

Attachment 1

Dear Honorable Mayor and Members of the City Council,

Over the past several months the chairpersons of the Public Art Installation Committee and our Curator have met with representatives from the Police Department, Fire Department, Risk Management, Community Services, Engineering, Public Works, Special Events and Fine Art Commission in order to discuss logistical concerns and to gather information to help us develop our "Arts of Palm" proposal. We have met with representatives of the Architectural, Fine Art and Recreation and Parks Commissions and the CVB.

We appreciate the time and ideas received from all those involved and are very excited about this project and how it can be an integral part of the Centennial Celebration.

We believe that the ideal Public Art Installation known as "Arts of Palm" would include twenty works of art, in varied mediums, located throughout the City. We have provided several budgets of cost estimates to provide the Council with funding alternatives. The "trees" will be both outdoor and indoor and on public and private property. The outdoor trees will be more costly because the medium used will need to withstand the elements and will be more costly to install and de-install. They will have higher visibility, but the indoor trees will also be a valuable component of the overall project.

We have made our best effort to provide a realistic cost for this project, but until locations are approved and the art pieces more clearly defined, it is only an estimate. The committee consulted with David Aepli, a specialist in art installations, to aid in developing a budget.

We understand from the various City departments that we need to be aware of weight limits over parking structures, the trees cannot interfere with utilities and the right of way, and they must above all, be safe. We have just begun to reach out to private property owners and a copy of our sponsorship form is included for your reference.

Our goal is to begin installing the trees in January 2014, allowing for a possible celebration on January 28, 2014. We would ideally start with the City Hall lawn and Burton Way and then add others making certain that pieces in participating hotels would be installed by the beginning of the summer tourist season.

We believe this project is exciting in its own right, but is also ripe with marketing potential for the City and fundraising for the entire Centennial Program. We have met with Julie Wagner of the CVB and have many exciting ideas on how we may work together.

Respectfully submitted,

Alissa Roston, Jane Liepshutz, Janice Fernandez and

ARTS OF PALM Installation Curator Kate Stern