

# Lincoln BLVD Streetscape: Low Resistance - High Results Strategy

## 1. Project Goals:

1. small wins and show the community what can be done (start with something we know is feasible)
2. end of year ~12-24 murals have been created.
3. free press
4. city recognition
5. proof of concept

## 2. Making it happen:

1. ***Stick with private property first:*** Offer murals, or other private property art for free
2. ***Benefits include:***
  1. Free wall cleaning/paint work
  2. Increased street recognition from Lincoln traffic
  3. Pervasive Branding
  4. Community building
3. ***Engage Community***
  1. Community is driven by the service of community, for the benefit of the community. A little help from many people can yield much progress
  2. No public money. (Evan will fund the artists/resources)
4. ***Carefully circumvent red tape:*** Keep the city out of it as much as possible - nothing will get done an any reasonable period of time.
5. ***Speedtrack approval of art/design:***
  1. Art must be tasteful (e.g. nature, geometry, cosmos)
  2. Art must be thematic (cohesiveness, solidarity, power of numbers)

## 3. Project Completion Rate (estimate):

1. With sustained subcommittee cooperation, and a backlog of murals is available this is the expected mural output/timing:
  1. radical estimate: two murals/month
  2. conservative estimate: one mural/month

## 4. Current Progress

1. Novel Cafe is a GO!
2. Spoke to jeff @ bills liquor, and he is willing to begin iterations to paint the side of his building.
3. Kim Braun @ the city is getting back to me on the quickest way to begin painting dumpster (that may be in front of walls, for example)
4. Printing Palace is approved to begin design iterations
5. I have dozens of professional artists ready to go, and huge network in the Burning Man community that would be willing to help

6. Check out [burningmanproject.com](http://burningmanproject.com): having a call with Project Director on Friday to discuss overlap and opportunity

## 5. **The process:**

1. Sales, gather a backlog of approvals/requests for mural.
  1. Maria Rodriguez /Jeff Jarow to acquire business approvals?
  2. Carla Barrett to approve first painting?
2. Prime locations: corner buildings
3. Evan will provide the artists and manage the client/artist iteration process
4. Subcommittee will be copied on major milestones for feedback

## 6. **Finally**

1. Other art forms should be discussed in parallel, but the goal here is to get moving, and this has a quick critical path/unit for completion. Consider it, a kick-off to begin actually completing projects.
2. I hope this resonates with all of you :-)