



August 10, 2021

Dear Contra Costa Measure X Advisory Board:

I am pleased to submit a request of Measure X funding for an integrated arts and cultural program based in Contra Costa County.

Visit Concord, a 501(c)6 Tourism Improvement District Agency, in collaboration with Local Edition Creative, is looking to make Contra Costa County a more recognized arts and culture center utilizing an abundance of contemporary public art, creative placemaking and planning more events for the public. With the largest resident population as well as the number one employment city in Contra Costa County, Concord is the city with the most potential for a cultural transformation, with collective plans that will benefit the entire county.

It is in the wake of the economic hardship that the COVID pandemic has brought, particularly to the tourism and arts industries, a need now more than ever to find creative ways to revitalize our cities. I look forward to the positive outcome that will conclude as a result of embracing creative place-making as a crucial part of civic planning.

Concord is at the center of it all: Buchanan Field Airport, 2 Bart stations, 4 qualified Opportunity Zones, the Concord Reuse Project (2,300 acres to be developed into 13,000 housing units and 8.4 million sq. ft. of mixed-use commercial and campus uses), CSU East Bay, Concord Pavilion and most importantly, the local talent pool. Concord is the largest economic driver and home to jobs for future generations.

The attached strategic arts and cultural plan identifies the immediate needs in our region.

To support these projects, we have started a website called [Creative ConcordCA](https://CreativeConcordCA.com) as a hub to solicit and showcase local art projects.

How can Creative ConcordCA help Contra Costa County?

- Economic impact to businesses – it has been a proven strategy that the Arts and artists can play an integral role in transforming neighborhoods and redeveloping downtowns. This program can assist in revitalizing Todos Santos Plaza, Midtown, Willow Pass Road shopping centers and Monument Boulevard.
- Racial Equity and DEI initiatives – the installations provide a platform for diversity and inclusion through mural arts, community participation, performing arts and storytelling.
- Promote the Arts in Contra Costa County - The video content will be used as an art form to portray the artists and the people behind the art. Videos will be created to spotlight diverse and inclusive businesses. Inclusion Films will be provided a platform for disabled filmmakers to

display their talents, stories, and dreams. Created and produced by crews consisting of individuals with intellectual and developmental disabilities.

- Showcase emerging local and regional artists and provide a platform for them to lead group volunteer mural activities and create a public mural for the community.

How does Creative ConcordCA work with other groups?

- Engage key stakeholders within diverse businesses and communities in Contra Costa County
- Provide a platform for emerging talent and established artists
- Facilitate artist procurement and management
- Secure locally sourced equipment and supplies
- Collaborate with Contra Costa Arts Council, Concord Arts Association
- Partner with East Bay EDA, East Bay Leadership Council, City of Concord, Contra Costa Economic Development Department

How can Creative ConcordCA be paired with matching funds?

- Business and community sponsorship packages available Fall 2021
- Service and Arts groups will be solicited to provide maximum community impact
- Request grants and ARPA funds for Arts and revitalization
- The amount requested of \$ 300,000 will assist in a 2-year program. Once the pilot program is in place, other Contra Costa cities will identify that Contra Costa is "happening" and the opportunity for much more to be explored.

The Numbers – Creative ConcordCA

\$ 100,000 Local Edition Creative

Year 1

\$ 50,000 Activations

Year 1 \$ 24,000 (3 installations - \$ 10K, \$ 7K, \$ 7K)

Year 2 \$ 26,000 (3 installations - \$ 9K, \$ 9K, \$ 8K)

\$ 150,000 Performers, Marketing and Staff Hours

Year 1 and 2 Performers \$ 65,000 (10 @ \$ 6,500 each)

Year 1 Website Enhancements \$ 5,000

Year 1 and 2 Project Management & Support \$ 30,000 (400 hours)

Year 1 and 2 Contract Marketing & Staff Time \$ 50,000 (650 hours)

Thank you for your consideration in the benefits of the Arts. Should you have any questions or comments, I will be available during the August 11, 2021 Measure X Public Comment section.

Warmly,

Elaine Schroth  
CEO & President

**Prepared For:**  
Visit Concord

**Project Location:**  
Concord, CA

# Concord Cultural Programming:

*Art integrations, cultural experiences, and community engagement*



Presented by:  
Local Edition Creative



# EXECUTIVE SUMMARY

In the wake of economic hardships that the COVID pandemic has brought to certain sectors of industry, particularly small businesses, tourism and hospitality industries, there's a need now more than ever to find creative ways to revitalize cities. We believe The City of Concord would benefit from public art experiences to rejuvenate and refresh how residents and visitors alike experience Concord's community and its cultural offerings.

The benefits of public art experiences are measured beyond an economic tally, there's an important emotional and mental well-being aspect by providing a creative and diverse body of visual and performing arts to the public. The exposure to a wide matrix of art created by a diverse group of artists can help people feel less isolated and more represented as an important part of society and their community. This is especially impactful for the youth in the community.

There are quite a few cities across the nation embracing creative place-making as a crucial part of civic planning. Cities that have been early adopters to funding public art and place-making have created case studies. The results of those having been studied and published have overwhelmingly concluded a net positive outcome for their communities<sup>1</sup>.

This document will go over a few different tactics that we propose should be a part of an overall strategic arts and culture plan for Concord's revitalization and ongoing programming strategy. Our team at Local Edition Creative will serve as a strategic partner in bringing this project to life. We have expertise in art curation & production, experiential marketing, and creative place-making and work with a diverse group of stakeholders ranging from large property developers to city planning committees to small business owners.

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<sup>1</sup> [https://sarasotaarts.org/wp-content/uploads/2017/02\\_FL\\_GreaterSarasotaBradentonArea\\_AEP5\\_CustomizedReport.pdf](https://sarasotaarts.org/wp-content/uploads/2017/02_FL_GreaterSarasotaBradentonArea_AEP5_CustomizedReport.pdf)  
<https://repositories.lib.utexas.edu/bitstream/handle/2152/32867/GOODRUM-MASTERSREPORT-2015.pdf?sequence=1&isAllowed=y>

# EXECUTIVE SUMMARY, CONT.

Here is what we propose for Concord, California:

1. **Visual Arts** - Identify 8-10 public wall spaces in and around Todos Santos Plaza, as well as at least one large highly visible 680 freeway location for contemporary murals to be installed in late Summer or early Fall of 2021. These contemporary murals act as beacons to the public that Concord is “happening”, signaling there is much to be explored in the city. Murals and other interesting contemporary art installations attract a wide range of people to come view and also take pictures to post on social media, thus providing Concord with additional free, authentic and organic marketing.
2. **Community Participation** - As the professionals are creating their murals, we will also create opportunities for emerging artists and volunteers to participate in the experience. Identifying an additional four wall spaces that are also publicly visible but not necessarily in the same proximity to the professional murals allows us to spread out the public art to a wider radius and engage community volunteers in the process.
3. **Performing Arts** - Todos Santos Plaza has a perfect setting for music, dance, poetry, etc. to take place Thursdays-Saturdays. As with the visual arts, concentrating the talent to Concord, East Bay, and Bay Area will showcase local artists singers, musicians and dancers and help thread the visual arts, performing arts and culinary arts together. Todos Santos Plaza can be viewed as the epicenter of Contra Costa County’s arts scene.
4. **Storytelling** - The video content that can be captured and shared from all of these above elements is in itself an art form and important storytelling. Documenting these exciting things and sharing the content is a must. It’s the way to show, not tell what refreshing art and cultural happenings are afoot in The City of Concord. Being able to showcase not only the visual and performing arts Concord is supporting, but the actual people behind the art. It’s also a way to start incorporating local small businesses into the story.



## EXECUTIVE SUMMARY, CONT.

These basic concepts are already being implemented in cities across America and, although every city has their unique challenges, by no means is this approach out of the reach for Concord to enact in 2021. Ideas such as these have a way of gaining momentum and traction as they pick up more support from the public, investors, and other stakeholders that understand what an investment this would be in the community.

Local Edition brings some solutions and great experience to benefit this process, but for this project to be successful entails collaborating with a larger, extended team that consists of city personnel and partners, each with their own expertise and passion for the project.

We're excited to partner and collaborate with numerous stakeholders and see this as a very special opportunity. Local Edition has worked within numerous Bay Area cities and we see great potential in Concord to build a destination for day trippers, travelers, and explorers looking for something and somewhere new. Everything we consider for this partnership is weighed by how much leverage and synergy we can obtain from each component working with the other components in tandem. In other words, how does everybody involved benefit collectively by bringing the vision to fruition.

The remainder of this document will add some additional context to this summary.



## **CULTURAL PROGRAMMING STRATEGY**



## PROFESSIONAL MURAL INSTALLATIONS

We've identified 8-10 key spots where professionally rendered murals would be well suited for impact. We'll use a mix of Concord artists and other Bay Area artists, putting the emphasis on Concord, Contra Costa, and Alameda County based muralists. Once the artists have been selected and approved by Concord, Local Edition Creative will manage the process of agreements, design comps, payments, production timelines, and installations. Making this more press-worthy, we can plan for the art installations to stagger over an entire month, thus prolonging the buzz from media, investor stakeholders, and the general public. This will also allow for restaurants or other local vendors to offer specials during this month to entice a greater exploration of Concord.

Another potential leverage point is to identify restaurants to partner with the muralists and make a special cocktail or menu item as a specially priced, limited offering for customers during the art month. For example, we partner a Mexican restaurant with local muralist Urban Aztec to create the "Urban Aztec Margarita". This would be a pretty fun tie-in to help promote the restaurants and drive foot traffic into their establishments.

One additional element we can explore is having the artists create limited prints from their design to have for sale at a pop-up location. There's also the option to have each artist give one print of their design for a "Free Art Friday Drop". This is when the artist places their artwork in a hidden spot in a public place and posts video and photos on Instagram for followers to find. First person to find it gets to keep the art.





## COMMUNITY ENGAGEMENT

An important step to warming people up to community happenings is giving them an opportunity to be a part of it. We have thoroughly tested out this strategy since 2016 with the nonprofit charitable organization we're a part of, Three Thirty Three Arts (formerly Dragon School). The primary function of 333 Arts ([333arts.org](http://333arts.org)) is to showcase emerging artists and provide a platform for them to lead group volunteer mural activities. It's also an opportunity to bring various types of people together to create a public mural for the community. Ultimately the process is even more important than the artwork left behind as a byproduct of these activities. We've done dozens of these in various cities all with outstanding results.

We'll identify some buildings and locations (ideally small businesses like retailers, markets, etc.) that can be activated with group participation murals via Three Thirty Three Arts. When we secure 3-4 spots, we can plan these activities on continuous Saturdays during the same month as our mural blitz. Participation in these sessions is free for volunteers and there are no artistic requirements to join. It's a very popular program that we've created from the ground up and will be funded by 333 Arts, so this cost will not come out of the professional mural budget. It's a huge added value.

This program deepens community ties by allowing local small businesses to sponsor the sessions for a very nominal donation, which lowers their barrier to entry and gives them some marketing/advertising as well as community clout.



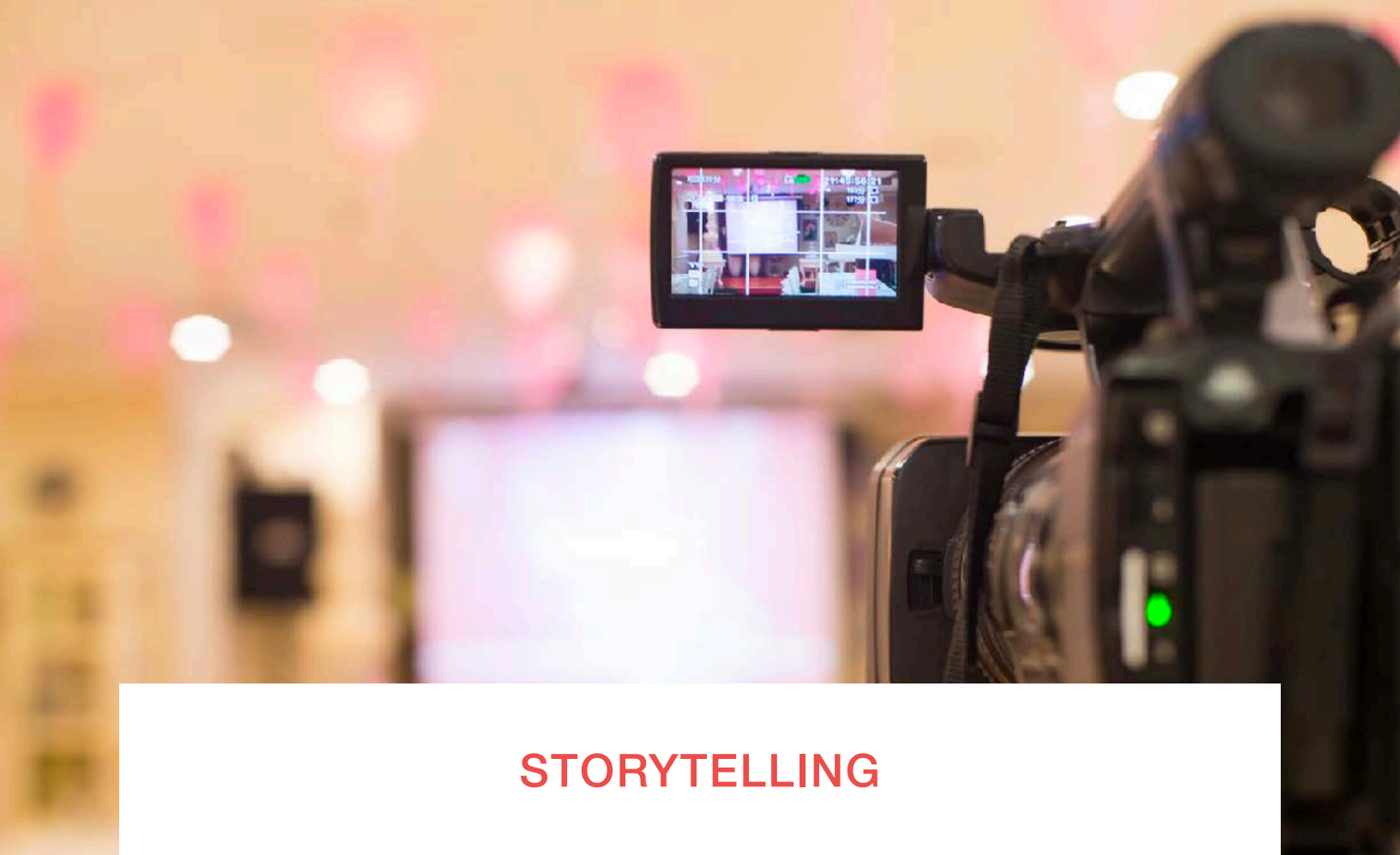
## PERFORMING ARTS

If singers, musicians, dancers, poets, etc. were booked during the weekend through the month of the mural activations, you can understand how this really creates an exciting atmosphere where people will want to come from all over the Bay Area to enjoy all of these happenings.

The park/square in Todos Santos Plaza already has infrastructure to accommodate this. Focusing on local, Concord performing arts of course, but any Contra Costa County entertainment should be considered if it helps increase the diversity of the acts.

This is an element of the overall plan that we would ask other stakeholder partners to manage, although Local Edition would of course help collaborate on building out a cohesive plan and schedule to coincide with the art installations.





## STORYTELLING

A)

Storytelling of the professional art process by highlighting each of the artists would be a great addition to heighten awareness and garner excitement about the installations. The primary storytelling medium would be short videos that can be shared across multiple media platforms, ideally using footage from the entire program to create a master video compiled of all the excitement happening in Concord. Of course, photography will be important to capture additional content for online and print media. Local Edition Marketing can provide these elements as it's part of the scope of work we often handle.

B)

We would also suggest to capture moments from the community engagement portion in this same manor as above, video and photos.

C)

Getting content from musicians and other performing arts activities in Todos Santos Square is also greatly important. This shows that it's truly an arts and cultural extravaganza Concord is building.

# ESSENTIAL INGREDIENTS

## Creative Content

Storytelling through high quality videos and photographs is of utmost importance for furthering engagement and excitement. Videos highlighting processes, personal stories, etc. are not only entertaining, but they also build an emotional connection. Creating engaging content should never be overlooked. Sharing that content timely through the right platforms is essential.

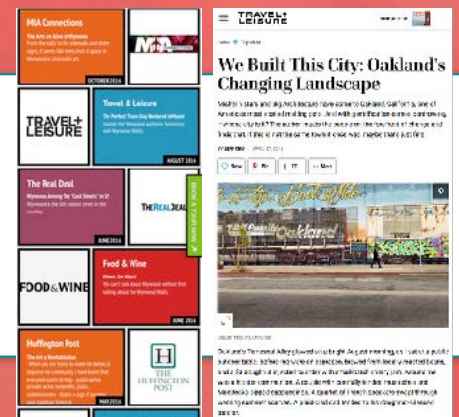


## Dynamic Microsite

An engaging, easy to navigate website is not only a must, it's expected for these types of activations. Having a site that tells more about the activities and where/when they'll take place will engage those considering visiting while also properly highlighting all the city has to offer, thus benefiting local businesses.

## Media

Utilizing the press as much as possible will help spread awareness and interest. Maintaining constant communication with local and national journalists is a vital element to promoting the activations. Additionally, having frequent new integrations or happenings will organically create interest from the press - "build it and they will come".







## ABOUT LOCAL EDITION CREATIVE

# ABOUT LOCAL EDITION CREATIVE

Local Edition Creative is a San Francisco Bay Area based consortium that is art-centric, meaning we have a focus on art curation, fabrication, installations and engaging experiences. We work with private companies, cities, hospitality groups, real estate developers, and tourism organizations to plan and implement arts & culture experiences for all to enjoy.

With a combined 25 years in the marketing and creative fields we are in a unique position to facilitate great artistic campaigns and projects for our clients. Our portfolio consists of creative work for big brands, small businesses and start-ups, as well as community-based integrations. We bring expertise and deep knowledge on strategy, design, and execution.

Strategy is the foundation of every project we do, starting with an understanding of our client's objectives as well as the environment in which the experience will be located. Set and setting is key. No project is identical, nor treated as such.

We're a unique company. You'll be hard-pressed to find another business that does what we do with the expertise and dedication we bring to the table.

[www.localeditioncreative.com](http://www.localeditioncreative.com)

## WE'VE WORKED WITH

Marriott

Square



Dodgers

VISIT  
Oakland



TEQUILA  
Mi CAMPO



trellis



TMG  
PARTNERS | TMC



MADISON PARK

SONY



CI&T





# SERVICES

## STRATEGY

Experiential Campaign  
Development

Creative Direction

Storytelling

Brand Positioning

Metrics

## CREATIVE

Art Curation +  
Art Production

Graphic Design

Ideation + Concepts

Videography +  
Photography

## EXECUTION

Full-service, Turn-key  
Production Services

Management of All  
Production Logistics

Fabrication of Custom  
Artworks & Displays

Installation

## ENGAGEMENT

Promotion + PR  
Integration

Audience Engagement

Content Creation





## Project Management

Local Edition will be your team's primary point of contact for all project communications regarding visual arts. We'll manage the entire process including art/artist curation, project coordination, production timelines, insurance, contracts, and artist and vendor payments.

## Artwork Curation

Our agency has an extensive network and established relationships with many artists. We also have a few in-house artists and designers. Upon combining our internal team with a selected network of artists, we'll come up with nice variance of styles to help create a visual experience for Concord that aligns with the city's identity.

## Creative Design

Our team will drive the creative process. We'll define the artistic direction per project based on criteria we've established through conversations with your team. From there we'll work together with the artist(s) and provide the guidelines for the creative design comps. Design comps will be provided to the stakeholders for final approval and sign-off prior to artwork installation.

## Capturing The Process

We have a team of filmmakers, videographers, and photographers. For videos and films, our team creates the storyboards and coordinates all of the pre and post production processes. We have the ability to capture interesting and relevant content that's engaging and highly useful for marketing and PR.

## Influence

In addition to our media contacts, we'll utilize our substantial network of artists, artisans, event producers, culinary, community leaders, etc. as modes for creating additional leverage of interest in the ongoing happenings of Concord's art and culture scene.





## *Closing thoughts -*

This document provides a blueprint and by no means is an exhaustive list of ideas and tactics, but it defines the core of what will be a successful start to developing a cultural arts program for Concord to help revitalize the city post-COVID and potentially be an ongoing or annual event. This strategy will attract many people from surrounding cities and other surrounding counties.

The timing is excellent! People are anxious to start getting out as the pandemic is less of a threat; however, it's still something that can be experienced safely should distancing mandates still be in place. It's also a perfect opportunity to reveal Concord as an alternative to nearby cities such as Oakland, Walnut Creek, and Berkeley that offer a lot in terms of cultural, art, shopping and entertainment.

One final element for consideration to help anchor Todos Santos Plaza as the epicenter of the excitement is by installing a contemporary structure or structures. There are numerous such "Burning Man" installations available in the Bay Area that are suitable for this, many with lighting elements that would illuminate the night. Golden Gate Park in San Francisco recently featured an installation called "Entwined". Local Edition Creative can curate temporary sculpture/structure installations if this is something of interest now or at a later time, such as during the holidays.

Our goal with this document is to generate excitement for the possibilities of integrating a dynamic arts and cultural experience that many would enjoy in Concord. Hopefully this has generated ideas of your own to add. We're committed to being a great partner on this project and we're excited to be a part of making it happen!

- Local Edition Creative

**THANK YOU!**



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# PUBLIC ARTWORK PRODUCTION PROCESS

Below is an overview of how the process of producing the artwork typically will flow, from the creative process through post-production.

## Pre-Production -

### Step 1: Determining Artwork Locations and Artists

- Confirming the wall spaces in and around Todos Santos Plaza and desired installation timeframe
- Reviewing and approving the proposed artists for the project

### Step 2: Creative Comps

- Artwork sketches or digital designs by each artist will be provided to the review team. These may be delivered as rough sketches (for 1<sup>st</sup> round of comps).
- Up to three edits are allowed per creative comp. Typically, by the third round the review team has approved the final designs.
- Agreements will be provided to each participating property manager/building owner confirming their approval of the artwork to be installed and copyright terms.

### Step 3: Preparation

- Upon approval of the final mural designs and execution of the agreements with the building owners/property managers, we will begin final preparations for installation. This includes purchasing paint and supplies, securing lifts/scaffolding if needed, and confirming the install date(s).
- If needed, we'll request the building manager(s) have the wall pressure washed several days prior to mural installation. A primer base coat may need to be applied to the wall dependent on current surface material and conditions.

## Mural Installation -

Weather permitting, the mural installation will commence on the confirmed dates. Following mural installation, a clear coat UV protectant may be applied.



## CLIENT SERVICES AGREEMENT

### EXHIBIT "A" SCOPE OF WORK

#### **Understanding of the Assignment**

Local Edition will create, produce, and execute a month-long public art installation event located in Concord, CA anticipated to take place throughout the month of June 2022 (the "Project").

#### **Roles/Responsibilities**

Local Edition will provide the following Project services:

- Project website design & logo design
- Budget outline based on a sponsorship fundraising goal of at least \$100,000
- Artist procurement and management
- Project & sponsorship timeline development
- Work with Client to determine the Project schedule and artwork installation locations
- Assist Client with sponsorship package development and sponsorship outreach
- Scheduling and logistics of the Project, including correspondence with Client and local businesses for approvals and permits
- Draft and execute agreements for each location receiving a mural
- Provide feedback and recommendations on tactics that will define best practices for future Project activations
- Provide dedicated personnel for management, production and oversight of the Project

Client will provide the following Project services:

- Hosting of event website; full access will be provided to Local Edition for design and updates
- Collaboration with Local Edition on Project planning and execution
- Collaborate with Local Edition on sponsorship package development and sponsorship outreach
- Draft and execute agreements with sponsors; sponsorship management & communication
- Collect Project sponsorship funds and distribute the funding to Local Edition
- Liaise with City personnel on Project communications, permits, and approvals

#### **Timeline**

- **Mid-August 2021:** Agreement signed & Phase 1 payment received
- **September 2021:** Project Design & Planning (approx. 4 weeks' timeframe)
- **October 2021:** Begin sponsorship outreach
- **May 2022:** 100% of sponsorship funding goal reached
- **June 2022:** Project launch

#### **Other Expenses:**

Please note any of the following additional elements are not included in our Program budget and, as applicable, will be invoiced to Client with prior approval:

- Website design - \$3,000 (estimated)
- Logo design - \$2,000 (estimated)
- Design & printing of any Project literature or signage materials





## CLIENT SERVICES AGREEMENT

### EXHIBIT "B" PAYMENT / FEE SCHEDULE

By signing this Services Agreement, the Client agrees to the following budget expenses and payment schedule:


#### PAYMENT SCHEDULE -

- Phase 1 – Website Design, Logo Design, Building Owner Outreach (\$12,000)
  - Due upon signing of agreement (non-refundable)
  - Work will begin once payment is received
  - Dedicated Hours:
    - We estimate this phase will take approximately 50 hours
- Phase 2 – Artist Curation & Artwork Design Comps (\$20,000)
  - Anticipated to be due by December 15<sup>th</sup>, 2021
  - Payment for this phase is non-refundable
- Phase 3 – Pre-Production (\$35,000)
  - Secure artists, equipment, supplies, etc.
  - Anticipated to be due by April 15<sup>th</sup>, 2022
- Phase 4 – Production (\$20,000)
  - Anticipated to be due by June 1<sup>st</sup>, 2022
- Phase 5 – Post-Production (\$13,000)
  - Anticipated to be due by July 15<sup>th</sup>, 2022



## CLIENT SERVICES AGREEMENT

### EXHIBIT “C” SPONSORSHIP FUNDING TIMELINE

 <b>Creative Concord - Event Sponsorship Sales June 2022 Launch Timeline</b>				
PHASE I - CONTRACT	RESPONSIBLE	DATE	STATUS	NOTES
Invoice sent to VC for \$12,000	Local Edition	7/1/21	PAID	
Agreement delivered to Visit Concord	Local Edition	7/19/21	complete	
Revisions/Edits Completed	Visit Concord	8/6/21	complete	
Agreement delivered to VC for final review and signature	Local Edition	8/13/21	complete	
Fully executed agreement complete	ALL	8/20/21	complete	
Deposit received by Local Edition	Visit Concord	8/27/21	complete	
PHASE II - PLANNING	RESPONSIBLE	DATE	STATUS	NOTES
Project kickoff meeting (conference call)	ALL	9/8/21		
Begin website & logo design	Local Edition	9/9/21		
Update sponsorship levels & draft sponsor agreement	Local Edition	9/9/21		
Website & logo design review	ALL	Week of 9/27/21		
Website & logo revisions	Local Edition	Week of 9/27/21		
Website & logo complete	ALL	10/8/21		
PHASE III - SALES	RESPONSIBLE	DATE	STATUS	NOTES
Begin sponsor outreach	Local Edition/VC	10/11/21		Divide business list between VC and LEC
Begin bi-monthly status updates	Local Edition/VC	11/1/21		Update on sponsor outreach
25% of sponsorship funding	Local Edition/VC	12/1/21		% pledged deposit received (to include City of Concord, Chamber of Commerce)
40% of sponsorship funding	Local Edition/VC	2/1/22		% pledged deposit received
70% of sponsorship funding	Local Edition/VC	3/15/22		70% secured is enough to activate 8 murals
100% of sponsorship funding	Local Edition/VC	5/1/22		100% payment received from sponsors
*We should continue to raise for the possibility of a few sculpture installations for Todos Santos Plaza				30% overage goal for “art park installments”
PHASE III - PRODUCTION	RESPONSIBLE	DATE	STATUS	NOTES
Collaborate on sponsor deliverables & requests	ALL	2/1/22		Ongoing thru launch to ensure sponsors needs are met and accommodated
Creative Concord Launch	ALL	6/1/22		Month-long activities schedule
PHASE IV - POST PRODUCTION	RESPONSIBLE	DATE	STATUS	NOTES
Thank you email follow up to sponsors	VC	7/15/22		
Project recap delivered to sponsors	ALL	8/15/22		
Begin outreach for securing sponsors for Creative Concord 2023	ALL	8/15/22		



## CLIENT SERVICES AGREEMENT

### EXHIBIT “D” PROJECT TIMELINE

CREATIVE CONCORD INITIATIVE - JUNE 2022 // LOCAL EDITION CREATIVE

#### PROJECT TIMELINE (ESTIMATED DATES WILL ADJUST AS NEEDED THROUGHOUT THE PROJECT)

PHASE I - PRE-PRODUCTION	RESPONSIBLE	DATE	NOTES
<b>Engage Local Edition</b>	<b>Visit Concord</b>	<b>7/01/21</b>	
Invoice for project deposit & draft agreement	Local Edition	7/01/21	
Agreement delivered to Visit Concord for review	Local Edition	7/19/21	
Agreement revisions/edits completed	Visit Concord	8/06/21	
Agreement ready for final review and signatures	Local Edition	8/13/21	
Agreement fully executed	ALL	8/20/21	
Project deposit payment due to Local Edition	Visit Concord	8/27/21	
Website & logo design begins	Local Edition	September 2021	
Website & logo design complete	ALL	10/08/21	
Building/business owners & Sponsor outreach begins	ALL	10/11/21	
2nd payment due to Local Edition	Visit Concord	12/01/21	
Curate artists and create presentation deck	Local Edition	Dec. 2021	
<b>Present deck of suggested artists to Concord team</b>	<b>Local Edition</b>	<b>Week of Jan. 10th, 2022</b>	
Feedback on suggested artists provided to Local Edition	Visit Concord	Week of Jan. 24th	
Additional artists presented if needed	Local Edition	Week of Jan. 31st	
Approval of selected artists provided to Local Edition	Visit Concord	Due by 2/08/22	
Confirm selected artists for the project	Local Edition	2/11/22	
<b>Artwork design comps in progress</b>	<b>Local Edition</b>	<b>2/14/22-3/04/22</b>	
Design comps presentation to Concord Team	Local Edition	Week of March 7th	
Feedback on design comps provided to Local Edition	Visit Concord	Week of March 21st	
Design comp revisions if needed	Local Edition	Week of March 28th	
Press/PR begins	<b>Visit Concord</b>	<b>Week of April 4th</b>	
Design comp revisions presented to Concord Team	Local Edition	Week of April 4th	
<b>All artwork design comps approved</b>	<b>Concord Team</b>	<b>4/15/22</b>	
3rd payment due to Local Edition	Visit Concord	4/15/22	
Artwork installation agreements sent to building owners	Local Edition	Week of April 18th	
<b>Signed artwork installation agreements due to Local Edition</b>	<b>Local Edition</b>	<b>5/13/21</b>	
PHASE II - PRODUCTION	RESPONSIBLE	DATE	NOTES
Mural supplies ordered	Local Edition	May 2022	Paints, lifts, etc.
4th payment due to Local Edition	Visit Concord	6/01/22	
<b>Creative Concord Initiative Activates (mural installation, music, etc.)</b>	<b>All</b>	<b>6/01/22-6/30/22</b>	<b>Throughout the month of June</b>
Final payment due to Local Edition	Visit Concord	7/15/22	
PHASE III - POST PRODUCTION	RESPONSIBLE	DATE	NOTES
Video editing	Local Edition	7/05-7/29	
Final video shared	Local Edition	Week of Aug. 1st	