



**CITY OF SYRACUSE
PUBLIC ART APPLICATION**

Project Title: The Bicycle Capital of the World!

Installation Type:

- Donation to permanent art collection
- Temporary installation
- Proposed date and duration of installation: _____
- Mural on private property

Installation Location

Property Name: City Hardware

Street Address: 214 S Geddes St, Syracuse, NY 13204

Location Description [e.g., 15 ft. from building entrance]:
Southern Facing Wall (toward Fowler / PSLA High)

Artwork Type [e.g., sculpture, mural, video]: Hand Painted Mural

Artwork Description [include fabrication date; medium, dimensions, materials and finishes]:
Hand painted mural with quality exterior latex paint, provided by the property owner.

Applied with the help of a donated 30' bucket lift. The design is a modern take on a classic ad campaign promoting the Stearns Bicycle Co., formerly located at the mural's location. The total mural area is appx. 60'L x 30'H. Project completed by September 1.

Artist

Name: Jacob Roberts

Address: 267 Genesee Park Drive

Phone: 3158078181

Email: yesjake@gmail.com

Current Owner (if applicable)

Name: Jacob Roberts

Address: _____

Phone: _____

Email: _____

Applicant

Name: _____

Address: _____

Phone: _____

Email: _____

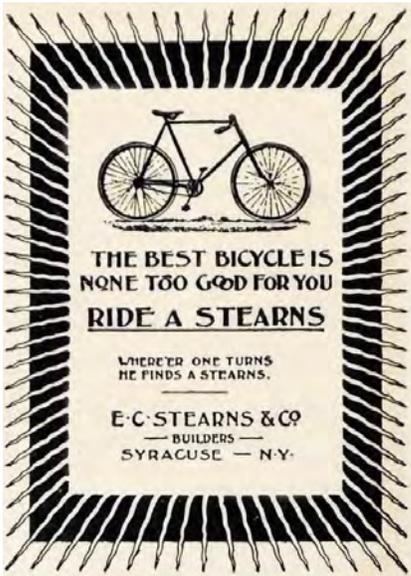
Signature: _____ Date July 18, 2018

Project description, including purpose, artist's rationale and/or intention for the proposed work; history and provenance of artwork; relationship of project to other community interests and activities; involved individuals and organizations.

The Westside of Syracuse is one of the poorest districts in the United States of America.

Thanks to the great work of independent artists and programs such as the Near Westside Initiative, the Westside is now becoming a hotbed of Public Art. It goes without saying that such investments are bringing a positive focus on the area, while inspiring future generations of young artists to participate in making their home a clean, vibrant place.

After a few conversations with Westside TNT and Skiddy Park Assn member, Mike Behnke, and the owner of City Hardware on Geddes Street, the Artist decided that a bold, beautiful mural on the South facing wall of the store (looking toward Fowler High) that has a fun, “green” message would be an attractive addition to the historic neighborhood.



Thus, with the history and future of the area in mind, the design incorporates the fact that the Stearns Bicycle Co. (of “Yellow Fellow” fame) built some of the best bikes of its time on the Westside, helping Syracuse, NY earn the awesome moniker:

“The Bicycle Hub of the World”

This piece therefore touches on how a dedication to utilizing a “green” transit option, like a good ol’ bike, can help improve the local landscape, quality of our environment, and our overall health and happiness.

Beyond the original design input, and the permission to do the mural, the owners of the building will contribute in-kind paint and supplies (rollers, ladders, scaffolding, etc.) for the project.

The decision to move forward with this project was made by a local, collaborative team, including a local mural artist, members of the Westside TNT and the Skiddy Park Assn., as well as Alchemical Nursery, the 501c3 fiscal sponsor, and the local property owner; all having given their blessings and having pledged direct support to complete the project.

Although the painting of the mural will be done by the professional artist, there is ample opportunity for further community involvement on a number of fronts:

- a) youth can help “finish” the mural by painting grass blades at unveiling;
- b) the mural could serve as a point of reference for new local bike culture;
- c) the mural could serve as a meet-place for community bike rides;
- d) the students at Fowler could conduct research on local Bike making history;
- e) the mural could become a motif for a Syracuse online Bike Club;
- f) with permission, a living rain garden could be planted at the base;
- g) it provides daily promotion of the core message (safe, fun pedestrian activity);
- h) it provides inspiration to continue investing in neighborhood beautification.

Artistically speaking, the Artist has quite a challenge in achieving this grand mural. The surface area is large, the design is fairly intricate, and the expectations are great. That said, in a very basic manner, the clean execution of the mural, itself, will be a success.

And although “Art” is often a subjective, personal experience, the Artist and the other Mural sponsors would be satisfied with the following results of our efforts:

- 1) The mural is beautiful and makes the community happy / proud;
- 2) The Mural is kept in good condition for duration of life-span;
- 3) More building owners see value in supporting Public Art;
- 4) It inspires more public / private investments in Public Art;
- 5) Children and area youth are inspired to make more Public Art;
- 6) It creates Positive News for the community;|
- 7) It initiates more walking and biking in the neighborhood;
- 8) It shines more light on the positive effects of creative place-making;
- 9) It continues to widen the pathway for Artists to earn a living making Art;
- 10) It inspires Fowler / PSLA to adopt more Public Arts curriculum & programming.

Description of short- and long-term maintenance requirements and costs

The brick surface has just been painted with a quality white exterior latex paint which will provide an ideal gesso for the mural. The use of quality exterior latex paint will provide a 15 - 20 year lifespan for the mural if kept clean and in good care. The use of a clear coat could be considered for a much longer term asset.

Project timeline, including (as applicable) fabrication, delivery, installation and removal

Project execution aimed for the week of *July 27th - August 5th*. Press event following week.

Project budget, including both committed and anticipated funding sources

Artist stipend: \$3,000.00

10 hrs design work
10 hrs prep / grid / break down / clean up
20 hrs painting mural

40 hrs x \$40/hr = \$1,600

\$1,600 labor
+ \$1,400 added value (art)

\$3,000.00

Materials: \$0 (In-Kind)

* paint (1,800 sqft)	{10-15 gallons X ~ \$15/gallon} =	\$225 - \$250
* brushes, rollers		\$50
* bucket lift		N/A
* misc		\$50

Insurance: \$0 (In-Kind)

Project Income:

Parks Conservancy Grant	\$1,000.00
315Alive! Crowdfund Campaign	\$ N/A



CITY HARDWARE
479-6629
HARDWARE

**CITY
HARDWARE**

Reference graphics and materials



STEARNS
BICYCLES

That exquisite something called style has been religiously sought after in the entire construction of the Stearns Bicycle. The 19'0 models are the perfection of bicycle construction.

Bevel Gear Chainless.		\$75
Chain Models,	\$40, \$50, \$60	\$75
Tandems,		\$75

BARNES BICYCLES.

Bevel Gear Chainless,		\$75
Chain Models,	\$40, \$50, \$60	\$75
Tandems,		\$75

SYRACUSE BICYCLES.
\$40 - \$50

Stearns Bicycle, Syracuse, New York.



**THE BEST BICYCLE IS NONE TOO GOOD FOR YOU
RIDE A STEARNS**

WHERE'ER ONE TURNS
HE FINDS A STEARNS.

E. C. STEARNS & CO
— BUILDERS —
SYRACUSE — N. Y.



E. C. STEARNS & CO., Syracuse, N. Y.
Buffalo, San Francisco, Toronto, Ont. Paris, France



CITY HARDWARE
479-9020

HARDWARE

**CITY
HARDWARE**



VOLUNTEER EXPERIENCE

2013 - 2015
Committee Member | **Town Arts Committee** | Town of Brattleboro, Vermont

2013 - 2014
Board Member | **Building a Better Brattleboro (ie. Downtown Brattleboro Alliance)** | National Main Street Program

2013 - 2014
Steering Committee Member | **Vermont Fringe Festival** | Brattleboro, Vermont

2012 - 2014
Trustee of the Board | **Arts Council of Windham County (ACWC)** | Windham County, Vermont

2007 - 2009
Commission Member | **Public Arts Commission** | City of Ithaca, NY

2007
co-Founder & Member | **Eco-CLUBs (Cooperative Lifestyle Urban Blocks)** | Ithaca, NY

2005 - 2006
Full Time Volunteer | **NYINGMA Institute of Buddhist Studies / Ratna Ling Retreat Center** | Cazadero, California

2005
Commissioner | **Cultural District Commission** | Office of the Mayor | City of Syracuse, New York

2002 - 2005
Steering Committee Member | **Arts and Cultural Leadership Alliance of CNY (ACLA)** | Syracuse, New York

2004 - 2005
Board Member | **The Community Design Center** | Syracuse University School of Architecture | Syracuse, New York

2004 - 2005
Founder & Steering Committee Member | **40Below** | Re: Essential New York Initiative | Syracuse, New York

2002 - 2005
Member | **F.O.C.U.S. Forging Our Communities United Strength** | Leadership Greater Syracuse | Syracuse, New York

POLITICAL EXPERIENCE

2005
Candidate for Office of the Mayor | **City Hall** | Syracuse, New York *(34.6% population loss since 1950 peak of 465,000*)*

As an independent Candidate for Mayor with an aim to provide a platform that presented a true alternative for increasingly distressed voters in the City of Syracuse, NY (population: 145,000 / 4th largest in New York*), I campaigned while embracing the wise words of Albert Einstein ~ "we can't solve a problem on the same level of consciousness that created the problem."

By promoting an economic development philosophy that follows a quadruple bottom line of *spirit, people, planet and profit*, and by encouraging my fellow citizens to be more socially and ecologically responsible in their day-to-day lives, our Mayoral campaigns' core message resonated with people hungering for a deeper sense of meaning and purpose at work, school and at home by helping citizens apply their values in a practical way. Branded "Sustainable Syracuse", here are some key points:

> **Sustainable Syracuse** will be a complete human dwelling environment in which residents can carry on all aspects of life and engage in spontaneous social activity. It has a history and future devoted to the equitable survival and creative expression of all its citizens. It uses principles of ecological and social sustainability as a genuine way of living, and attracts visitors, guests and investors by virtue of its quality, not its' advertising or "give-aways". *Ultimately, it rises above the hype of consumerism.*

> **Sustainable Syracuse** will be a civic environment. Being public spaces, streets and squares, it will be open to all citizens and visitors, allow freedom of fun, movement and free speech in its assembly spaces, while advancing small business and street level marketplaces with inclusive and diverse ownership, enriching the physical and social fabric of Syracuse *as a place.*

> **Sustainable Syracuse** will be a "green" model for the world to emulate. It will attract eco-tourists and researchers from around the world to see how sustainable technology can be integrated into existing places to benefit all people in all aspects of daily life. It will be an affordable oasis in a world of escalating energy and food costs, thriving while harsh realities set in elsewhere, as its political, social and ecological machinery is a fluid integrated system *fostering interdependent communities.*

We must find higher common ground. The time is now for a multi-stakeholder agreement to produce viable policies that reduce conflict on divisive issues such as race, economy, and the environment. Healing, reconciliation and forgiveness are spiritual qualities needed today, and by employing a process for resolving conflicts and embracing a new political approach that can transcend our differences to find consensus on polarized issues that further advance our society and improve lives.



JACOB ALAN ROBERTS

CREATIVE COMMUNITY DEVELOPER
ARTS & CULTURAL ENTREPRENEUR
SUSTAINABLE LIVING PRACTITIONER

315 . 807 . 8181

yesjake@gmail

/yes.jake

EDUCATION

Art of Collaborative Leadership | Rockwood Leadership Institute ('08)

As a result of my role in working for the sustainable development of Ithaca and Tompkins County, NY, the Park Foundation invited me to join 20 regional leaders for an intense professional development and visioning retreat. The program was to built to hone leadership skills among key players from the non-profit, for-profit, education and gov sectors who are working for the sustainable development of the area.

Syracuse University | College of Visual & Performing Arts (1991 - '96)

SU is a highly regarded private University located in Central New York. After a year enrolled in the College of Arts & Sciences and a semester spent studying in Spain, I followed my heart and promptly transferred into the School of Visual & Performing Arts, where I designed my own course curriculum (Select Studies in the Fine Arts), earning a BFA in '96.

Instituto Internacional, Madrid Spain (1993)

Via the Division of International Programs Abroad, I moved to Madrid to further my studies in Spanish, Art History and European History. At a very formative period of my youth, I had a phenomenal time learning, traveling, and working in a vibrant cultural environment in Spain and throughout Western Europe the very year that the EU was established.

Bennington College, Bennington Vermont (1990)

During the summer of 1990, I was honored to receive a full scholarship to attend Bennington College's prestigious Summer Arts Program where I earned college credits in Architecture and Fine Art.

Wilbraham and Monson Academy, Wilbraham Mass (1985 - 1991)

As an artistically talented child struggling with the creative constraints of public school, while also living amid poor urban conditions of 1980's Springfield Mass, I was fortunate to earn one of few full scholarships to attend Wilbraham and Monson Academy, a college preparatory school.

Founded in 1804, it's one of the oldest schools on the east coast of the US. Enriched by its history of inclusion and high academic standards, WMA promotes global learning, broad intellectual development, good physical health, personal accountability, mutual respect, and a strong commitment to community service. The professor and student body is also extremely diverse, welcoming people from all over the world.

In addition to developing a quality Artist Portfolio and maintaining above average grades, I was voted Class Vice President and Captain of both the Basketball and Lacrosse teams during my senior year.

ABOUT ME

Name	Jacob Alan Roberts
DOB	08 . 08 . 1973
Nationality	English, Scottish, Irish French, Mi'kmaq (First Nations)
Location	Syracuse, NY
Experience	20 years
Availability	Full-time Part-time Indy Contract

MY OBJECTIVE

My life's objective has been to help bring peace and love to our world by acting as a Community Builder who employs Creative Self Expression and Clean, Sustainable Living as core tools.

As Artist, Citizen, Volunteer, Business Owner & Not-For-Profit Administrator, I have immersed myself in a wild and wonderful world of innovative people; their scenes, their dreams, their work, their triumphs and their struggles.

Emphasizing my faith in "outside-the-box" thinkers and understanding their role in improving our overall quality of life, I've started, developed and run a variety of initiatives that identify, connect and nurture our "creative class".

I truly believe that if we open up and allow a poem, painting, film, novel, meal, song or dance reveal to us a broader perspective of life on earth ~ of other cultures, beliefs and ways, as well as our unique place in the natural environment ~ we become more able to expand our empathy, compassion and self-awareness and creativity will flow, allowing us the resourcefulness to thrive in a rapidly evolving world.

PROFESSIONAL EXPERIENCE

ART . DESIGN . CULTURE . CREATIVITY . INNOVATION

2011 - present

Owner and President | **Simply Love Life, LLC** | a Creative Production Company | Vermont, USA

Simply Love Life is a privately owned LLC, incorporated as a "Creative Production Company" in the State of Vermont.

2012 - 2013

Co-Owner & General Manager | **Equilibrium ("EQ") Creative Art & Healing Art Center** | Brattleboro VT

Equilibrium was a "Positive Lifestyle Center" that provided free and inexpensive space to nurture art, culture, community and personal well-being in Brattleboro VT. By uniting a diverse range of hand-made products, innovative programs and services, we worked to create a holistic model of business that enhanced our standards of living while directly benefiting the neighborhood.

As a co-owner, it was my responsibility to conduct and over-see nearly every aspect of the business venture, including: staffing and management; curating and installing fine art exhibits; booking music, performances, classes, special events, etc.; vending and retail sales; marketing, advertising, and promotions; financial planning, vendor contracts, and customer relations.

Over the course of a year at 14 Elm St, thousands of great people from all over New England, *and beyond*, passed through the doors of "EQ" to shop for well-made local craft, original fine art, and fair-trade goods; to eat at Superfresh! Organic Cafe, in its original location; or to participate in any number of gatherings, dances, concerts, lectures, film nights, poetry slams, art parties, healing circles, crystal bowl sound meditations, small plays, exhibit openings, teen punks shows, *or even a 50th birthday party!*

2008

Executive Director | **Ithaca Festival** | Ithaca, New York

As the Director for the 31st Annual Ithaca Festival, it was my honor to manage the celebration of such an artistic and innovative community through a mission of "*honoring the creative spirit in each of us!*" Featuring 4 days of programming for an estimated 30,000 people, the Ithaca Festival has grown into a can't miss small town / big city event full of fun, talent, food, activity and is made ever richer through the vitality of the magnificent people of all ages, interests and ethnicities that fuel I-Fest every year!

2005

Special Projects Coordinator | **Live Music Concert Series** | Onondaga Lake Peace Festival, Inc. | Syracuse, New York

As Special Project Coordinator, I marketed and produced a free, week-long, "peace" concert series throughout Syracuse, NY. In this role, I had the pleasure of managing the mechanics of 7 live performances, multiple television and news appearances, all fundraising efforts and advertising, while also commissioning the painting of a new community-based mural in the downtown.

1997 - 2005

Gallery Proprietor & Curator | **Multiple Non-Profit and Independent Fine Art Galleries** | Syracuse, New York
Booking Agent & Event Producer | **Live Music Concerts and Weekly Events** | various clubs and venues | Syracuse, New York
Art Director and Producer | **Various Public Arts Projects** (Murals, Street Fairs, Storefront Installations) | Syracuse, New York

As an owner of four art galleries, curator of multiple public exhibits, and producer of a ton of live arts events in Syracuse, I have done everything imaginable from: planning, public relations, bookkeeping, staffing, artist recruitment, curatorial duties, interior design, portfolio upkeep, and facility maintenance. My events always highlight a variety of artistic mediums relevant to current cultural discourse; they are a home for receptions, performances, media showcases, public debates, symposiums, art education, and art retail, often rendering them a central hub for audiences engaged in a creative dialogue of contemporary issues in life.

SUSTAINABILITY . ECOLOGY . GREEN TECH . URBAN DESIGN

2012

Marketing and Advertising Consultant | **Crystal Paradise Eco-Tourism Resort** | Cayo, Belize

While living at Crystal Paradise in Cayo, Belize in 2012, it was my privilege to work with the family of owners to help the resort revamp its website, image and brand, while also acting as a rookie cartographer for its' newly created Plant Medicine Trail.

2008 - 2011

Event Planning, Marketing, Public Relations and Sponsorship Coordinator | **The PodCar City Conference Series (II, III, IV)**

Managed all aspects of fundraising, marketing, advertising and vendor relations for global high-tech transit conference series.

2006 - 2011

Co-Founder & Managing Partner | **Concordium Development** (New Earth Strategies) | Co-Housing Development | Ithaca, NY

Launched a private property development group that focused on urban co-housing, micro-housing and infill projects in the City.

2006 - 2007

Co-Founder and Managing Partner | **Connect Ithaca, LLC** | Eco ~ Transit, Land-Use and Energy Development | Ithaca, NY

Managed a joint-initiative around "eco-city" planning into a \$75k research grant from NYSERDA & NYDOT that looked at an on-street application of ATN / PRT / PodCar, and after receiving positive results and encouragement from the State, I was able to form a high level consortium with Cornell U, TCAD and the Aerospace Corporation to build a \$500M FFRDC in Ithaca, NY.

2005

Creative Consultant | **Fuse2005 Conference** | Syracuse Tech Garden / Chamber of Commerce | Syracuse, New York

Attracting nearly 400 thought leaders, senior executives, entrepreneurs, creative technologists, venture capitalists, designers and academic researchers, Fuse2005 effectively focused awareness on major new developments in technology in Central New York and showcased the region's emergence as a center for technology-enabled business opportunities.

As a Creative Consultant to the conference, it was my job to help the team identify the core mission of the event, bring new ideas to the table, design the layout, program components and schedule of the event, as well as to assist with the overall brand development, marketing and outreach ~ with a focus on attracting the regions' Creative Class and young professionals.

2004 - 2005

Creative Consultant | **Syracuse Metropolitan Fiber Optic Network "Symfony"** | Syracuse University | Syracuse, New York

We developed Symfony to be a private, non-profit enterprise owned and operated by its (free) municipal subscriber base, its tax-payers. A communications asset, Symfony aimed to use the power of a Syracuse University owned, ultra high-speed fiber optic network, together with other media, to provide quality local programs and educational services that inform and inspire.

2003 - 2005

Development Consultant | **Artist Live/Work Housing and New Creative Spaces** | Syracuse, New York

In addition to managing our organizations' commercial space re-use efforts as the Director of ThINC, I also helped orchestrate a research collaboration between our innovative org, Artspace Projects, Inc.; the City of Syracuse / Downtown TNT; The Downtown Committee of Syracuse /MDA; and Franklin Properties. After our market received an A+ evaluation from Artspace, we spearheaded an investigation into developing affordable live/work housing, cooperative studio / exhibition / retail space for local artists, arts organizations, educational facilities and other "creative enterprises" throughout metropolitan Syracuse, NY.

COMMUNITY DEVELOPMENT . CIVIC ENGAGEMENT . LEADERSHIP

2012 - 2015

Co-Owner & General Manager | **Superfresh! Organic Cafe** | Brattleboro, VT

As co-owner and general manager of the Cafe, I helped to craft all elements of the delicious venture from scratch. From menu design to staff training, branding and marketing to cooking and cleaning, I had a hand in it all. As a 100% Organic, Vegan, G/F, Soy-free, non-GMO eatery that sets high standards for its unique Farm-to-Table concept, it enjoys growing fame and success.

2012 - 2013

Coordinator | **Building a Better Brattleboro (ie. Downtown Brattleboro Alliance)** | Brattleboro, VT

As it's Downtown Coordinator during a year of major transition, I lead the historic Business Improvement District, its National Main-Street Program, evolving its aging brand from BaBB to the "Downtown Brattleboro Alliance"; I helped to negotiate the sale of the River Garden Community Center; pull its books out of the red; recruit new Board Members; and attract a stable of civic volunteers to identify a fresh set of visions for the future, while excitedly participating in making the town thrive again.

What's more, while on staff for the Downtown Organization, I also volunteered on the Board of Trustees of the Arts Council of Windham County, was a member of the Town's Public Art Committee, hosted a successful Downtown Summer Concert Series, was responsible for new Public Art Projects in Town; and was also involved in the Young Professional movement in Brattleboro.

2000 - 2005

Executive Director & Co-Founder | **ThINC, The Institution of a Now Culture, Inc. (501c3)** | Syracuse, New York

The Mission: "The Institution of a Now Culture (ThINC) concentrates on the health of our community by acting as a catalyst for artistic and cultural evolution that results in *positive social change.*"

Our Motto: "Creative enterprise builds strong community."

As a co-Founder and the Executive Director of ThINC, it was my primary duty to lead and inspire a diverse volunteer workforce; build a successful fundraising and marketing campaign; create a long-term business plan; develop new programs; act as central networker and researcher; and ultimately represent and promote the people, mission and goals of the organization.

Under my leadership and direction, ThINC quickly became THE go-to agency for a sizable, yet underrepresented population of young professional artists who expressed a desire to produce, display, perform, market and sell their works of art in the New York market. To aid in this effort, we opened four professional art galleries, hosted numerous fashion shows, film exhibits, and booked a long list of weekly performances all over the City. We also provided workspace and practice space for those in need.

After five years at the forefront of the organization, and its movement, I was proud to transfer stewardship of the organization to an active Board of Directors and new Executive Director that continued to pave the way for new generations of artists and cultural entrepreneurs that represent the blooming of a new creative industry, workforce and lifestyle in Upstate, New York.

