

DRAFT LETTER OF SUPPORT FOR THE SAN PEDRO WATERFRONT ARTS DISTRICT'S PUBLIC ART PROJECTS ON GAFFEY STREET (submitted for the March 8<sup>th</sup> Stakeholder Meeting)

Dear Addressee (*see attached*)

Subject: Letter of Support for Proposed Public Art Project on Gaffey Street

In downtown San Pedro, the arts are a powerful resource for revitalization and provide physical, social, cultural and economic benefits. Our Arts District is home to a wealth of culture - over 27 active studio/galleries, fourteen family-operated (non-chain) restaurants and four live theatre venues – which far exceeds the average arts density for a community of this size. We recognize that enlisting artists as partners in community development is an effective way to build community and encourage economic growth.

The Central San Pedro Neighborhood Council supports the efforts of the San Pedro Waterfront Arts District to carry out artist-driven projects on Gaffey Street with the goal of adding color, life, and new vibrancy to this neglected major San Pedro corridor. This project will further the intentions laid out in the Gaffey Street Conceptual Plan, a part of the Mayor Garcetti's Great Streets Initiative.

Their current proposal is listed on the attached sheet. We expect this project to make a very positive impact on our community - please approve our Arts District's grant request!

Sincerely,  
CSPNC (etc)

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*Note: Two grant proposals will be submitted and this letter would be attached to both, with the appropriate project summary. This letter is needed by March 11<sup>th</sup> in order to be included in the Art's District grant requests.*



The Arts District has been a Partnership Program of the San Pedro Chamber of Commerce for the past 7 years and was created via a Community Redevelopment Agency grant in 2008. Over the past 18 months, the Arts District painted 11 DOT Boxes by professional artists and has plans to have 6 more boxes painted along Harbor Boulevard. The Arts District made a vinyl mural highlighting the work of the 4<sup>th</sup> Street Loft artists, placed on the corner of 5<sup>th</sup> and Mesa on the side of Wellington signs. In addition, the Arts District will be the sole source contractor for a mural to be painted in the Lilyan Fierman Walkway, next to the historic Warner Grand Theatre. We believe these Arts District projects add vibrancy to the area, as well as attract cultural tourism to give potential visitors more reasons to visit San Pedro's many assets.

#### **PROJECT SUMMARIES:**

**Arts Activation Fund** – Build a small scalable model for a chalk arts celebration/future fundraiser along Gaffey Street cross walks between 8<sup>th</sup> and 11<sup>th</sup> streets and in the front parking lot of the San Pedro Library. Use the vacant Fresh and Easy storefront as a temporary pop up studio/gallery, staffing and staging space for Gaffey Street projects, in collaboration with new emerging businesses, Modern Muralists and Cuts Crew. Target date for chalk arts celebration – LA Fleet Week (2016 Labor Day weekend).

**Creative Economic Development Fund** – Paint the front walls of the San Pedro Library, establishing Gaffey as an arts corridor and paving the way for additional murals in and around 9<sup>th</sup> street. Launch temporary pop up studio/gallery, staffing and staging space for Gaffey Street projects, in collaboration with new emerging businesses, Modern Muralists and Cuts Crew.

#### **ADDRESSED TO:**

1. Arts Activation Fund/Department of Cultural Affairs  
Department of Cultural Affairs  
201 N Figueroa St #1400  
Los Angeles, CA 90012
  
2. Creative Economic Development Fund,  
Center for Cultural Innovation  
244 S. San Pedro Street, Suite 401  
Los Angeles, CA 90012