  |   | <p>If you intend to use social and/or other new media to reach people, please check the appropriate column.</p> |  |
|---|---|--|---|---|--|
|   | <p><u>Through "Live" Arts Experience</u><br/>(Count of individuals who visit a venue - to engage with the arts, whether through attendance at arts events or participation in arts learning or other types of activities that involve people directly with artists or the arts. Do not count individuals primarily reached through TV, radio or cable broadcast, the Internet, or other media.)</p> | <p><u>Through Broadcast</u><br/>(TV, radio, cable)</p> | <p><u>Through Distribution of Physical Materials</u><br/>(e.g., CDs, DVDs, books)</p> | <p><u>Through Social Media</u><br/>(e.g., Facebook, Twitter, wikis)</p>   | <p><u>Through Other New Media</u><br/>(e.g., websites, webcasts, eBooks and other downloads, streaming, mobile phone apps)</p> |
| <b>Adults</b>   | 2,000   |  |   |   |  |
| <b>Children/Youth</b><br>(younger than 18)  | 1,000   |  |   |   |  |
| <b>TOTALS</b>   | 3,000   | 500,000  | 200   | <input checked="" type="checkbox"/>   | <input type="checkbox"/>   |

Legal Name:

City of Fresno

## POPULATION DESCRIPTORS

From each section, select the one descriptor that best describes the primary population expected to benefit from the project during the period of support. These responses should refer to populations reached **directly**, rather than through broadcasts or Internet programming.

### Race / Ethnicity:

- N: American Indian / Alaska Native
- A: Asian
- B: Black / African American
- H: Hispanic / Latino
- O: Native Hawaiian / Other Pacific Islander
- W: White
- G: No Single Group

### Age (Range):

- 2: Pre-Kindergarten (0-5 years)
- 3: K-12 (6-18 years)
- 4: Young Adults (19-24 years)
- 5: Adults (25-64 years)
- 6: Older Adults (65+ years)
- 1: No Single Group

### Geographic Area:

- 2: International
- 3: Multiple States (whether contiguous or not)
- 4: Statewide (multiple counties within a state)
- 5: City / County

### Community Type:

- 2: Urban
- 3: Rural
- 4: Suburban
- 1: No Single Group

From the section below, select all of the descriptors that best describe the primary population expected to benefit from the project during the period of support. These responses should refer to populations reached directly, rather than through broadcasts or Internet programming.

### Underserved / Distinct Groups:

- Individuals with Disabilities
- Individuals in Institutions (include people living in hospitals, hospices, nursing homes, assisted care facilities, correctional facilities, and homeless shelters)
- Individuals with Low Income
- Individuals with Limited English Proficiency
- Military Veterans/Active Personnel
- None of the Above

## ATTACHMENTS FORM

**Instructions:** On this form, you will attach the various files that make up your grant application. Please consult with the appropriate Agency Guidelines for more information about each needed file. Please remember that any files you attach must be in the document format and named as specified in the Guidelines.

**Important:** Please attach your files in the proper sequence. See the appropriate Agency Guidelines for details.

|                                 |                                       |                |                   |                 |
|---------------------------------|---------------------------------------|----------------|-------------------|-----------------|
| 1) Please attach Attachment 1   | CityOfFresnoOrgBackground.pdf         | Add Attachment | Delete Attachment | View Attachment |
| 2) Please attach Attachment 2   | CityOfFresnoNarrative.pdf             | Add Attachment | Delete Attachment | View Attachment |
| 3) Please attach Attachment 3   | CityOfFresnoProjectBudget.pdf         | Add Attachment | Delete Attachment | View Attachment |
| 4) Please attach Attachment 4   | CityOfFresnoFinancialInfo.pdf         | Add Attachment | Delete Attachment | View Attachment |
| 5) Please attach Attachment 5   | CityOfFresnoBios.pdf                  | Add Attachment | Delete Attachment | View Attachment |
| 6) Please attach Attachment 6   | CityOfFresnoBoardList.pdf             | Add Attachment | Delete Attachment | View Attachment |
| 7) Please attach Attachment 7   | CityOfFresnoConsortiumPartnership.pdf | Add Attachment | Delete Attachment | View Attachment |
| 8) Please attach Attachment 8   |                                       | Add Attachment | Delete Attachment | View Attachment |
| 9) Please attach Attachment 9   | CityOfFresnoProgActivities.pdf        | Add Attachment | Delete Attachment | View Attachment |
| 10) Please attach Attachment 10 | CityOfFresnoLetters.pdf               | Add Attachment | Delete Attachment | View Attachment |
| 11) Please attach Attachment 11 | CityOfFresnoDocumentation.pdf         | Add Attachment | Delete Attachment | View Attachment |
| 12) Please attach Attachment 12 | CityOfFresnoPermission.pdf            | Add Attachment | Delete Attachment | View Attachment |
| 13) Please attach Attachment 13 |                                       | Add Attachment | Delete Attachment | View Attachment |
| 14) Please attach Attachment 14 |                                       | Add Attachment | Delete Attachment | View Attachment |
| 15) Please attach Attachment 15 |                                       | Add Attachment | Delete Attachment | View Attachment |

**Date Incorporated:** The lead applicant, the City of Fresno, was incorporated in 1885. The primary partner, the Fresno Art Museum, was established in 1948 and has been accredited by the American Alliance of Museums since 1973.

**Mission/Purpose:** The City of Fresno provides a variety of local government services to its more than 500,000 citizens. Among the core services that the City provides are land use planning, permitting, infrastructure, and maintenance of public areas.

The Fresno Art Museum offers a dynamic experience for appreciating art. The museum welcomes, inspires, and educates a diverse regional audience through significant exhibitions, thought-provoking programs, and meaningful interactions with artists and the creative process.

**City of Fresno (City) Overview:** The City has extensive experience managing large projects, complying with Federal and State regulations, honoring grant commitments, and effectively engaging the public in the development of the design of projects and programs.

The Project's community design and art work commission processes are a natural extension of the City's activities in the area to date. Since 2010 the City has involved stakeholders in creating a land use regulation and infrastructure plan for the revitalization of Downtown Fresno, a plan which is now in its environmental review phase. The City has ongoing responsibility for the maintenance and upkeep of the public areas of Fulton Mall and Mariposa Plaza, including the public sculptures present.

The city of Fresno's population of just over 500,000 is 47% Hispanic, 30% non-Hispanic white, 12% Asian, and 8% black. A 2005 Brookings Institution Report, "Katrina's Window—Confronting Concentrated Poverty Across America," found Fresno had the most concentrated poverty of any city in the United States. Unemployment is almost always over 10% and frequently hovers near 20%.

Recent land use planning processes have demonstrated the City's desire and ability to involve the community broadly, working with nonprofit partners to involve hundreds of residents from diverse backgrounds who may not otherwise have provided impassioned, meaningful input on the City's vision for growth and the implementing development codes. In addition to English and Spanish media, bilingual mail notices (that also serve as free bus passes) have been sent to thousands of property owners and residents in the affected neighborhoods. Events have included interpreters and free child care.

**Fresno Art Museum (Museum) Overview:** Established as a regional art center in 1948, the Museum has grown into an important accredited institution and a hub for cultural activity in the Central San Joaquin Valley. As the region's only fine arts museum, it plays an important role as arts educator, presenter, and a repository for the artistic treasures of one of the fastest growing and most diverse areas of California.

To provide the region's 1.6 million residents with a platform for ongoing dialogue about culture, creativity, and artistic excellence, the Museum presents a range of exhibitions, films, concerts, lectures, tours, and symposia featuring the great diversity of voices, viewpoints, and approaches present in our world. Additionally, the Museum offers an array of educational programs for people of all circumstances, learning styles, artistic abilities, and age groups to engage more deeply in the arts.

The Museum's facility, in the heart of Fresno, features six galleries, a beautiful 150-seat auditorium, art-making spaces, a library, and an outdoor terrace and sculpture garden, where 17 sculptures are on view. The Museum's collections include more than 3,500 objects with major holdings in the areas of American sculpture, works on paper, the art of California, and Mexican art from pre-Columbian times to the present.

**a) Major project activities.** The Mariposa Plaza Activation Project (“the Project”) is a public spaces project to invigorate the central cultural destination and gathering place in Downtown Fresno.

Mariposa Plaza sits at the center of the six-block Fulton pedestrian mall where, decades ago, Downtown Fresno’s vibrant retail and entertainment scene once pulsated. Rebuilding foot traffic here is the primary goal of the revitalization effort now being led by the City of Fresno and area property and business owners through infrastructure, real estate, and business development. Working alongside these efforts, the Mariposa Plaza Activation Project expands the cultural richness of the area, ensuring that the arts play an essential, lasting role in Fulton Mall’s renewed vitality. The Project will:

1. Redesign Mariposa Plaza to make cultural gatherings and performances more enjoyable to attend, and cheaper and easier to produce. Under creative leadership by the nationally renowned firm Wallace Roberts & Todd (WRT), with input from users and the public, the new space will be more vibrant and functional for concerts, festivals, and other special events, as well as everyday uses such as cafés and farmers’ markets. The resulting design will enable construction funding and implementation.

2. Issue a national call for artists, and commission and install one or more unique, world-class works of interactive artwork in the Plaza. The work will exhibit a high level of artistic excellence and address the design needs of the space, both during special events and every day. This artistic intervention will attract visitors to the area and engage children and adults in playful use of the space.

The above design (#1) and artistic (#2) processes will occur together in order to maximize the information — and inspiration — that each provides the other. The work of the Project will entail a broad collaborative effort, engaging multiple organizations and agencies, across sectors, with a stake in the outcome. The partners’ roles are further discussed in section (f) below.

The Project better weaves the Plaza into the robust collection of 30+ public art works along Fulton Mall, whose landscape has been found [eligible for the National Register of Historic Places](#) in part due to this collection. The Plaza was not designed as carefully, and does not feature public art. The Project introduces work that relates to the public in ways that are physically as well as visually stimulating.

The Project occurs in an area where major infrastructure planning is already underway. Although construction of facilities is beyond the scope of Our Town, the City anticipates receiving other funding to construct infrastructure improvements here during and/or after the grant period. In alignment with this, the Project does include funding and a commitment to install art work during the grant period.

**b) Goals and impact.** From Fresno’s earliest days, the corner of Fulton and Mariposa Streets was the community’s most important civic and commercial crossroads. Today this intersection is the midpoint of the 6-block Fulton Mall and the 3-block “Mariposa Corridor,” a focus of the American Architectural Foundation’s 2012 Sustainable Cities Design Academy (SCDA) leading out the “front door” of the first proposed High-Speed Rail Station in the nation. Mariposa Plaza is the 1.15-acre open space at this site.

The Project aims to make this space as lively as possible throughout the year, providing the community with a gathering place to celebrate its many cultures, and area businesses with the potential customers they need to thrive. The Project introduces world-class public art that both answers the space’s design needs and creates a reason for the public to visit and enjoy the space every day, even when no other programming occurs. The construction of the new space cannot be realized without the creative process of designing the space, through this Project, having first occurred.

The Mariposa Corridor provides a strong connection from the Plaza to the new High-Speed Train and Bus Rapid Transit, each less than two blocks away. As high-speed rail stations come to other downtowns across the state and nation over the coming generation, communities where such facilities are planned will have the benefit of Fresno’s experience in designing open space that both accommodates transit-related traffic and enlivens the area passengers experience when they first arrive in the city.

Fresno is one of six pilot cities in the White House’s Strong Cities, Strong Communities (SC2) Initiative, formed to help economically struggling cities implement their plans for revival. Through SC2, the Project will receive national attention as a best practice for arts-based downtown revitalization.

**c) Outcomes and measurements.** The City’s [Fulton Corridor Specific Plan](#), drafted in 2010–12 with the community’s input, emphasizes focusing downtown revitalization efforts on Fulton Mall. The Plan [calls explicitly for invigorating Mariposa Plaza](#) as an activity hub with cultural gatherings, concerts, performances, and other public events that draw foot traffic to the area. SCDA echoed this call in 2012. In terms of the NEA’s *Livability* outcome, the Specific Plan is “a persuasive vision for enhancing the livability of the community,” which the activation of Mariposa Plaza is a catalyst for achieving.

The Project is necessary for the Plaza to play this role. The site’s poor layout today can make hosting and attending events there difficult and unpleasant, despite its central location. This affects every

event that occurs at the Plaza, especially those involving artists and groups without the resources to rent a stage, sound, and lighting. In NEA *Livability* terms, welcoming artists with fewer resources to the space helps “support artists...by integrating design and the arts into the fabric of civic life.”

The site has been woven in the fabric of Fresno civic life since the town’s founding. In 1910–11 the Industrial Workers of the World sparked California’s first free speech fight near the site, leading to recognition of part of Mariposa Plaza as the historic “Free Speech Area.” Making the site easier to use for gatherings and performances celebrates this history, and improves use of an existing community asset, i.e., the existing open space. The project aligns precisely with NEA’s *Livability* goal to “reflect or strengthen a unique community identity and sense of place, and capitalize on existing local assets.”

Ultimately the greater presence of people — and their increased engagement in the artistic, social, and civic life of the Plaza — will indicate success toward these outcomes. Of course, the Project’s full impacts will not be realized until the new landscape is actually constructed, and this is beyond the scope of Our Town. The indicators of success for this Project, then, are (1) completion of the landscape design and installation of the art work, and (2) meaningful involvement of the community, spanning a range of ages and ethnicities, in the design and artistic processes. Based on the partners’ experiences, the related community workshops, classroom activities, and other meetings and events will involve the input of over 2,000 community members and 1,000 students in Fresno County schools.

**d) Budget.** The Project requests \$150,000 from Our Town, matched by \$155,000 in nonfederal cash and \$26,445 in in-kind contributions, for a total project budget of \$331,445. This budget does not reflect the value of commitments received to help construct the new Plaza, or of the later operation and maintenance of the landscape and art works by the City of Fresno and Downtown Fresno Partnership.

In broad terms the budget is devoted roughly 70% to the execution of new art work, and 30% to community planning and design, meetings, public and student outreach, and project management.

**e) Schedule.** The Project period is to commence March 1, 2014.

|           |   |
|-----------|---|
| Quarter 1 | Engage thousands of Fresno Co. students and parents in a WRT-led design challenge. Issue national call for artists. Issue RFP for designer(s) to work under WRT’s leadership. |
| Quarter 2 | Select artist finalists and design team. Initial site visits. Share student work with artist and designers. Schedule and promote public workshops in Quarter 3.               |
| Quarter 3 | Promote public participation and hold community meetings on art and design. Engage at least 500 residents. Artist finalists create proposed designs for works based on input. |
| Quarter 4 | Committee selection of artist and art work. Design team works based on community input.   |
| Quarter 5 | Update meeting with community. Determine and begin necessary art work site preparation.   |
| Quarter 6 | Artist at work. Seek funds for landscape construction (not part of Project budget).   |
| Quarter 7 | Art work pre-installation site preparation.   |
| Quarter 8 | Art work installation and unveiling festival.   |

**f) Partners, key organizations, individuals, and works of art.** The primary Project partners are the City of Fresno and Fresno Art Museum. The Museum, the required cultural organization, is the premier visual arts institution in central California, and curates its own substantial sculpture collection. The Museum will apply its expertise to oversee the artistic process, from artist selection to installation. The Fresno Arts Council will first execute a call for artists using such resources as the Americans for the Arts Public Art Network and *CallForArtists.org*, with a special invitation to highly talented artists early in their careers for whom a high-profile public commission such as this may hold special allure. A committee populated by the Museum, including Project partners and statewide experts, will then carry out a meaningful process to select the right artist and work for the site and the community. The Museum will ensure artistic excellence and contextual appropriateness throughout execution of the work.

The City owns the land and right-of-way at the Plaza, as well as the art work along Fulton Mall. The art is maintained jointly by the City and the Downtown Fresno Partnership through scheduled semi-annual cleaning by a qualified local artist, and at other times as needed. These parties will be able to maintain the newly commissioned art work as a part of this collection, and operate the Plaza site as it is eventually constructed, consistent with their roles today. The City will manage the WRT-led landscape design process, including work to be contributed by local designers at Valley Water Wise and Urban Diversity Design, and is ultimately responsible for the art work installed. The City will provide overall direction for the Project, managing all contracts, including the artist’s.

The City and Museum anticipate a close working relationship with other partners. The following organizations are (in the first list) committed to the Project, and (second) proposed for involvement:

| <i>Committed partner</i>                     | <i>Roles, responsibilities, and resources</i>  |
|--|--|
| Fresno Arts Council                          | Issue national call for artists. Engage members and local arts community.  |
| Wallace Roberts & Todd                       | Lead placemaking and landscape design process, work with local designers.  |
| Dwntn. Fresno Partnership                    | Engage property and business owners. Provide \$10,000 toward budget.   |
| Fresno Co. Office of Educ.                   | Engage Fresno County students and families in the design process.  |
| Creative Fresno                              | Involve members. Provide \$5,000 toward budget for public art work.  |
| Univision                                    | Spanish on-air promotion of public workshops. Staff involvement in design.   |
| Fresno County Economic Opportunities Cmsn.   | Involvement as Plaza property owner. Conservation Corps committed to help build out the landscape, post-Project. Potential use of meeting space. |
| The California Endowment                     | Supports concept. Request for \$10,000 is pending budget cycle.  |
| <i>Proposed partner</i>                      | <i>Roles, responsibilities, and resources</i>  |
| Fresno Rgnl. Foundation                      | Fdn. makes annual arts grants; invited to apply in Feb. 2013 for \$50,000.   |
| State of California Strategic Growth Council | Applications due later in 2013 for urban greening project grants. Will be applying for \$50,000.   |
| Calif. State Univ., Fresno                   | Upon award, Arts Dean hopes to involve Center for Creativity and the Arts.   |

**g) Target community.** Due to the Plaza’s location, Univision and the Downtown Fresno Partnership already hold large festival events there, some that draw up to 75,000 people in a long weekend. Community groups have launched new, smaller cultural festivals there in the last several years. The first-ever ice skating rink this winter at the Plaza has had 25–30,000 customers in two months of operation. These event promoters have almost universally noted the design challenges that the site today presents.

The Plaza sits amid high-poverty Census tracts, and many Mall users are part of underserved populations. [Foot traffic counts in 2010](#) found roughly 4,800 people passing through the Plaza daily from 10 a.m. to 6 p.m., consisting primarily of office workers during the week and residents of nearby ZIP codes — with household incomes under \$24,000 — on weekends. Overall, “Hispanic/Latino” identity was claimed by 62% of survey respondents, compared to a 54.1% share of the countywide population.

This population will be reached during the planning process through bilingual television, radio, and print ads; telephone recordings; and on-site through posters and handbills. In recent planning efforts reaching similar populations, printed material has doubled as bus passes to and from meetings. Staff will use information booths at Fulton Mall events to inform visitors of the Project. Interpreters and child care during meetings add cultural competency. The Project director is himself bilingual in Spanish and appears frequently on Spanish television to share information about Downtown Fresno.

**h) Plans for promoting and publicizing.** The audience for the Project includes both current and potential future users of the Plaza. Outreach to the current population is discussed above. Downtown Fresno Partnership and Univision staffs also are current users; these organizations are Project partners.

Potential future users of the space include both hosts and attendees of performances and events. Individual performers and organizations such as Jazz Fresno will be actively included in the process. A Project Facebook page will provide stakeholders yet another forum for sharing questions and ideas.

In terms of potential future visitors, media outreach will reach much of this population. The involvement of thousands of Fresno County students and their families provides an opportunity to involve the next generation of downtown visitors from Fresno and surrounding communities.

The primary “ask” in most communication will be to attend the public design workshops. Those attending will then also be invited to the unveiling festival once the commissioned work is installed.

**i) Plans for documenting and evaluating.** The immediate goal is to maximize public participation in the Project’s design and artistic processes, with a minimum of 3,000 youth and adult participants. A tally of those involved over the course of the Project will reflect success toward this goal.

The long-term impact involves the buildout of the landscape designed through the Project. Foot traffic counts during and after business hours, and numbers of attendees at special events, will be carried out at the beginning, middle, and end of the Project period.

**j) Accessibility.** The Project is designed to be inclusive of all individuals regardless of race, national origin, color, sex, age, religion, or sexual orientation. The Plaza redesign offers opportunities to significantly improve accessibility for disabled performers. The Project will be accessible to individuals with disabilities in compliance with federal law and regulations, and participation of such individuals will be encouraged. Print and digital information about the Project will include instructions on requesting interpretive services, large-print materials, and any special accommodations at public meetings.

**NEA Application**  
**Project Budget, Page 1 of 2**

Read the  
 instructions for  
 this form before  
 you start.

OMB No. 3135-0112  
 Expires 11/30/2013

Applicant (official IRS name): \_\_\_\_\_

**INCOME**

1. Amount requested from the Arts Endowment: \$ \_\_\_\_\_
2. Total match for this project Be as specific as possible. Asterisk (\*) those funds that are committed or secured.

**Cash** (Refers to the cash donations, grants, and revenues that are expected or received for this project) AMOUNT

Total cash a. \$ \_\_\_\_\_

**In-kind: Donated space, supplies, volunteer services** (These same items also must be listed as direct costs under "Expenses" below or in Page 2 of the Project Budget form; identify sources)

Total donations b. \$ \_\_\_\_\_

Total match for this project (2a. cash + 2b. donations) \$ \_\_\_\_\_

3. Total project income (1 + 2) \$ \_\_\_\_\_

**EXPENSES**

1. Direct costs: Salaries and wages

| TITLE AND/OR TYPE OF PERSONNEL | NUMBER OF PERSONNEL | ANNUAL OR AVERAGE SALARY RANGE | % OF TIME DEVOTED TO THIS PROJECT | AMOUNT |
|--------------------------------|---------------------|--------------------------------|-----------------------------------|--------|
|                                |                     |                                |                                   |        |
|                                |                     |                                |                                   |        |
|                                |                     |                                |                                   |        |
|                                |                     |                                |                                   |        |
|                                |                     |                                |                                   |        |
|                                |                     |                                |                                   |        |
|                                |                     |                                |                                   |        |
|                                |                     |                                |                                   |        |
|                                |                     |                                |                                   |        |

Total salaries and wages a. \$ \_\_\_\_\_

Fringe benefits Total fringe benefits b. \$ \_\_\_\_\_

Total salaries, wages, and fringe benefits (a. + b.) \$ \_\_\_\_\_



# NEA Application Financial Information

Read the  
instructions for  
this form before  
you start.

OMB No. 3135-0112  
Expires 11/30/2013

If you are a parent organization, this information should refer to the component on whose behalf you are applying.

**Applicant** (official IRS name):

| OPERATING BUDGET                           | MOST RECENTLY COMPLETED<br>FISCAL YEAR |          | CURRENT FISCAL YEAR<br>(ESTIMATED) |          | NEXT FISCAL YEAR<br>(PROJECTED) |          |
|--|--|----------|------------------------------------|----------|---------------------------------|----------|
|  | ( / / -- / / )<br>START DATE           | END DATE | ( / / -- / / )<br>START DATE       | END DATE | ( / / -- / / )<br>START DATE    | END DATE |
| <b>Income:</b>                             |  |          |                                    |          |                                 |          |
| Earned                                     | \$                                     | _____    | \$                                 | _____    | \$                              | _____    |
| Contributed                                | \$                                     | _____    | \$                                 | _____    | \$                              | _____    |
| <b>Total Income</b>                        | <b>\$</b>                              | _____    | <b>\$</b>                          | _____    | <b>\$</b>                       | _____    |
| <b>Expenses:</b>                           |  |          |                                    |          |                                 |          |
| Artistic salaries and fees                 | \$                                     | _____    | \$                                 | _____    | \$                              | _____    |
| Production/exhibition/<br>service expenses | \$                                     | _____    | \$                                 | _____    | \$                              | _____    |
| Administrative expenses                    | \$                                     | _____    | \$                                 | _____    | \$                              | _____    |
| <b>Total Expenses</b>                      | <b>\$</b>                              | _____    | <b>\$</b>                          | _____    | <b>\$</b>                       | _____    |
| Operating surplus/(deficit)                | \$                                     | _____    | \$                                 | _____    | \$                              | _____    |

In the space below, discuss the fiscal health of your organization. You must explain 1) any changes of 15% or more in either your income or expenses from one year to the next, and 2) plans for reducing any deficit (include the factors that contributed to the deficit and its amount):

**Elliott Balch**, Project Director — Downtown Revitalization Manager, City of Fresno

Since January 2009, when incoming Mayor Ashley Swearengin created the position to help advance her top City policy priority, Elliott Balch has served as the City of Fresno's Downtown Revitalization Manager. In this role Elliott has led efforts to form a downtown property owner-led business improvement district, address unique downtown design and land use issues, facilitate development, plan new events and festivals on the Fulton Mall, and keep the public engaged in the revitalization process.

Elliott was involved for several years in downtown revitalization efforts prior to joining the Swearengin administration. As a Downtown Association board member and president, he chaired a season of Thursday night street fairs on the Fulton Mall, helped to lead discussions about the Mall's future, hosted a forum for mayoral and City Council candidates on Downtown Fresno, and attracted new blood and new interest from downtown stakeholders in getting more involved in revitalization.

Before coming to City Hall, Elliott worked for four years in the Capitol and district offices of former State Assembly Member Juan Arambula of Fresno. A Fresno native, Elliott holds a degree in physics from Harvard University.

**Linda Cano** — Executive Director, Fresno Art Museum

Linda Cano joined the Fresno Art Museum as Executive Director in 2010, following thirteen years at California State University Fresno and Fresno City College in the Art and Design and Modern & Classical Languages & Literatures departments, teaching art history, mythology, classical literature, and gallery techniques. Under her leadership, the Fresno Art Museum has advanced an exciting and thought-provoking exhibition program, expanded its educational programs, and developed a deep community presence.

Ms. Cano was appointed by Tom Torlakson, California State Superintendent for Public Instruction, to the Joint Arts Education Task Force: Blueprint for Creative Schools. She is a member of the Community Arts Team for the Kennedy Center For the Performing Arts: Any Given Child Program, on the Accreditation Peer Review Panel for the American Alliance of Museums, and a member of numerous other professional organizations. Ms. Cano has an MA in art from California State University, Fresno with special emphasis and study in ancient cultures.

**James K. Stickley**, ASLA, LEED AP

— Principal / LANDSCAPE Architect + Urban Designer, Wallace Roberts & Todd, LLC

Jim Stickley is a landscape architect and urban designer with over 30 years of experience in community design and planning. His experience has spanned the full spectrum from large-scale urban planning assignments to detailed design and implementation of parks, streets and urban landscapes. Jim has extensive experience in developing plans to enhance urban districts and public open space including complex projects involving community interaction and outreach. Jim's work strives to balance socio-economic, cultural and ecological factors to create unique urban places, rooted in the community's identity.

Jim received a Bachelor of Science in Landscape Architecture with honors from The Ohio State University in 1981.

**Lilia Gonzáles-Chávez** — Executive Director, Fresno Arts Council

Lilia Gonzáles-Chávez is a native of Fresno County, where she has been an active advocate for the arts. She serves on the Board of the Fresno Art Museum and served on the Board of the Fresno Arts Council prior to being appointed Executive Director in August 2011. She is a performing artist with over twenty years teaching and performing Ballet Folklorico. With a degree in Child Development from California State University Fresno and a Masters Degree in Administrative Leadership from Fresno Pacific University, Lilia has also been involved in addressing community issues that impact underserved residents.

Lilia has worked in the education and the arts fields first starting as a teacher and advancing through management and leadership positions in public and nonprofit organizations, of note she has worked in Fresno County government as a Principal Administrative Analyst and Coordinator of the Inter-agency Council; which has given her a generalist perspective of community issues. In that capacity she oversaw the development of the first Fresno County report card on the wellbeing of children. This document has served as a model for other like data driven reports which assess progress towards a set of community wellness indicators. Lilia is also a co-founder of Arte Américas, the Latino cultural arts center in Fresno and served as its principal administrator for nearly ten years.

**Kate Borders** — President and CEO, Downtown Fresno Partnership

Kate Borders serves as the President/CEO for the Downtown Fresno Partnership, the position that brought her to Fresno in September of 2011. Kate has transitioned the organization from its prior role as The Downtown Association to its current structure as a business improvement district. Kate has become a leading figure in downtown Fresno, immersing herself in the community and pushing for the revitalization of Fulton Mall. Through her leadership, the Partnership has become the primary organization for connecting businesses and events to the growth of the central business district.

Before joining the Downtown Fresno Partnership, Kate spent 7 years in Milwaukee, Wisconsin, as Executive Director of East Town Association, a membership-based organization with an economic development focus. East Town Association produced large-scale events that transformed the local economy and stimulated residential relocation to Downtown Milwaukee. Many events focused on the local music and partnerships with music education programs. Prior to Milwaukee, Kate was Executive Director of the Peoria Art Guild in Peoria, Illinois. The Guild is a community arts organization with exhibit & gallery space, an arts consignment store and community art classes. The Guild produces one of the country's top 10 annual fine art fairs that regularly attracts artists from around the country.

Kate began ballet training at age four in South Carolina, was a professional violist with the Rock Hill Chamber Orchestra and the Greenville Symphony, and later received vocal theater training and performed regularly throughout college. She received her BA in music from The University

of Arizona and a master's in non-profit management from Columbia College in Downtown Chicago. Today she is raising her two daughters to love the arts and value our cultural traditions.

**Sheila Hakimipour** — Principal/Urban Designer, Urban Diversity Design

Sheila's career and passion for Architecture shifted to Urban Design and Planning after attending the graduate program in Urban Design. She founded Urban Diversity Design in January 2010, focusing on Transit Oriented Development (TOD) and sustainable planning strategies to reverse sprawl and promote diversity. Sheila values responsive and sensitive approaches to community planning that acknowledges natural and cultural resources, complexity of the existing context, the character and history of the place, and above all, the need of the citizenry.

Since August 2011 Sheila has been an active member of the Code Technical External Committee for the City of Fresno, which oversees Fresno Development Code Update. She has won the second place in a national TOD design completion sponsored by Congress of New Urbanism in 2011, which she teamed with Wallace Roberts & Todd (WRT) Philadelphia, and first place in another TOD design competition sponsored by the City of Fresno in 2010, which she participated with a local firm.

Prior to starting her own urban design consulting firm, Sheila worked for many years at architecture firms in the area and for Calthorpe Associates in Berkeley, CA. She has also taught Introduction to City Planning at Fresno State, which she instructed her students to work on the revitalization of Fresno Chinatown. Their projects received high recognition of local planners and the faculties. In addition to a Master degree in Urban Design from University of California, Berkeley, Sheila also holds a Master degree in Architecture from Azad University of Tehran.

**Jennifer Feaster** – Owner and Designer, Valley WaterWise

Valley WaterWise is a landscape design studio specializing in urban and residential projects in California. Jennifer Feaster combines a passion for the native California landscape, sustainable materials and practices and art in creating landscapes with depth and feeling. She draws upon her years of travel and community participation for inspiration. Jennifer has studied sustainable community development within the United States and abroad at CEPT in Ahmedabad, India. Attendance at the Kyoto University of Art and Design provided an introduction for a life-long interest in Japanese garden design and multi-cultural community involvement.

During her years of practice in Fresno, CA, Jennifer has successfully completed nine urban infill projects in Downtown Fresno. These projects have served as anchors in a blossoming area where clients appreciate her attention to detail, incorporation of art and design in a dynamic fashion and her adherence to responsible design practices. She has won multiple Cityscape Honor Awards for these projects and has introduced interaction, vibrancy and color through landscape into the core of Fresno. Jennifer was appointed to the City of Fresno Parks Commission and is a 10 year plus full member of ASLA.

Jennifer holds degrees in Landscape Architecture and Botany with minor studies in Architecture from the University of Washington. Jennifer's personal interests include organic farming and gardening, yoga, traveling and exploring our world through the eyes of her four year old child.

The City of Fresno, a local government, is the lead applicant for the Mariposa Plaza Activation Project. The board members for the Project's primary partner are listed below.



**2012-2013 BOARD OF TRUSTEES**

- President* – Brian Santos, Wells Fargo
- Vice President* – Rita Gladding, Doncaster
- Treasurer* – Karen Morais, Baker, Peterson & Franklin, CPA
- Secretary* – Christy Hicks, California State University, Fresno
- Women's League* – Carolyn Caton & Joyce Dunkle, Arts Advocates
- Shirley A. Bruegman, Arts Advocate
- Bob Bullwinkel, Fresno County Office of Education
- Cala Carter, CCIS Insurance
- Lilia Chavez, Fresno Arts Council
- Anne Franson, Woolf Farms
- Raye Grant, Morgan Stanley
- Sloan Johnson, Artist
- Anne Lyles, Lyles Diversified
- Terri Meyers-Stout, Attorney
- Joe Sciarrone, London Properties
- Lissa Suddjian, Arts Advocate

**TRUSTEE EMERITI**

- Larry Balakian
- George Blair
- Elizabeth Bonner
- Jane Cleave
- Kaye Bonner Cummings
- Doris Dillon (In Memory)
- Larry Early (In Memory)
- Joy Erro (In Memory)
- Don Gray
- Joan Niboli Gray
- James Hallowell
- Mary LaFollette
- Sue McCline
- Roxie Moradian
- Anita M. Shanahan
- Kenneth Stratton

**HONORARY TRUSTEES**

- Elisabeth Dean
- Adam Mekler
- Louise Salter Sumpf (In Memory)

**NEA Application**  
**Consortium Partner Information**  
(For official Consortium Applications only)

Read the  
instructions for  
this form before  
you start.

OMB No. 3135-0112  
Expires 11/30/2013

To be completed only by the one primary consortium partner and included in the application package.

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**Lead Applicant for Consortium**  
(official IRS name):

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**Primary Consortium Partner's IRS name:**

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Popular name (if different):

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**Primary Consortium Partner's Authorizing Official**       Mr.  Ms.      First: \_\_\_\_\_ Last: \_\_\_\_\_

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**Email Address:**

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**Address:**

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City/State/Zip Code (9-digit number):

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**Consortium Partner's Taxpayer ID Number** (9-digit number):      --

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**Web Address:**      **http://**

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**Contact:**       Mr.  Ms.      First: \_\_\_\_\_ Last: \_\_\_\_\_

Title:

E-mail:

Telephone:      (      )      ext.      Fax:      (      )

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**Organization's Total Operating Expenses** for the most recently completed fiscal year (unaudited figures are acceptable):      \$ \_\_\_\_\_

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**Mission/purpose of your organization:**

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**Briefly describe your organization's involvement in planning and executing the consortium project including programming, management, finances, and any responsibilities for matching the Arts Endowment's grant. Be specific; do not provide a general statement of support for the project. Use this space only.**

**PROGRAMMATIC ACTIVITIES LIST**

City of Fresno: Mariposa Plaza Activation Project

| <b>Partner</b>                                     | <b>Year</b> | <b>Title / Creator</b>   | <b>Key Artist(s)</b>   | <b>Location</b>          | <b>Dates</b>      | <b>Attend./%</b> | <b>Fees</b> |
|--|-------------|--|--|--------------------------|-------------------|------------------|-------------|
| Downtown Fresno Partnership                        | 2012        | Christmas Parade   | 100 groups, schools, organizations marched   | Fulton Mall              | 12/10/12          | 30,000           |             |
| FAM and Fresno County Office of Education          | 2012-2013   | Free FAMily Day  | Joel Pickford, photog.; Houa vang, textile artist; Bee Yang, story teller/actor; Matt Merhenke, envtl. artist; Pheng Lee, photographer; et al. | Fresno Art Museum        | 12/9/12           | 600 / 60%        | 450         |
| Downtown Fresno Partnership                        | 2012        | Downtown Ice Rink  | Various bands, DJs and entertainers  | Mariposa Plaza           | 11/9/12 - 1/13/13 | 30,000           |             |
| Downtown Fresno Partnership                        | 2012        | Sudz in the City   | Local circus performers and blues bands 3 Guys Playin' the Blues, Jimmie O and the SOS, Glen Delpit and the Subterraneans, Mofo Party Band     | Fulton Mall              | 10/20/12          | 1,000            | 5,000±      |
| Fresno Art Museum                                  | 2012-2013   | Soul Calling: A Photo. Journey Through the Hmong Diaspora                  | Joel Pickford, photographer  | Fresno Art Museum        | 9/28/12 - 1/6/13  | 7,663            | 36,400      |
| Fresno Art Museum                                  | 2012-2013   | Threads of Life: The Art of Houa Vang                                      | Houa Vang, textile artist  | Fresno Art Museum        | 9/28/12 - 1/6/13  | 7,663            | 6,800       |
| FAM with Calif. St. Univ. Fresno and Arte Américas | 2012-2013   | The Green Art Project  | Patrick Daugherty  | Outdoors at FAM and CSUF | 9/28/12 - 1/6/13  | 7,663            | 1,000       |
| Downtown Fresno Partnership                        | 2012        | Fresno Chile Festival  | Local world musicians Espacio, 40 Watt Hype, Patrick Contreras   | Mariposa Plaza           | 8/25/12           | 500              | 3,000±      |
| Fresno Art Museum                                  | 2012-2013   | Born Free and Equal: Photographs of the Manzanar Relocation Camp 1943-1944 | Ansel Adams  | Fresno Art Museum        | 8/17/12 - 1/6/13  | 8,263            |             |

**PROGRAMMATIC ACTIVITIES LIST**

City of Fresno: Mariposa Plaza Activation Project

| <b>Partner</b>  | <b>Year</b> | <b>Title / Creator</b>                           | <b>Key Artist(s)</b>  | <b>Location</b>                | <b>Dates</b>                 | <b>Attend./%</b> | <b>Fees</b> |
|---|-------------|--|---|--------------------------------|------------------------------|------------------|-------------|
| Fresno Art Museum   | 2011-2012   | Fig Tree 50th Anniversary                        | Artists from the oldest collective in the U.S.  | Fresno Art Museum              | 5/31/12 - 9/2/12             | 4,486            | 0           |
| City of Fresno and Downtown Fresno Partnership                        | 2012        | 3rd Annual State of Downtown Breakfast           | Mayor Ashley Swearingin and presentation designer Suzanne Bertz-Rosa  | Pacific Southwest Building     | 1/31/12                      | 500 / 100%       | 500         |
| FAM and the Smithsonian   | 2011-2012   | Sikhs: Legacy of the Punjab                      | Sikh artwork from the 18th century to present   | Fresno Art Museum              | 1/19/12 - 4/20/12            | 4,486            | 0           |
| Fresno Art Museum   | 2011-2012   | Fresno Future Project                            | Thomas Lollini, FAIA  | Fresno Art Museum              | 10/20/11                     | 1,000 / 100%     |             |
| Downtown Fresno Partnership and Univision                             | 2011        | Fiestas Patrias/El Grito                         | A.B. Quintanilla y Los Kumbia All Stars, Rocio y su Sonora, Los Sagitarios, El Bebito, Los Mismos, Ruben y Sus Corazones Solitarios | Mariposa Plaza and Fulton Mall | 9/15/12 - 9/18/12            | 75,000           |             |
| Fresno Art Museum and Fresno County Economic Opportunities Commission | 2011-2012   | FAM Sanctuary program                            | Deserai Davis, Susanne Huddleston, Eliana Saucedo and youth experiencing homelessness from the EOC Sanctuary                        | Fresno Art Museum              | Various, Jul 2011 - Jun 2012 | 69 / 75%         | 3,600       |
| Fresno Art Museum   | 2011-2012   | Animation & Puppetry Workshops                   | Matthew McGee, Actor & Puppeteer (National Shakespeare Theater Co.)   | Fresno Art Museum              | Various, 6/13/11 - 8/12/11   | 50 / 100%        | 1,000       |
| Fresno County Office of Education and Fresno Art Museum               | 2010-2011   | Faces of the Valley                              | 2,200 student artists from Fresno County  | Fresno Art Museum              | 4/12/11                      | 1,300 / 90%      | 0           |
| Fresno Art Museum   | 2010-2011   | Contemporary ~ Contemporáneo Artist-in-Residence | Christian Vargas (Fresno) and Cristopher Diaz (Oaxaca, MX)  | Fresno Art Museum              | 10/14/10                     | 680              | 2,500       |

**PROGRAMMATIC ACTIVITIES LIST**

City of Fresno: Mariposa Plaza Activation Project

| <b>Partner</b>              | <b>Year</b> | <b>Title / Creator</b>        | <b>Key Artist(s)</b>  | <b>Location</b>                | <b>Dates</b>              | <b>Attend./%</b> | <b>Fees</b>             |
|-----------------------------|-------------|-------------------------------|---|--------------------------------|---------------------------|------------------|-------------------------|
| City of Fresno              | 2010        | Fulton Mall options charrette | Stefanos Polyzoides, Architect  | Holiday Inn @ Mariposa Mall    | 9/27/10                   | 400 / 100%+      | Part of \$2.7m contract |
| Fresno Art Museum           | 2010-2011   | Family Day                    | Micha Langer (photographer), Heather Anderson (artist), Steve Ono (musician), Mario Carrera (artist), Fresno Dance Collective                                       | Fresno Art Museum              | 9/25/10; 4/6/11; 9/17/11; | 1,635 / 100%     | 750                     |
| Fresno Art Museum           | 2009-2010   | Family Day                    | The Sosa Sisters (musicians), Ballet Folklorico (dancers), Ballet Folklorico y Marimba de Fresno (musicians), Espacio (musicians), McLane High School chalk artists | Fresno Art Museum              | 5/15/10                   | 450              | 500                     |
| Downtown Fresno Partnership | 2010        | Fulton Rev Fest               | Motel Drive, The Blues Ave Band, Monsanito, MoFo Party Band, MoFo Party Band, Deja Blues, AC Myles, Brad Wilson   | Mariposa Plaza and Fulton Mall | 9/21/10 - 9/22/10         | 5,000            | 5,000±                  |



## MAYOR ASHLEY SWEARENGIN

January 4, 2013

National Endowment for the Arts  
1100 Pennsylvania Avenue NW  
Washington, DC 20506

Dear Selection Committee:

Please consider this letter in support of the application by the City of Fresno and its partners for Our Town funding to engage leading artists and our community in activating Mariposa Plaza, the historic epicenter of Downtown Fresno. As the highest ranking official of our local government, the City of Fresno, I endorse the Mariposa Plaza Activation Project and designate it is as the only one being submitted to Our Town for our community.

Since 2009, my Administration has placed a top priority on the revitalization of Downtown Fresno. Great cities have great downtowns, and the lack of a vibrant downtown will continue to limit the health of our entire region unless and until our core is revitalized. As part of my commitment to downtown, the City has dedicated nearly \$3 million in federal funds to develop new land use and visioning documents, including the Fulton Corridor Specific Plan (adoption pending). This Plan, which centers on Fulton Mall and Mariposa Plaza, explicitly directs the City to focus on activation of the Plaza in order to drive vitality and foot traffic where it is needed most.

This is an unprecedented moment for Fresno as dollars begin to flow into the area surrounding Mariposa Plaza. The nation's first High-Speed Rail station is being planned two blocks to the west. One block east, at the central stop in the City's new Bus Rapid Transit system, the Federal Transit Administration has already committed \$2.4 million to improving pedestrian access. Even if no resulting private investment occurred, these public investments alone will mean much higher traffic and visibility for Mariposa Plaza in the next few years. The White House's Strong Cities, Strong Communities Initiative was created to channel Federal support for Fresno and five other cities, has greatly assisted us as we implement strategies to build prosperity in our urban core. The NEA's investment in the Mariposa Plaza Activation Project could not be better timed or located to maximize the impact of the limited Our Town dollars available.

Downtowns everywhere, including ours, are no strangers to controversy — but in so many cities, the success of downtown revitalization has been the proof that community stakeholders can work together toward a common goal. It is truly fitting that, through Our Town, the process of creating art is giving us this opportunity to work creatively together. We thank you for considering the nationally significant Mariposa Plaza Activation Project for NEA support.

Sincerely,

A handwritten signature in blue ink that reads "Ashley Swearengin".

Ashley Swearengin  
Mayor



January 7, 2013

National Endowment for the Arts  
1100 Pennsylvania Avenue NW  
Washington, DC 20506

Dear Selection Committee:

On behalf of the entire Fresno Art Museum Board and Staff, I write to express our strong support for the proposed Mariposa Plaza Activation Project. The Museum is thrilled to be the second primary partner working in collaboration with the City of Fresno on this Project.

Established as a regional art center in 1948, the Fresno Art Museum has grown into an important accredited museum and a hub for cultural activity in the Central San Joaquin Valley. As the region's only fine arts museum, we play an important role as arts educator, presenter, and a repository for the artistic treasures of one of the fastest growing and most diverse areas of California.

In support of its mission to provide the region with "a dynamic experience for appreciating art" and "meaningful interactions with artists and the creative process," the Museum's participation in this Project will focus on the commission of a new public artwork. The Museum is uniquely qualified to assemble a strong review and selection committee, to assist the Fresno Arts Council in publicizing a broad national call for artist submissions, and to work with the selected artist and our local community to plan and execute the artwork and related public programs.

The Mariposa Plaza Activation Project offers a timely opportunity to bring new life to an important gathering place in Downtown Fresno, with results that could be transformative not just for this area, but for the region as a whole. The location of Mariposa Plaza, along a corridor leading to the nation's first proposed high-speed rail station two blocks away, puts the future form and function of the Plaza in a national spotlight. It is gratifying and appropriate that the visual and performing arts will play an integral role in revitalizing this area, as our application proposes.

Once again, the Fresno Art Museum strongly supports the Mariposa Plaza Activation Project and we encourage the National Endowment for the Arts to do the same. I invite you to contact me regarding this project at [linda@fresnoartmuseum.org](mailto:linda@fresnoartmuseum.org) or (559) 441-4221 x103.

Sincerely,

A handwritten signature in blue ink that reads "Linda Cano".

Linda Cano  
Executive Director



# fresno county office of education

---

Larry L. Powell  
Superintendent

To: Elliott Balch, Downtown Revitalization Manager  
City of Fresno  
2600 Fresno St., Room 2156  
Fresno, CA 93721  
Fr: Larry L. Powell, Fresno County Superintendent of Schools  
Re: Mariposa Plaza Activation Project

Date: January 7, 2012

The Fresno County Office of Education would be proud to partner with the City of Fresno in this exciting project to revitalize a key area in the downtown revitalization plan for the Fulton Mall. We understand that our role in this initiative will be to engage the students of Fresno County in creating an artistic vision for the new Mariposa Plaza with a unique sense of place that will inform the professional artists engaged to create the final design. In collaboration with the Fresno Art Museum, we will create a month long student art project in which K-12 students are given the opportunity to complete a "real world" design challenge. The results of the student work will be exhibited for public comment at the Fresno Art Museum, the Mariposa Plaza and/or the Fresno County Office of Education.

Based on our previous projects with the Museum, we can expect that over 1,000 students will submit designs and that over 1,500 community members will attend the exhibit opening reception. Based on previous highly successful student engagement projects, here is a proposed timeline and budget.

### **Proposed Timeline for Student Art Exhibit**

**February 1, 2014:** Engage with the Fresno Art Museum Education Committee to design student project

Key elements:

- Accessible to all students in the county
- Involves rigorous arts learning and the Principles of Design
- Aligned with new Common Core State Standards

**March 1, 2014:** Rollout of student design challenge for teachers and media in a reception at the Fresno Art Museum

**April 1, 2014:** Exhibition for public comment and reception for teachers, students and parents.

Thank you for including us in the National Endowment for the Arts "Our Town" grant proposal. I believe that this project is an excellent example of the type of work that the NEA is looking for. The Mariposa Plaza is a key for our downtown re-vitalization efforts and that involving our students will create ownership for the entire community.

Larry L. Powell  
Fresno County Superintendent of Schools



***Enriching people's lives through the arts!***

January 4, 2013

National Endowment for the Arts  
1100 Pennsylvania Avenue NW  
Washington, DC 20506

Dear Selection Committee:

The Fresno Arts Council is excited to partner with the City of Fresno on the proposed Mariposa Plaza Activation Project.

The Fresno Arts Council is the city's arts agency. Established in 1979 to promote and encourage the arts throughout the city of Fresno, by acting as an umbrella for artist and arts organization from all cultures and disciplines through advocacy, education, programs and services.

The Council's activities in the Project will center on the proposed commission of new public art. As part of the project budget, we anticipate orchestrating the nationwide call for artists for this purpose, and participating in the selection process for those who respond. We will also reach out to the local artist community to work with, inform, and learn from the artist selected during the course of the project.

The Fresno Arts Council has had a long presence in Downtown Fresno and is committed to the celebration of the arts — including the existing, nationally significant art collection already present on Fulton Mall in the area surrounding Mariposa Plaza — as part of the process of downtown revitalization. We believe the Mariposa Plaza Activation Project offers an opportunity to bring new life to an important gathering place in Downtown Fresno, and enhancement of the area's public art assets, with results that could be transformative not just for this area, but for the Fresno region as a whole. . It is only natural that the visual and performing arts will play an integral role in revitalizing this area, as our application proposes.

The Fresno Arts Council supports the Mariposa Plaza Activation Project, and we invite the National Endowment for the Arts to do the same through Our Town.

Sincerely,

Lilia Chavez  
Executive Director



January 10, 2013

National Endowment for the Arts  
1100 Pennsylvania Avenue NW  
Washington, DC 20506

Dear Selection Committee:

Wallace Roberts & Todd (WRT) is pleased to partner with the City of Fresno and locally based designers and community organizations on the proposed Mariposa Plaza Activation Project. WRT enthusiastically supports the Project's request for Our Town funding from the NEA.

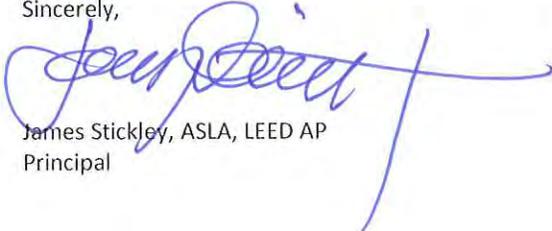
WRT is a national collaborative practice of city and regional planners, urban designers, landscape architects, and architects headquartered in Philadelphia with an office established in San Francisco since 1978. Established in 1963, the firm's origins are rooted in the principles of sustainability and a dedication to improving the quality of the natural and built environments through excellence in the planning and design of buildings, landscapes, cities, and regions. The firm's governing doctrine is to protect natural resources, promote social justice and economic well-being, and create livable human habitats that reflect local heritage, culture, and values. With more than 100 employees among offices in Philadelphia, San Francisco, Miami, Dallas, and Lake Placid, WRT's national distribution of its practice fosters a broad perspective based on a diverse range of communities and ecosystems.

My San Francisco-based team and I look forward to providing leadership in the placemaking and landscape design process that is integral to the Mariposa Plaza Activation Project. This Project excites WRT for the same reason it is such an ideal fit for the Our Town program: The Project engages thousands of members of the Fresno community in unleashing the power of art and design to breathe life back into the historic core of their city, where it is urgently needed today. The arrival of High-Speed Rail just two blocks away will only bring this site more importance and a brighter national spotlight in the years ahead.

We are also excited that such a broad and capable group of organizations in Fresno have joined us in their commitment to the Project. This includes contributions from local designers at Urban Diversity Design and Valley Water Wise, with whom we look forward to working along with the rest of the Project team, the artist selected to create a new work in the space, and the community.

WRT encourages the NEA and Our Town to support the Mariposa Plaza Activation Project so this important placemaking effort can proceed.

Sincerely,



James Stickley, ASLA, LEED AP  
Principal



National Endowment for the Arts  
1100 Pennsylvania Avenue NW  
Washington, DC 20506

January 4, 2013

Dear Selection Committee:

The Downtown Fresno Partnership is proud to join the City of Fresno and other organizations in proposing the Mariposa Plaza Activation Project for Our Town program funding.

The Partnership was established in 2010 and operates on an annual budget of over \$1 million, over half of which comes from assessments paid by property owners. The Partnership's services cover a range of promotions and programming activities, as well as improvements to the level of cleanliness and safety in the area. The Partnership has substantially expanded the programming of events at Mariposa Plaza, such as Fresno's first-ever outdoor ice rink, which has attracted tens of thousands of skaters in the inaugural season that ends later this month. The Partnership also inherited, and has continued to fund, a longstanding commitment to the maintenance of the public sculpture on Fulton Mall. As a result of its events and management of this area, recently the City of Fresno formally delegated to the Partnership the authority to manage the permitting of events and vendors on the entire Fulton Mall public realm, including Mariposa Plaza.

As custodians and users of the Plaza, the Partnership has an especially keen awareness of the need to improve the site's design and raise the level of activity there. As our application reflects, the Partnership is committing \$10,000 to the cash budget of the Mariposa Plaza Activation Project. We are also prepared to use our many channels of communication with downtown business and property owners — and office workers, residents, and visitors — to engage these stakeholders in the design processes that unfold.

The Downtown Fresno Partnership has marshaled the resources to drive the revitalization of Fresno's historic core forward. Since the Partnership's formation, this effort has gained a momentum unequaled in at least two decades. However, Mariposa Plaza's location makes it "ground-zero" for our downtown, so in its present state the Plaza represents a missed opportunity at best — or, at worst, an unhealthy symbol of decay and abandonment. The Mariposa Plaza Activation Project will bring new life to this important site and thereby to our entire downtown.

The Downtown Fresno Partnership supports the Mariposa Plaza Activation Project, and we encourage the National Endowment for the Arts to provide Our Town program support as well.

Sincerely,

E. Kate Borders  
President and CEO



**Vongsavanh Mouanoutoua**  
Board Chair

**Brian Angus**  
Chief Executive Officer

[www.fresnoeoc.org](http://www.fresnoeoc.org)

December 20, 2012

Honorable Ashley Swearengin, Mayor  
City of Fresno  
2600 Fresno Street, Room 2075  
Fresno, California 93721

**Executive Office**  
1920 Mariposa Mall  
Suite 300  
Fresno, CA 93721  
(559) 263-1000

RE: MARIPOSA PLAZA ACTIVATION PROJECT

Dear Mayor Swearengin:

Fresno Economic Opportunities Commission (Fresno EOC) is pleased to learn of your highly innovative and competitive proposal intended to redesign Mariposa Plaza to create renewed attention and appeal along this civic center corridor. As a major tenant and anchor on Mariposa Mall you can count on our full support and cooperation as you implement this well-conceived project.

Your vision for Mariposa Plaza includes all the ingredients needed to reinvigorate the area through the strategic placement of cultural attractions, flexible and portable performance spaces, shade structures, seating, and landscape improvements to make the space more inviting and useable. These enhancements are certain to attract cafes, farmers' markets, and recreation for all ages. We're particularly intrigued by your idea of installing kinetic art on the Mariposa Mall! The results of your national appeal for such interactive art pieces at the Plaza is certain to attract attention, especially among children, and encourage increased levels of activity leading to improved health. In addition to a creative and artistic design concept, you have surrounded yourself with a number of local organizations committed to support the Mariposa Plaza Activation Project. Such cooperation and support, in addition to the investment of the National Endowment for the Arts, indicates strong support for the project.

Fresno EOC offers the support of its Local Conservation Corps (LCC) for input into the design of the project, and for assistance with demolition, followed by installation of the various amenities and art pieces planned for the site. The LCC has much of the equipment and technical expertise needed to remove existing infrastructure and install new attractive amenities on the Plaza site. And it employs at-risk youth on its crews to complete projects such as this. Through such project work these youth learn valuable construction skills and develop a sense of civic pride from the work they complete. The estimated value of Fresno EOC's contribution to this project is \$20,000, consisting of design contributions, the cost of crew labor, and use of equipment for the project.

Congratulations on the development of an exciting, innovative project plan for Mariposa Plaza! Best wishes for a favorable review of your proposal. Please do not hesitate to contact me if you have any questions about our commitment to this project.

A handwritten signature in blue ink, reading "Brian Angus", is written in a cursive style.

Brian Angus  
Chief Executive Officer

c: Shawn Riggins, Director, Fresno EOC, Local Conservation Corps





C R E A T I V E      F R E S N O

January 4, 2013

National Endowment for the Arts  
1100 Pennsylvania Avenue NW  
Washington, DC 20506

Dear Selection Committee:

Creative Fresno is proud to partner with the City of Fresno on the proposed Mariposa Plaza Activation Project.

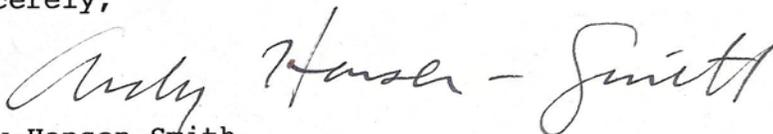
Creative Fresno was established in 2004 with a mission of encouraging knowledge workers - those with a choice of where to live and work - to move to Fresno and remain here. Fundamentally, our work seeks to create a greater sense of place in Fresno. Our projects, events and publications not only serve as creative outlets for those involved, but produce lasting, substantive improvement in community dialogue, the local economy and the built environment.

Creative Fresno believes strongly in the role of performing arts and visual arts - not just for special occasions in rarefied museums and concert halls, but as visible as possible on any given day. We are also deeply committed to downtown revitalization. The Mariposa Plaza Activation Project achieves both of these objectives and aligns perfectly with Creative Fresno's mission. We are excited that through the Mariposa Plaza project, the central crossroads for our downtown will be redesigned to make events easier to produce for organizations of limited means. We are excited that public art at the site will encourage the community to interact with the space, even when events are not happening, to keep foot traffic coming back.

While we are not a wealthy organization, Creative Fresno has committed \$5,000 in funds previously raised from community supporters for expanding public art in urban Fresno. During the project period, Creative Fresno also stands ready to promote participation in the design process broadly through its network of community revitalization supporters.

We invite and encourage the National Endowment for the Arts and the Our Town program to join Creative Fresno in supporting the Mariposa Plaza Activation Project.

Sincerely,



Andy Hansen-Smith  
Chair



January 8, 2013

National Endowment for the Arts  
1100 Pennsylvania Avenue NW  
Washington, DC 20506

Dear Selection Committee:

Univision 21 Fresno is proud to support the application by the City of Fresno and other organizations for Our Town funding for the Mariposa Plaza Activation Project.

Univision 21 is the highest-rated television channel in any language in Fresno and the surrounding San Joaquin Valley, and is an important medium for the Spanish-speaking population of central California to access local and international news and entertainment. As part of its visible role in the community, Univision 21 produces a number of major events each year, including the Mexican Independence Day and Cinco de Mayo celebrations at Mariposa Plaza on Fulton Mall. These events draw top musical talent and tens of thousands of attendees from throughout the region, sometimes making them the largest of their kind in the state.

We are excited to support and participate in the Mariposa Plaza Activation Project for several reasons. First, our staff is intimately familiar with what it takes to produce events at this site, and we look forward to contributing our ideas to the design process. Second, thanks in part to the festivals we produce and promote, our viewer base largely overlaps the community served by the Plaza. We want to make sure the activation of the Plaza maintains this amenity for the community and improves the level of comfort we can offer our festival-goers.

Univision 21 is prepared to contribute to the success of the Mariposa Plaza Activation Project by promoting participation in the design process to our viewers. While it would be premature to commit to a precise promotional schedule, the value of our commitment will be at least \$5,000.

Univision 21 Fresno is excited to see the Mariposa Plaza Activation Project unfold. We encourage the National Endowment for the Arts to support this project through Our Town.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jose A. Elgorriaga', written over a white background.

Jose A. Elgorriaga  
General Manager  
Univision Fresno



January 4, 2013

National Endowment for the Arts  
1100 Pennsylvania Avenue NW  
Washington, DC 20506

Dear Selection Committee:

The California Endowment is pleased to support the application by the City of Fresno and other partners for Our Town funds to support the Mariposa Plaza Activation Project.

The California Endowment is a private, statewide health foundation created in 1996, whose mission is to expand access to affordable, quality health care for underserved individuals and communities, and to promote fundamental improvements in the health status of all Californians. Mariposa Plaza is an important site at the heart of Downtown Fresno and The California Endowment's Fresno Building Healthy Communities (BHC) area. BHC areas encompass neighborhoods with both health and economic challenges, and are the target geography for The California Endowment's work in Fresno and 13 other California communities.

The proposed activation of the Plaza meets The California Endowment's community health goals in several ways. First the project involves the community that will use the space in the process of re-envisioning its form and function. The Endowment has been a strong supporter of community planning in Fresno, and this project continues that trend, albeit with the beneficial assistance of noted art and design professionals. Second, the project very specifically calls for the new space to be anchored by public artwork that encourages physical activity. This is important in a region where an alarming 40% of children are overweight or obese. Physical activity is a normal part of life, and the Mariposa Plaza Activation Project will help reinforce this message to children and parents alike.

The California Endowment encourages the National Endowment for the Arts to join us in supporting the Mariposa Plaza Activation Project.

Sincerely,

Sarah Reyes  
Program Manager, Central Valley

1000 North  
Alameda Street  
Los Angeles  
CA 90012  
213.928.8800  
FAX 213.928.8801  
800.449.4149

### Area Planning Context: The Fulton Mall

The [Fulton Corridor Specific Plan](#) (the “Specific Plan”) is a City of Fresno document now in draft form that will provide City policies, land use regulations, and infrastructure specifications to guide and support urban development and the revitalization of Downtown Fresno. The Specific Plan has been developed with input from roughly 1,000 members of the Fresno community and a team of nationally renowned planning experts spanning some 20 disciplines. The Specific Plan encompasses an area of almost 700 acres.

The Specific Plan’s vision and policies are strategically directed first and foremost at [revitalizing Fulton Mall](#) — historically the “Main Street” for Fresno and the region, and still easily the most densely built part of Downtown Fresno — by directing public and private investment to the Mall area. Fulton Mall today has alarming economic challenges several times more severe than those found in the rest of Downtown Fresno. Historic buildings along the Mall are 71% vacant, and studies have found that office vacancies, lease rates, retail vacancies, and taxable sales per square foot are all 2.4–3.5 worse on Fulton Mall than elsewhere in the downtown area — much of which is itself struggling across these indicators compared with the larger region. These results are consistent with those for the vast majority of pedestrian malls, believed to number some 200, that were installed in American downtowns in the 1960s, 1970s, and 1980s.

For these reasons the Mall Project is the Specific Plan’s top implementation priority. The Mall Project is a public investment by the City of Fresno in the infrastructure of the right-of-way along Fulton Mall aimed at inducing a greater level of private investment. The Specific Plan identifies several options for the Mall Project. These options range from the rehabilitation of the existing Fulton Mall landscape, and its continued operation as a pedestrian mall, to the restoration of vehicle traffic and the redesign of the space to accommodate the new mix of transportation modes. The citizens committee appointed to oversee the Specific Plan process, downtown property owners, and the Mayor of Fresno have all expressed a strong preference for the restoration of a traditional “Main Street” to Fulton Mall. The Fresno City Council will make the selection of an option for the Mall as part of adopting the Specific Plan in about one year.

The US Department of Transportation has provided \$1 million for preconstruction engineering costs, to support street restoration, on the blocks of Fulton Mall and Mariposa Mall surrounding the Mariposa Plaza. Because these and potentially other federal transportation funds are being applied to the Mall Project, the Mall Project triggers review under the National Environmental Policy Act (NEPA), National Historic Preservation Act (NHPA), and other provisions of federal law, as well as the California Environmental Quality Act (CEQA). An Environmental Assessment (“EA”) consistent with NEPA requirements will soon begin. As of the submission of this application, since EA has not yet formally begun, no public NEPA documents are yet available. The published CEQA [Notice of Preparation](#) is available online.

Germane to all of these reviews is the fact that the Keeper of the National Register of Historic Places has formally [determined that the Fulton Mall landscape is eligible for the National Register of Historic Places](#). (The Mall was not listed on the National Register because of a majority objection by the Fulton Mall property owners.) As a result of the National Register eligibility determination, the Mall is listed on the State Register of Historical Resources. The

contributing features of this resource (see [nomination text](#)) include the landscape design by noted landscape architect Garrett Eckbo, and the works of art and water features that dot this landscape over a total of 10 linear blocks of right-of-way.

The organizations partnering on the Mariposa Plaza Activation Project (the “Plaza Project”) in this application hold a range of feelings about the future of Fulton Mall. However, all of the Mall Project options under study — and indeed, the Mall’s original 1964 vision as well — envision a central role for Mariposa Plaza as a multicultural gathering and performance space. The Plaza Project partners reflected in this application agree that activating Mariposa Plaza, as proposed in this application, is essential to making this space vibrant and functional.



### About Mariposa Plaza

Mariposa Plaza (within the dashed line in the above diagram) is 1.15 acres of open space at the intersection of Mariposa Mall and six-block Fulton Mall.

Part of the Plaza area, the bottom center of the dashed area in the diagram that includes the existing oval-shaped stage platform, is a City-owned parcel which was, until the late 1960s, the site of the Grand Central Hotel at the address of 1940 Mariposa Mall. In the diagram, the lower left corner of the Plaza area is land owned by the Fresno County Economic Opportunities Commission, a Plaza Project partner. The rest of the area is part of the right-of-way of Fulton Mall and Mariposa Mall. While the particular nature and sweep of physical interventions across the Plaza area will be affected by the City Council decision about Fulton Mall, the Plaza Project will envision Mariposa Plaza as a vibrant, functional, coherent whole, and the goal of activating

the space will apply to the entire outlined area.

To understand the Plaza and its historic and cultural context, it is worth noting several of the elements marked with letters on the diagram above.

One of several plaques at the site, at Point A, commemorates California's first free-speech fights, in 1910-11, by the Industrial Workers of the World, which took place a block away. Based on this history the site around the stage and Point A is sometimes known as the "Free Speech Area" and is listed as California Historical Landmark No. 873. On reviewing this grant application, it should be readily apparent that the fundamental goals of the Plaza Project align perfectly with the legacy of public gatherings embodied by the landmark designation of this site.

Labels B and C on the diagram denote the Pacific Southwest Building and the Helm Building, respectively, both of which are listed on Fresno's Local Register of Historic Resources. The Helm Building, 10 stories tall, was Fresno's first high-rise building in 1914. The Pacific Southwest Building of 1923 was for many years central California's tallest at 16 stories, is said to be the most expensive building built in California in the 1920s, and is likely eligible for the National Register.

Points D, E, and F are the sites of three of Fulton Mall's artistic landmarks and contributing features. Label D denotes Pierre Auguste Renoir's *La Grande Laveuse*, or the Washer Woman, a 1917 bronze that is the only casting of its kind in the world that the public can touch. Label E denotes Jan de Swart's 1964 *Clock Tower*, a laminated wood centerpiece for the Mall. Label F denotes the bronze and aluminum *Big A* by Peter Voulkos, installed in 1965.

### **Timing and Triggers for Plaza Project Environmental Reviews**

The Plaza Project involves create a new landscape design and commissioning a work of public art that activates the Plaza and helps implement the vision of the design. The City believes the need for review of the redesigned landscape under NEPA and other applicable federal laws will be triggered by construction of the new landscape, and carried out in the preconstruction engineering phase, which is beyond the scope of Our Town to fund. The cost of environmental review necessary to build out the landscape designed for the Plaza Project would be incorporated into these future phases, and depending on the nature of the physical design prescriptions, may also be incorporated into the reviews occurring for the Mall Project.

While the precise nature of the new art work cannot yet be known, its introduction into the existing landscape, within in the Plaza Project period, is expected to trigger a minimal level of environmental review, particularly if it occurs outside the historically designated Fulton Mall right-of-way or is consistent with the vision of the Mall Project as adopted by the City Council before the Plaza Project period begins.



Mark Scott  
City Manager

January 4, 2013

National Endowment for the Arts  
1100 Pennsylvania Avenue NW  
Washington, DC 20506

Dear Selection Committee:

This letter is provided as Attachment 11 to the City of Fresno's application to the National Endowment for the Arts for Our Town funding to support the Mariposa Plaza Activation Project.

This Project presents ample opportunities for other funders to be involved. The City and its partners believe that the compelling outcomes achieved by this Project, and the important context in which it takes place, will garner national interest. Therefore I, Mark Scott, grant permission to share the City of Fresno's application with other funders.

Please direct all inquiries about potential involvement to Elliott Balch, the City's Downtown Revitalization Manager, at [Elliott.Balch@fresno.gov](mailto:Elliott.Balch@fresno.gov) or (559) 621-8366.

Sincerely,

Mark Scott  
City Manager



FUTURE BRT STOP

site

FUTURE HST STATION

**Mariposa Plaza Project Area**

- Fulton Mall
- Public or private investment
- Historic building
- Existing bus stop

N





Comcast

Schlitz

21  
CENTURY  
FOX

WIDE BRIMMED HAT

Payless ShoeSource



Walton Mall  
ART



Welcome

Downtown  
Fulton Mall  
W N

Estetica LA MODA  
MEN & WOMEN  
HAIR CUT  
443-0222































## Map of Project Area

The Project site, Mariposa Plaza, sits at the heart of Downtown Fresno, at the focal point of the region's freeway system (see inset map), midway between two major federal investments (the nation's first proposed High-Speed Train Station and the city's central Bus Rapid Transit stop), and at the midpoint of the six-block Fulton Mall, and is surrounded by other planned public and private investments, historic buildings, and existing transit stops.

## 11th-Floor View of Mariposa Plaza, Looking Southwest

Clock Tower (foreground) by Jan de Swart  
Clock Tower and Fulton Mall constructed 1964; photo date: February 25, 2012

The portion of the proposed Project area around the existing oval-shaped stage (at left), demarcated in this view by the break in pavement patterns and designed later than the rest of Fulton Mall (which runs left to right) and Mariposa Mall (which runs from the bottom of the photo to the top, toward the High-Speed Train Station one block beyond), makes awkward use of space, resulting in added difficulty and cost for event hosts.

## Design Challenges for Public Events

Mexican Independence Day 2011, Mariposa Plaza  
September 17, 2011

The Project proposes to improve the design of Mariposa Plaza, which currently presents challenges to both promoters and attendees of events, as demonstrated here by the need to secure and install an expensive one-time stage (separate from the permanent oval stage platform, which is used instead to support a giant, inflatable beer can) and the crowding of the audience into the little shade available to the side of the performance area.

## La Grande Laveuse, near Mariposa Plaza

Artist: Pierre August Renoir  
Executed 1917

Just steps away from Mariposa Plaza, due to an awkward spatial configuration, it is easy to miss the only casting in the world of Renoir's Washer Woman that the public may touch; the Mariposa Plaza Activation Project will seek to enhance the connection of existing and new public art assets to the reactivated Plaza gathering space.

## Downtown Fresno Partnership and City of Fresno: Cultural Event

Performers: Sarbjit Singh, Harvinder Singh, Malkiad Singh, et al.  
Sikh Dancers at First Annual Fresno Chile Festival, Mariposa Plaza  
June 18, 2011

Multicultural festivals started by Project partners in recent years at Mariposa Plaza reflect the site's broad community importance, but these kinds of cultural gatherings and events would be encouraged to occur more frequently — and accommodate more diverse audiences — through the improved design of the stage, seating, shade, and sound that this Project will design in collaboration with event promoters and the community.

## Univision and Downtown Fresno Partnership: Mexican Independence Day

Bicentennial Mexican Independence Day, Mariposa Plaza  
September 15, 2010

The Mexican Independence Day (including the nighttime Grito de Dolores, broadcast live from Mexico City, pictured here) and Cinco de Mayo festivals have called Mariposa Plaza home for many years; each brings tens of thousands of weekend visitors to Mariposa Plaza and

Fulton Mall, an audience the Mariposa Plaza Activation Project will aim to better serve, retain, and expand.

### **Downtown Fresno Partnership: Annual Christmas Parade**

December 8, 2012

In 2011 the Downtown Fresno Partnership moved the 82nd Annual Christmas Parade to Fulton Mall and through Mariposa Plaza, part of a larger trend — which the proposed Mariposa Plaza Activation Project will support — of bringing as much energy as possible to the historic “Main Street” core of Downtown Fresno.

### **Downtown Fresno Partnership: Seasonal Programming**

First-Ever Mariposa Plaza Ice Rink  
November 11, 2012

The first-ever downtown ice skating rink, organized by Mariposa Plaza Activation Project partner the Downtown Fresno Partnership, brought over 30,000 people in the 2012-13 season, part of a positive trend in new event programming at Mariposa Plaza, although the present layout of the Plaza added significant cost to constructing the rink, and forced it to be of reduced size, giving the proposed Our Town Project the opportunity to design a Plaza layout that better accommodates this use.

### **Wallace Roberts & Todd (WRT): Urban Site Reactivation**

Landscape architects: WRT; Sculptural artist: Elena Columbo  
Levitt Pavilion at SteelStacks, Bethlehem, PA  
Completed 2011

In this inspiring project by the Mariposa Plaza Activation Project design leaders, WRT played a vital role in the reactivation of the 10-acre central core of Bethlehem, PA, the former Bethlehem Steel Mill

site, which now includes multiple performance venues, plazas and parks, along with the sculptural Levitt Pavilion, an open-air stage graced by the spectacular backdrop of Bethlehem’s iconic blast furnaces.

### **Wallace Roberts & Todd (WRT): Community Design Process**

Landscape architects: WRT  
Windsor Town Green, Windsor, CA  
Completed 2003

Demonstrating a comparable public engagement effort to the proposed Project, WRT led the community process and ultimately the design (in collaboration with a local graphic artist) and implementation of the new Town Green in Windsor, CA, which sparked the revitalization of the community’s historic downtown and provided the place for a historic “timeline,” along one of the diagonal walks through the Green, telling Windsor’s story.

### **Wallace Roberts & Todd (WRT): Ecological Sensitivity**

WRT, landscape architecture; Leni Schwendinger, Light Projects Ltd., lighting designers  
Dutch Kills Green, Long Island, NY  
Completed 2012

In yet another demonstration of the landscape architecture experience that design leader WRT brings to the proposed Mariposa Plaza Activation Project, Dutch Kills Green is a 1.5-acre park that replaces a commuter parking lot with wetlands, artist-designed benches, and sculptural landscaping as part of the revitalization of Queens Plaza that transforms the previously unfriendly space into a new, vibrant gateway.

### **Pioneer Courthouse Square, Portland, OR**

Will Martin, landscape architect; photo by Isaac Hernandez, Mercury Press International  
Completed 1984

Serving as inspiration for the kind of central plaza, zócalo, agora, or “community living room” that a reactivated Mariposa Plaza could become, Pioneer Courthouse Square has proved an enduringly popular, flexible, attractive public space in Portland that accommodates more than 300 programmed events each year, ranging from large festivals to more casual, everyday uses.

### **Cell Phone Disco, Pittsburgh, PA**

Artists: Auke Touwslager, Ursula Lavrenčič, Aleš Vrhovc, Janez Jazbar, Robert Unetich  
Installed 2011

Showing the possibility of creating engaging, interactive public art on a limited project budget (in this case, \$136,000), Cell Phone Disco is a surface that translates the invisible electromagnetic field of an active mobile phone into several thousand visible lights that illuminate when a cell phone call is made or received near the installation.

### **Siemens Baobab Tree, Durban, South Africa**

Artist: Daniel Popper (b. 1983, Johannesburg)  
Installed 2011

In one well known example of a kinetic artwork installation — the type of interactive artwork envisioned for the Mariposa Plaza Activation Project — the artist created the nearly 15-meter-tall tree of pallet wood and steel, and wrapped it in 3,000 LED lights powered by solar panels and 17 stationary bicycles pedaled by visitors.

### **Piano Staircase, Stockholm, Sweden**

Artists: Frank Medlar, President and Chief Thinking Officer of Applied Creative Thinking  
Installed 2009

In videos that went viral, users of the Odenplan subway station in Stockholm one day found that stepping on these redesigned stairs produced piano tones; the result of this fun, interactive installation (which serves as inspiration for the Mariposa Plaza Activation Project) being that a reported 66% more people started choosing to take the stairs instead of the escalator.

### **The event of a thread, Manhattan, New York, NY**

Artist: Ann Hamilton  
December 5, 2012, to January 6, 2013

“Event of a thread” was a temporary installation (consisting of 42 swings, a large billowing cloth, along with live elements including readings, sound and 42 homing pigeons) that illustrates the site-specific, interactive, playful, inviting nature of the art work envisioned as part of the Mariposa Plaza Activation Project.

### **Arikidea, Minneapolis Sculpture Garden**

Artist: Mark Di Suvero  
Completed 1982

For this kinetic work — another inspiration for an interactive Mariposa Plaza installation — the artist assembled a massive structure using I-beams from demolished New York skyscrapers, which loom above and sway gently with the movement of the wooden swing suspended in the center that invites the viewer to interact playfully with the work, creating a memorable visitor experience.

### **Microphone Rack, Nashville, TN**

Artists: Franne Lee, Keith Harmon, Mac Hill  
Installed 2011

Using a project budget of just \$16,500 (well under the art work budget for the Mariposa Plaza Activation Project), three artists inspired by Nashville's rich history as a communications, broadcasting and music center created this site-specific bicycle rack for the gateway to Music Row — a quintessentially interactive installation which is now becoming a placemaker of its own as well as a favorite spot for tourist photos, and serves an inspiration for the potential of interactive public art in placemaking at Mariposa Plaza.

### **Fresno Art Museum: Placemaking Public Sculpture Installation**

Artist: Patrick Daugherty  
Work: The Learning Curve, California State University, Fresno  
Installed 2012

This work was created on the CSU Fresno campus as part of The Green Art Project, a year-long program of exhibitions, artist residencies, and public events around the theme of environmental sustainability, sponsored jointly by Mariposa Plaza Activation Project partners the Fresno Art Museum, the University, and local museum Arte Americas, demonstrating the ability of Project partners to work together to engage the community and carry out a major outdoor installation.

### **Fresno County Office of Education and Fresno Art Museum**

Work by 2,253 K-12 students from 34 Fresno County schools  
Activity: Faces of the Valley youth art show, Fresno Art Museum  
Opened April 12, 2011

Mariposa Plaza Project partners the Fresno County Office of Education and Fresno Art Museum and have reached hundreds of students each time they have partnered on arts engagement activities such as this youth art show, and, as this photo of some of the 1,700

student and adult attendees at the exhibition opening suggests, through student engagement these partners have the ability to bring thousands of adults of all ages into the design process for the Mariposa Plaza Activation Project.