

HECTOR FLORES

**GAREY UNDERPASS ART CALL
PROPOSAL**

Details of the mural

A lot of Pomona's early history began on the northern side of the city. The first inhabitants were known to be the Tongva Tribe, which lived and traveled along the San Gabriel Mountains to the coast near Santa Monica Beach. I wanted to pay homage to the original natives, specifically "Toypurina" and her incredible story of leading a rebellion against the people who invaded her homeland.

I also wanted to bring attention to how Pomona played a significant role in the fruit (especially citrus) on the west coast of the country, because of its rich soil. In fact the city was named "Pomona" meaning, "the goddess of fruitful abundance."

In 1922 the LA County was first held in Northern Pomona. In 1940 railroad was built through the city, giving it a significance in business and travel.

The South side of Pomona seems to be more active later. The famous Fox Theater was built in 1931 and seemed to be similar to Hollywood, in the past. The more recently redesigned Antique Row and Art Colony seem to be the new attractions to the city of Pomona, along with newly built Metro rail Station. In full circle, I wanted to display the importance to Tony Cerda, a key figure in Pomona history. Mr. Cerda devoted his life to working with youth and city leaders, while reminding people the importance of the American natives.

Hector Flores

Timeline

February 3-7, 2025

- *Clean and prep (east) wall*

Feb 10-24

- *paint first and secong coat of pattern (east) wall*

Feb 25-Mar 21

- *Paint detailed images (east) wall*

Mar 24-28

- *Finish and clean up (east) wall*

Mar 31-Apr 4, 2025

- *Clean and prep (west) wall*

Apr 7-18

- *paint first and secong coat of pattern (west) wall*

Apr 21-May 16

- *Paint detailed images (west) wall*

Mar 19-26

- *Finish and clean up (west) wall*

- * *We are will willing to move dates back to host a meet and greet and community reach day(s). End of April might be appropriate.*





Budget of Project Form

Based on the funding amount, create a budget line item that details how the funding will be utilized. Approved Line Items—artist fee, project assistant(s), administrative overhead (cannot exceed more than 22% of your project assistant(s) amount), auto and liability insurance, travel expenses, materials, artwork fabrication, storage, equipment, art installation costs, permit and inspector fees (as necessary), site preparation, signage and plaque fabrication and installation, photography, and contingency.

Enter the Amount and Additional Details for each Line Item. Read the Definitions to help frame your allocations. Please avoid modifying the Line-Item titles.

NOTE: There will be a contingency hold of 10% of the project's budget until completed. All applicable artworks must have UV and anti-graffiti coatings applied to their surfaces.

LINE-ITEM	DEFINITION	AMOUNT REQUESTED	DETAILS <i>(each line item requires further details)</i>	MATCHED FUNDING <i>(if applicable)</i>
Lead Artist	<i>This is the amount needed to pay the artist involved in your request.</i>	54,400		
Project Assistant(s)	<i>This is the amount needed for any staff salaries involved in your request, whether this is another artist or a project manager.</i>	148,760	(1) Forman 67,200 (4) Assistants 104,960 + Workers Comp	
Materials, Artwork Fabrication, Artwork Installation, and Equipment	<i>This is the amount needed for any materials, supplies, equipment necessary to execute your project, including site preparation, artwork fabrication, protective coatings, and installation of artworks.</i>	32,000	(2) Boomlifts, Ladders, Safety Equipment, etc, Primer, Exterior Paint, Aerosol Paint, Clear coat and Graff removal	
Travel Expenses	<i>This is the amount needed for any transportation-related costs to</i>	12,000		

	<i>facilitate the installation or delivery of public art.</i>			
Plaque Fabrication	<i>This is the amount needed to satisfy the City's requirement of installing a plaque as part of any permanent artwork. The plaque for this mural should be painted on the mural.</i>	700		
	SUBTOTAL			
Administrative Overhead	<i>This is the amount to cover administrative overhead for staffing or organizational needs such as space rental fees, permits, insurance, and photo/video documentation. Should not be more than 22% of your Staffing amount.</i>	11,000	Video/Photo Documentation	
	TOTAL REQUESTED AMOUNT	248,960	TOTAL AMOUNT MATCHED	

Briefly respond to the following question— what is your experience managing budgets of similar scale or working within time constraints?

I have experience on budgeting and organizing schedules for our team, but I have not been in charge of a budget at this scale, in the past. However, there were times I would have to be resourceful and creative so I could meet the budget/timeline for the project.

References

Dave Masen

REBELUTION MEDIA OWNER



PROJECT 1

Commissioned to paint Manny Pacquiao portrait presented on March 7, 2009 at SIPA (Search to Involve Pilipino Americans), 3200 W. Temple St., Los Angeles, CA 90026. The painting was done in conjunction with the Mayor's "Day of Service" of Boxing legend Manny Pacquiao.

PROJECT 2

Commissioned to paint a mural for the University Little League's 3rd Annual Opening Day Ceremony, featuring Dodger legends Fernando Valenzuela and Maury Wills. Presented on April 2, 2011 at the Martin Luther King, Jr. Recreation Center, 3916 S. Western Ave., Los Angeles, Ca 90062

Mark Newton

BAJA STREET DOGS OWNER
DOG RESCUE, REHABILITATION AND SANCTUARY



web bajastreetdogs.org

PROJECT

Commissioned to paint murals at the Baja Street Dogs Sanctuary locations (Venice Beach 2017, Boyle Heights 2015)

Kurtis Beckstrom

COVERT OWNER



PROJECT

Commissioned to paint mural the Covert Skate Park in Chino & Baldwin Park, CA

