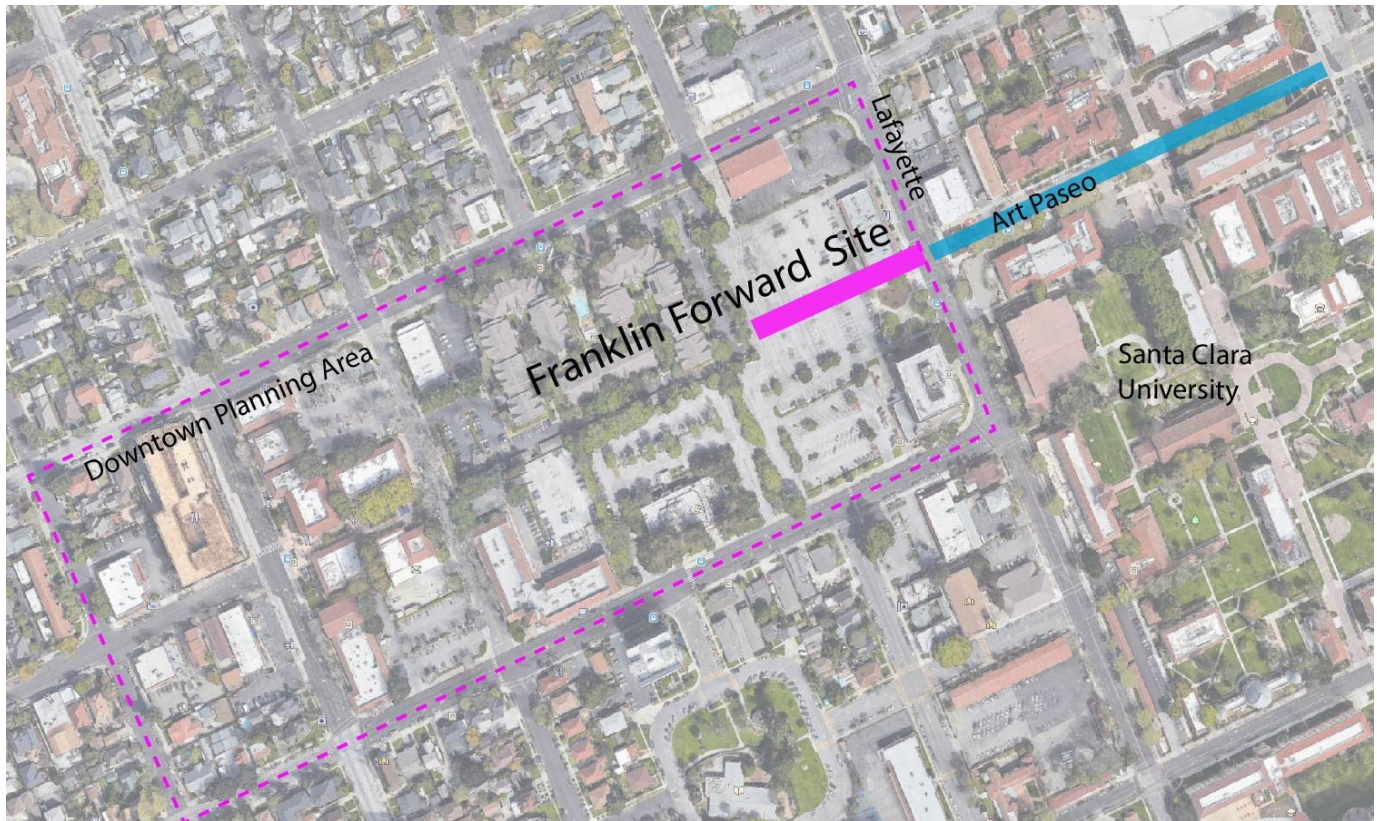


Franklin Forward: Sowing the seeds of downtown development through art and activation



Franklin Forward is a community driven art initiative to reclaim the missing Franklin Street alignment. The initiative proposes painting the 70' wide Franklin Street alignment on city owned land with street art in short term while the project is being planned with consultants and later as developer is brought on board to build the block A and B.

Goals:

1. Bring activation of downtown through tactical urbanism initiative
2. Promote Art as a key driver for downtown and inform upcoming development
3. Build community in times of covid with an outdoor activity
4. Form creative partnerships to bring art to Santa Clara

Theme: timeless and of its time.

Art to represent Santa Clara and their aspiration, rooted in history and forward looking towards a progressive sustainable innovative future.

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Strategy and steps: 6 month timeline Fall 2020 to Spring 2021

- Partnering with community groups and art organisations in Santa Clara and the region
- Establishing a independent working group
- Fund raising
- Local artist competition to design a thematic framework pattern
- All hand on deck painting festival- Spring 2021



Budget \$30k:

- Administrative and operation costs (5k)
- artist grant(15K)
- Material(5k)
- Outreach and promotion (5K)



Fundraising:

- Crowdfunding, 1500 people to contribute \$20
- Support from art commuission and cultural commission
- Art grants and funding support
- Community Grants



Seeking Partnership:

- City to allow painting on its property (Bblock A and B)
- SC Cultural Commission
- DCTF- Align goals with Downtown placemaking and identity creation
- SCPOC NPO (Confirmed)
- Triton Museum
- SCU to promote the art paseo extension and support
- ROD
- OQRA
- SPUR
- ULI
- Create SV

