



STAFF REPORT

TOWN COUNCIL MEETING OF FEBRUARY 9, 2016

To: Town Council

From: Town Manager, Chamber of Commerce

Subject: Town Branding Program- Building Wall Murals

Date: January 28, 2016

RECOMMENDED ACTION:

Approve a community grant to the Loomis Chamber in an amount not to exceed \$20,000 for the painting of 10 building murals.

DISCUSSION/BACKGROUND:

Strategic Direction #3 of the Town Council Strategic Plan calls for the branding of Loomis. At the August 11, 2015 Town Council meeting, the Council approved the "Historic Fruit Label" branding concept presented by staff and the Chamber.

REQUEST:

The Loomis Chamber is requesting a community grant not to exceed \$20,000 for the addition of 10 new building wall murals through Town. The proposed locations are shown in the attached presentation.

CEQA:

This item is exempt from CEQA.

FINANCIAL IMPLICATIONS:

Funds will come from Fund 319.200 – CDBG Revolving funds. The fund currently has \$194,000 available.

Discover Loomis

PRESENTATION BY:
TOWN STAFF,
TOWN OF LOOMIS
and
ECONOMIC DEVELOPMENT
COMMITTEE,
LOOMIS BASIN CHAMBER
OF COMMERCE



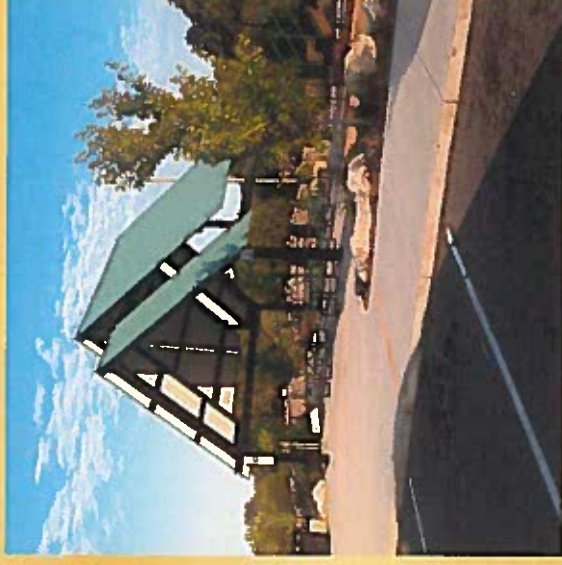
OUR GOAL IS:

To create a unified brand to promote the Town of Loomis as a distinctive destination providing a unique small town shopping and dining experience while honoring and capitalizing upon our historical agricultural heritage.



The Mission

To build our branding around the historical fruit packing labels originating from the Loomis area through the creation of a walking historical loop. Capitalizing and building upon the existing 5 fruit packing label murals and the Blue Anchor Park and history plaque while adding additional murals and expanding the use of the packing labels in streetscape, signage, marketing materials, events and shop local campaign.





Blue Anchor Park Historical Panels



Walking Loop of Historical Panels & Fruit Label Murals

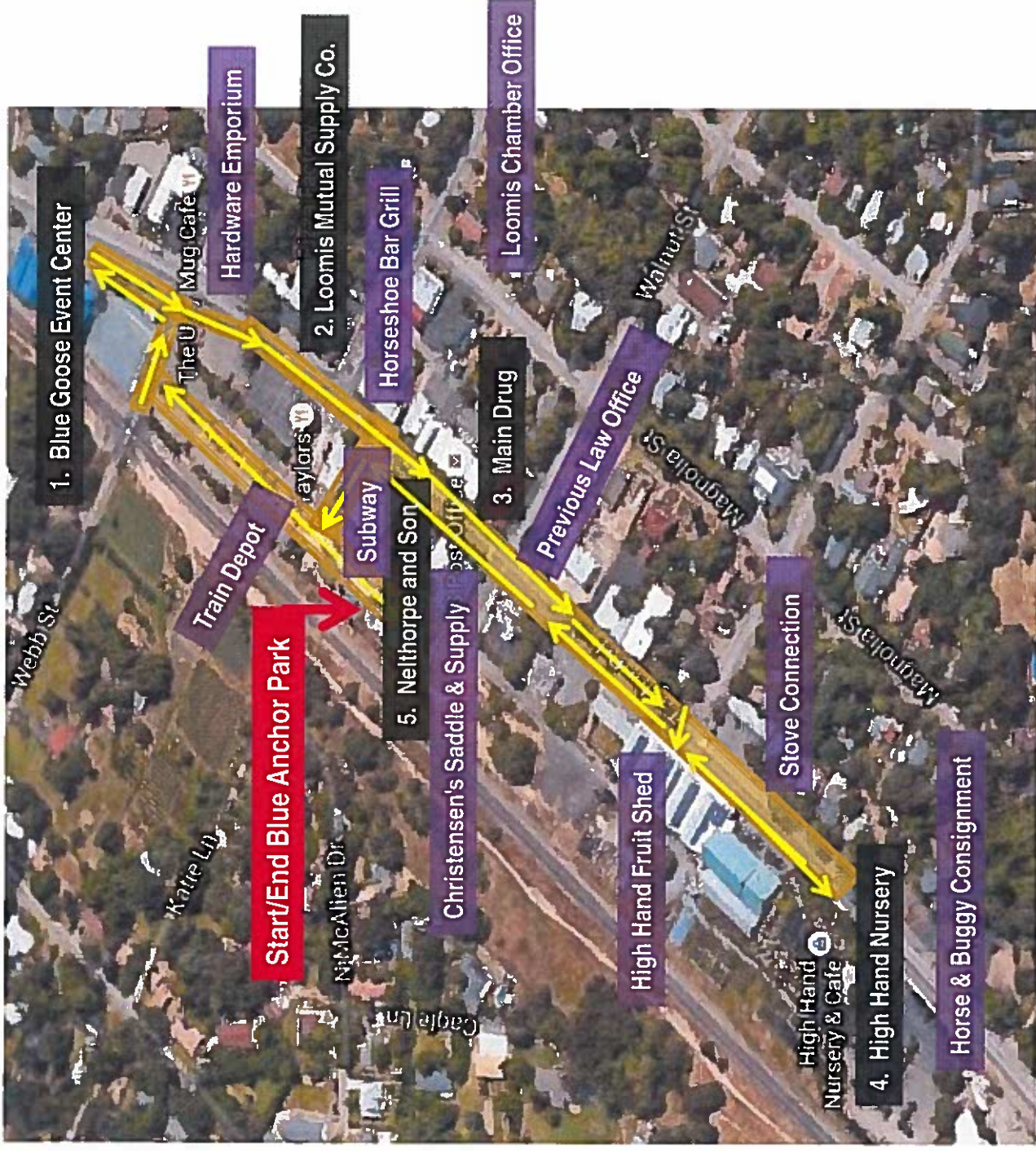
- Mural Pricing Breakdown:**
- 1. Location & Footage**
 - 2. Cost of Materials**
 - 3. Difficulty of Design**

We Estimated an approximate cost of \$2,000.00 per mural

Total Costs: \$20,000 For 10 new Murals

Future items to be requested:

**Light Pole Flags
Side Walk Art**



Horseshoe Bar Rd. & Doc Barnes Dr.
Loomis Basin Chamber Office



Taylor Rd. & Webb St.
Hardware Emporium



Taylor Rd. & Oak St.
High Hand Fruit Shed & Previous Law Office



Train Depot



Taylor Rd. & Horseshoe Bar Rd.

Subway & Horseshoe Bar grill





Taylor Rd.
Horse & Buggy Consignment

Oak St.
Christensen's Saddle & Supply



Taylor Rd.
Stove Connection

