



Anza Park Mural Proposal

1020 N Kitchen St.

Nogales, AZ 85621

1,200 square feet

Prepared for: Mayor Maldonado and Nogales Arizona Parks and Recreation

Prepared by: Aissa Huerta, Art Director, Border Youth Tennis Exchange

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Border Youth Tennis Exchange

BORDER YOUTH TENNIS EXCHANGE (BYTE)

-BYTE is a cross-border youth development organization that offers tennis, art and academic classes on both sides of the US/Mexico border in Nogales Arizona and Nogales Sonora Mexico.

-Each BYTE student-athlete is an international grassroots ambassador, whose dialogue, curiosity, and positivity create resilient local communities that are examples for how countries can interact.

-BYTE partners with Nogales Arizona Parks & Recreation to offer weekly tennis and academic classes at the Anza Park playground

EXECUTIVE SUMMARY

The stories told about the border are often narratives that highlight the atrocities of the physical line and not the vibrant and beautiful communities that surround it. To the members of Border Youth Tennis Exchange and local artists in the community, it is crucial that we rewrite this prejudiced and destructive narrative and ensure that the stories told are reflective of the rich culture and close-knit community that is Ambos Nogales. Vibrant and engaging public art can transform listless community spaces into thriving public destinations and can also provide first-hand narratives from community members.

Murals are fast and inexpensive solutions that require relatively low ongoing maintenance costs and require less time and money than other beautification projects. A concentration of murals will add color, visual interest, character and a unique sense of place. Public art becomes a collaboration between the community and the artist while reinforcing and amplifying the character that is already part of the community- telling a completely new story.

Since 2017 BYTE has hosted year-round sports and enriching programming at the Anza Park Tennis Courts. A partnership with Nogales Parks and Recreation provides court reservation and access to inventory storage at the facility. Over 120 Children participate in BYTE's Anza Park Program annually and it also hosts first employment opportunities to local Nogales High School students through an SCC Youth-Force development initiative.

As part of its commitment to supporting local community development and well-being, BYTE proposes to enhance the Anza Park tennis courts and playground with a stunning collaborative public mural and youth-led community Art in the Park initiative. The public display will incorporate history, landscape and personal narratives that exemplify the heart and spirit of Ambos Nogales. This move to beautify Anza Park will highlight the importance of art in our daily lives and will create a space for public play and tourist engagement that can promote safety, culture and positive community expression.

BYTE's proposal aligns with larger municipal efforts to use murals and public art as integral components in city revitalization. Artistic revitalization of Anza Park can be a further propellant in this community effort to use art to transform border narratives and enhance relationships between the two sister cities.

BYTE's commitment to public art is evident in the courses it offers at no cost to youth in the community. This spring's Art Smarts course will be titled "Art in the Park". It will teach Mural History and Technique in the classroom and will culminate with students painting murals on the auxiliary retaining walls of Anza Park that are cohesive in theme and color palette with the work of the professional artists. These renovations will take place in collaboration with the Parks and Recreation Art in the Park initiative to beautify and revitalize city parks with murals and public art installations, an ongoing effort that BYTE hopes its efforts will support.

BYTE requests funds to support the repair and preparation of the wall, the rental of lift equipment, and stipends for compensating local professional artists. BYTE commits to completing all the work and project oversight, while also amplifying the impact through auxiliary, student-led creations that would be free to the city. Working in collaboration with BYTE, Nogales Parks and Recreation will be able to realize a significant portion of their Art in the Park initiative while avoiding larger costs associated with hiring professional artists to complete the work.

PROJECT TIMELINE

	PHASE 1	PHASE 2
Contact Local Artists	June 2022	January 2023
Collaborative Design Meeting	July 2022	February 2023
First Round of Designs	August 2022	March 2023
Feedback	September 2022	April 2023
Final Design Delivered	October 2022	May 2023
Formal Proposal	January 2023	August 2023
Wall Resurfacing/Priming	February 2023	N/A
Artists Deposits paid, Lift Rental Secured, Materials Acquired	February 2023	September 2023
Mural Painting Process Begins	March 2023	October 2023
Mural Unveiling Event	May 2023	December 2023



The 1,200 square foot wall as it currently appears behind the tennis courts at De Anza Park.

Each artist will be responsible to design and paint their 300 square foot quadrant.

PROJECT DESCRIPTION

The mural at the Anza Park Tennis Courts will be a collective endeavor of four local artists from Nogales, Arizona/Sonora, supported by a dedicated group of youths being mentored in BYTE's year-round art education program. The collage of art pieces will serve as a testament to the uniquely creative culture, strength and unity that abounds in this bi-national community.

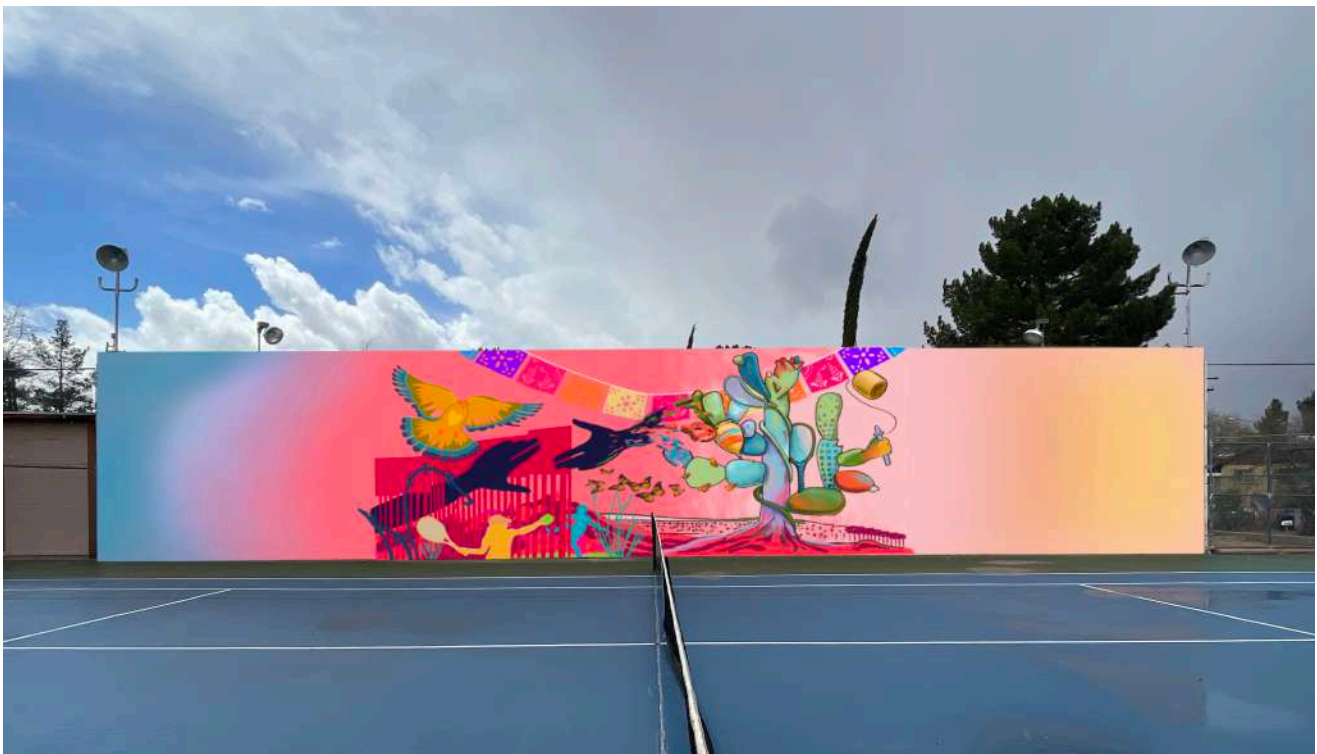
Mural concepts must have value for the community- each design will incorporate history, landscape and/or personal narratives that encompass the heart and spirit of Ambos Nogales. Artists will be asked what implications toward social awareness, beauty of creation, history or people and places their work has. As a whole, the mural will feature elements that highlight the interconnectedness of these completely separate but unified international sister cities.

- Four local artists will be selected for their talent, style and aptitude for mural painting
 - Each artist will compile 3 mural-mock-up design options for their quadrant
 - Muralists, under guidance of project manager, will gather to design a cohesive image that includes a quadrant featuring each of the four artists' designs
 - The entirety of the mural will be completed in two phases. the two quadrants in the center will be painted first in order to provide an anchored focal point
 - Once completed, the wall will be coated in Mural shield and anti-graffiti coating in order to preserve the long-term integrity of the mural and to discourage tagging and/or vandalism
 - With the Tennis Court Mural complete, it is hoped that murals and public art can become components of ongoing revitalization projects in Anza Park and throughout the community
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trades that highlight the beauty and brilliance of our culture. Children play at the base of the border, using its boundary playfully as elements in their sports. Over the landscape hangs a banner of paper picado, frequently present during our most joyful traditions and celebrations, as we celebrate our relationship with our sister city and our shared deep rooted traditions and vibrant culture.

SOLUTION

The mural at Anza Park Tennis Courts will become a source of pride for residents and community members that utilize the park's features. This mural is an investment in beautification and safety as well as arts and culture. Revitalization of Anza Park will lend itself to quality of life events and an environment that is a reflection of the community. A mural rooted in history and culture has the potential to educate generations to come while curbing other unaddressed issues such as tagging and vandalism.



Usage

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BUDGET

Description	Quantity	Unit Price	Cost
PHASE 1			
Wall Resurfacing	1200	\$5	\$6,000
Artist Fee 1	300	\$20	\$6,000
Artist Fee 2	300	\$20	\$6,000
Materials	1	\$1,500	\$1,500
4 Week 19ft Scissor Lift Rental	2	\$1,000	\$2,000
Subtotal			\$21,500
PHASE 2			
Artist Fee 3	300	\$20	\$6,000
Artist Fee 4	300	\$20	\$6,000
Materials	1	\$1,500	\$1,500
4 Week 19ft Scissor Lift Rental	2	\$1,000	\$2,000
Mural Shield & Anti-Graffiti Coating	1	\$1,000	\$1,000
Subtotal			\$16,500
Total			\$38,000

Designer's prior written consent. No work may be reproduced by Client without the prior written approval of Designers other than what is stated in project description.

BUDGET BREAKDOWN

The surface of the 1,200 square foot wall at the Anza Park Tennis Courts is aged and is beginning to decay. In order to ensure the quality and longevity of the artwork, the wall should be resurfaced and primed for painting.

The entire square footage is to be painted by four local artists chosen for their style and aptitude. Each artist will be responsible for a 300 square foot section of the wall, including the design (within parameters).

Each artist will require a scissor lift to safely and easily access their entire section of the 15-ft tall wall. United Rentals in Tucson, AZ rents lifts for Nogales, AZ. Each lift rental includes transportation to and from worksite.

MuralShield™ works as a consolidating protective barrier. It is a conservation grade coating that protects against environmental damage caused by UV light, corrosive chemicals, pollutants, and water damage.

With World's Best Graffiti Coating, MuralShield™ will protect acrylic and aerosol murals from many forms of vandalism, including spray paints, reflective traffic and house paints, extinguisher sprays, wheat paste, and oil-based materials.

PUBLIC/PRIVATE PARTNERSHIPS

BYTE proposes a collaborative effort with the City of Nogales, Santa Cruz County and the Border Youth Tennis Exchange to revitalize the exterior walls of Anza Park. This commitment to community public art initiatives will allow for the city's Art in the Park initiative to flourish and for community members to actively participate in its beautification. These murals and public art pieces will be held dear to those that completed them and their content will resonate greatly with those that live in surrounding areas.

Through a large grant received by the county, 3 murals are already in the works and two of them have been completed. Artist Aissa Huerta led a mural intensive summer camp for high school students whose work is displayed on the retaining wall of the 1904 Courthouse and tells a brief historical narrative of Morley Avenue where it resides. Artist Tony Plak worked with students at San Cayetano Elementary to design and paint an inspirational mural of their mascot running through the Sonoran Desert. Artist Luis Diego Amaya has designed and will paint a mural on the University of Arizona Cooperative Extension building, which will feature images that depict narratives of the various departments and the ways in which they support community members.

The Art in the Park Initiative that Nogales Parks and Recreation has visualized will include Artistic Improvements to Beck St. Park (Legleu Park), Camp Little Park, Karam Park, Las Canchas Park, Monte Carlo Park, Meadow Hills Park, The Skatepark, as well as the Recreation Center. These improvements, valued at \$20.00-\$50.00 a square foot will require hundreds of thousands of dollars to complete. By collaborating with BYTE, the parks in the community could receive artistic improvement while providing educational and creative opportunities to students.

A slide from the Proposed Art in the Park initiative created by Nogales Parks and Recreation, featuring auxiliary walls that would benefit from murals in Anza Park. The Border Youth Tennis Exchange has included the renovation of these walls in the proposed materials budget, and will do so in collaboration with students in the community.

ANZA PARK

Possibilities:

- *Tall wall by the courts and cemetery
- *Short wall by the courts
- *Short wall by the bathrooms

Schools to involve: AJM & WCMA



TESTAMENTS TO THE POWER OF PAINT IN THE COMMUNITY

The efforts to revitalize the City of Nogales have been cooperative and ongoing for at least a decade but have finally started to take root and bloom in the community. Several non-profit and arts organizations have made various efforts that have made substantial improvements to our schools, neighborhoods and downtown area.

Artist Maria Lopez transformed a long-ignored area into beautiful residences using murals while establishing “El Rincon de Arte”, a movement to dignify living spaces with colorful tributes to Hispanic culture.

Nogaleria is an Ambos Nogales artist ensemble that started a mural initiative funded by a grant from the University of Arizona Confluence Center. Their art can be seen welcoming people to the city, honoring our musical legends and bringing a liveliness to areas that were long forgotten.

Santa Cruz County School Superintendent’s Office has created an arts department to introduce and foster artistic experiences to students in the county. Each summer a professional artist mentors a group of high school students to paint a mural in the downtown area. The county has also supported the creation of murals and public art in schools, with active student participation.

La Línea Art Studio on Morley and Santa Cruz Advocates for the Arts partnered to create the Murals on Morley Initiative which has led to several murals in the downtown area to capture the attention of tourists visiting the border wall, to realize creative place making efforts, to provide professional opportunities to artists and to attract community members to the once-flourishing Morley Avenue. Artists and several non-profit organizations in the community (including BYTE) are also collaborating to establish the Morley Avenue Arts District on the first two blocks.

The Border Youth Tennis Exchange partners with La Línea Art Studio to provide Art classes at no cost for passionate students in the community so that they may also learn mural painting techniques to tell their own stories. These classes support BYTE’s Urban Art on the Border which is an international initiative to use public art as a means for economic development and cultural transmission on both sides of the U.S./Mexican Border. By creating a catalog and corresponding tours of public art and murals in the city, BYTE hopes to support a new experience and narrative of the border region while highlighting the impact artists have made in the community.

The realization of these various efforts have created a strong foundation for the acceptance, integration and honoring of public art and murals in the City of Nogales and across Santa Cruz County. The impact of these artistic improvements is undeniable and has inspired many community members to reach out to artists in the community for work in their small businesses and homes. The best part of this type of revitalization is that it grows along with community and gives residents a renewed sense of pride and engagement.



(Above) 'El Rincon de Arte' on 163 W. Kino St. completed by Maria Lopez



(Left) 'Bienvenidos a Nogales' on Terrace Avenue and (Below) 'Charles Mingus' on historic Noon building by Nogaleria and artists Antonio Lucero, Priscilla Rodriguez and Edward Hyde Aug



(Right) '1904 Courthouse Mural' completed by Artist Aissa Huerta and high school students in Santa Cruz County Summer Camps



(Below) Before and after photos of 'Sonoran Desert Dia/Niche' by Artists Isaac Caruso and Antonio Lucero with a group of high school students in Santa Cruz County Summer Camps



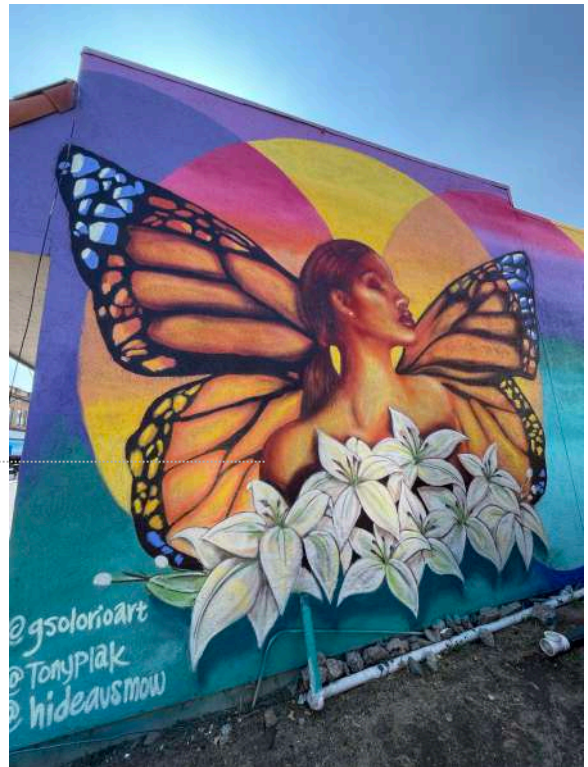
(Above) 'Nogales Apaches' mural completed by Paul and Antonio Lucero in the Nogales High School cafeteria for Paul Lucero's Senior Project



(Left) La Línea Art Studio on Morley before and after the painting of Aissa Huerta's 'Serape Gate'



(Above) 'Covid Kitty in the City' on Morley Avenue by Artist Antonio Lucero with support from "Murals on Morley" Initiative



(Below) 'Circles of Peace' designed and painted by local high school Artist Grecia Solorio and Artists Antonio Lucero and Edward Hyde Aug



(Left) La Cinderella before any artistic improvement

(Right) Mock up of current mural in progress by Artist Juan Carlos Ibarra Michel, Supported by ARPA Grant received by Primeria Alta Historical Society and La Línea Art Studio on Morley



(Above) 'Produce Town" on Nogales Community Development by Artist Cassandra Elaine with support from "Murals on Morley" Initiative



(Right) 'Las Primas' by Artist Alejandra Trujillo with support from Santa Cruz Valley National Heritage Murals and the City of Nogales



'Choose Love' mural on Little Red Schoolhouse Library by Artist Aissa Huerta with support from Scarlett Lewis' Choose Love Movement



(Left) Nogales Community Development before artistic improvement

(Right) Nogales Community Development after the painting of Artist Karla Osete's 'Cactus Torch Blooms' with support from Nogales Community Development and "Murals on Morley" Initiative
