

# Model City in Color

*A Public Art Proposal by R Media*

**Transforming Commerce Through Murals, Sculptures, Media, and Community Engagement**

## Overview

Model City in Color is a public art and beautification campaign designed to activate the City of Commerce through large-scale, community-forward murals, site-specific sculptures, and engaging public events. This initiative will turn blank walls, underutilized corridors, bridges, and key civic spaces into powerful visual narratives that celebrate the city's past, present, and future.

Led by R Media, the project brings together professional artists, civic partners, and local stories to enhance public space, promote civic pride, and position Commerce as an emerging art and cultural destination. In addition to vibrant murals, the campaign will incorporate interactive community events, public art installations, and opportunities for youth and resident participation—ensuring that the city's transformation is both visual and deeply rooted in its people.

To build visibility and foster public engagement, R Media will also launch dedicated digital platforms—including an Instagram account, Facebook page, and project website—to highlight artist stories, share behind-the-scenes content, and promote community events. Our team will organize and archive work from artists who have already contributed to the city and work hand-in-hand with appointed city staff to ensure consistent communication, alignment, and collaborative execution throughout the project's life cycle.

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## Campaign Goals

R Media proposes a citywide campaign that will:

- Transform city walls and high-traffic corridors with vibrant, meaningful artwork
- Celebrate Commerce's industrial legacy, its people, and its business community
- Collaborate with vetted professional artists to ensure high-quality execution
- Enhance the pedestrian experience and create landmarks that attract visitors
- Promote community engagement through storytelling, public events, and media

- Foster positive messaging for children through uplifting, inclusive art near schools and youth spaces
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## **Core Themes**

### **Legacy & Industry**

Honoring Commerce's foundation in manufacturing, railways, and logistics through powerful visual motifs.

### **People & Progress**

Highlighting community members, educators, military veterans, and changemakers who reflect the city's energy, service, and ongoing growth.

### **Culture & Color**

Embracing the diversity, resilience, and unity of Commerce's neighborhoods through bold, expressive murals and inclusive design.

### **Youth & Uplift**

Creating imaginative, inspiring visuals that promote positivity and literacy, especially around schools and family-centered areas, to empower future generations.

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## **Execution Plan**

### **Phase 1: Planning & Site Approval**

- Identify and approve walls in collaboration with City departments
- Prioritize legacy businesses, high-visibility areas, and pedestrian or transit routes
- Coordinate with property owners, business stakeholders, and city agencies

### **Phase 2: Production & Activation**

- Pair professional artists with approved walls
- Develop and approve mural concepts through a collaborative review process
- Execute murals with proper prep, permits, and equipment

- Host public unveilings, press events, and artist-led walkthroughs
  - Document each mural through high-quality video, photography, and sound
  - Share progress and completion through official social media channels and website
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## Citywide Benefits

- Visually enhances public and commercial corridors
  - Engages youth, community members, and business owners in civic pride
  - Supports a creative economy through local artist partnerships
  - Promotes Commerce as a cultural destination for visitors and tourists
  - Generates lasting media assets for tourism, branding, and public engagement
  - Delivers positive, family-friendly messaging through youth-focused murals and educational themes
  - Positions Commerce as a modern city that values art, innovation, and identity
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## Citywide Impact & Potential

Public art projects like *Model City in Color* have shown proven financial and social benefits in cities across the U.S.:

- **\$1B+ annual economic impact** in Wynwood (Miami) after mural district revitalization
- **2–4 million annual visitors** in top mural districts like Wynwood and Denver’s RiNo
- **30%–55% increase in local business revenue** during mural festivals and art events
- **20–40% increase in foot traffic** to mural corridors and adjacent commercial zones
- **5–10% rise in property values** near established public art sites

- **Every \$1 million invested in public art creates up to 30 jobs** (artists, fabricators, project managers, and vendors)
- **89% of residents report increased civic pride** after art installations
- **Youth programs tied to mural projects reduce vandalism by up to 75%**
- **Cities like Austin, TX generate \$10.5 billion annually** through the creative sector, showing art's potential as economic infrastructure

These outcomes demonstrate the powerful return on investment that thoughtful public art can deliver—economically, socially, and culturally. *Model City in Color* positions Commerce not just as a mural city, but as a forward-thinking, art-forward destination rooted in its people, history, and potential.

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## **R Media's Role**

### **Creative Direction & Curation**

Site selection, artistic vision, and thematic development, as approved by city council

### **Artist Recruitment & Management**

Contracts, budgets, timelines, concept approvals, and quality control; organization of existing artist contributions and collaboration with new talent

### **Media Production**

Professional video, photography, and storytelling for each artwork and phase; creation of dedicated digital platforms (Facebook, Instagram, website)

### **City Coordination**

Permitting, wall preparation, access logistics, jurisdictional planning (e.g., CalTrans vs. City-owned infrastructure), and ongoing collaboration with appointed City staff

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## **Compensation**

To manage creative direction, artist contracting, logistics, and media execution across multiple phases of the Model City in Color campaign, R Media proposes the following compensation structure for City review and approval:

### **Option 1: Retainer + Cost-Plus Model**



- A non-refundable **\$125,000 project retainer** paid to R Media to begin pre-production, curation, and administrative coordination
- All production costs (artist fees, equipment, materials, logistics) billed at cost **plus 28%** for project management, coordination, and delivery oversight

### **Option 2: Fixed Project Fee**

- A flat, all-inclusive fee of **\$600,000**, covering full execution of creative direction, artist management, production, media documentation, and city coordination across multiple mural phases

Both options are scalable and can be adjusted based on scope. R Media is committed to transparency, collaboration, and delivering high-quality outcomes that reflect the City's investment in culture and community.

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### **Confidentiality Agreement**

R Media respectfully requests that both parties enter into a **Mutual Non-Disclosure Agreement (NDA)** to protect sensitive project information, creative concepts, vendor/artist rosters, and proprietary processes. This agreement would ensure that all materials, discussions, and project plans shared during the development and execution of Model City in Color remain confidential and are not used or disclosed without mutual consent.