



**REDWOOD CITY**  
IMPROVEMENT ASSOCIATION

## FOR IMMEDIATE RELEASE

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# Redwood City Improvement Association Donates \$30,000 for Downtown Public Art Installations

*- Interactive wall mural and sidewalk shadow art stencils will beautify the streets of  
Downtown Redwood City-*

REDWOOD CITY, Calif. (September 29, 2015) – The [Redwood City Improvement Association](#), a non-profit community benefit district ran by a board of property owners, residents, community members and businesses, is donating \$30,000 to public art installments in Downtown Redwood City in an effort to make the downtown district even more vibrant. The Redwood City Improvement Association has contributed \$10,000 to kick-off a [weBounty crowdfunding campaign](#) in partnership with Redwood City Parks, Recreation and Community Services Department; Redwood City Parks and Arts Foundation; and the Partnership Redwood City Program to install 10 to 20 sidewalk shadow art stencils. Another \$20,000 will go towards the installment of an interactive wall mural, to be carried out by the non-profit, Redwood City Parks and Arts Foundation that works in conjunction with the Redwood City Parks, Recreation and Community Service Department.

“The Redwood City Improvement Association is excited to contribute to turning our downtown district into something extraordinary, and by installing public art we have the opportunity to redefine Redwood City’s art culture,” said Eric Lochtefeld, president of the Redwood City Improvement Association. “Our goal is to enhance the neighborhood and we can do that by highlighting the artistic abilities we have in our downtown.”

The Redwood City Improvement Association and Redwood City Parks and Arts Foundation will work together to have the art



instillations complete by mid-December. A “call for artists” is underway in pursuit of finding an illustrator to create renderings. As soon as an artist or artist group is selected, the Redwood City Parks, Recreation and Community Services Department and the Redwood City Improvement Association will tour Downtown Redwood City with the artist to select sites based on opportunity, inspiration and approval from property owners.

From now through mid-December, select local artists will transform sidewalks and community spaces into works of public art. The goal is to raise another \$10,000 through the group’s weBounty crowdfunding campaign to cover all costs to install the sidewalk shadow art stencils.

“Redwood City is a community that believes in working together to maintain and improve our environment and we’re proud to partner with the Redwood City Improvement Association to make the community even more colorful and bright,” said Christopher Beth, director of Redwood City Parks, Recreation and Community Services. “The Redwood City Improvement Association has jumpstarted the campaign with a \$10,000 donation; however, we are still pushing to raise an additional \$10,000 from local businesses and community members to be able to install as many piece of public art as possible.”

To learn more about the public art instillations or the Redwood City Improvement Association, please visit [www.visitRWC.org](http://www.visitRWC.org) or follow the association on Twitter @visitRWC and Facebook/RWCRCIA. To contribute to the weBounty crowdfunding campaign, please visit [www.webounty.com/bounty/redwood-city-improvement-association](http://www.webounty.com/bounty/redwood-city-improvement-association).

#### **About Redwood City Improvement Association (RCIA)**

The Redwood City Improvement Association (RCIA) was created in September 2014 as a non-profit 501(c)(3) corporation. The RCIA is a community benefit district ran by a board consisting of property owners, residents, community members and businesses. The board is responsible for making decisions in the areas of public safety, beautification, economic development, maintenance and promotions that are most beneficial for the community and its residents, while maintaining the culture and rarity of the downtown district. More information can be found by visiting, [www.visitRWC.org](http://www.visitRWC.org) or following RCIA on Twitter @visitRWC and Facebook/RWCRCIA.

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