

City of La Crosse Arts Board

2. Creative Development Grants

Roades, Kyla
1824 La Crosse Street, 321C Reuter Hall
La Crosse, WI 54601, US
6085776872
kyroad22@gmail.com

Submitted: Dec 30 2023 3:15PM



Evaluations

Overall Rating

79.5

Rating Method: Cumulative

Range: 0 - 125

93

Paige Shafrath

Jan 14 2024 1:52PM

Public Access: 24, Demonstrated Project Planning & Feasibility: 23, Community Importance: 23, Vision, Artistic Goals, & Educational Merit: 23

"VISION, ARTISTIC GOALS, & EDUCATIONAL MERIT:

I love that these planters would align with natural beauty. Are there any specific plans for what that entails? Would each be similar, or would each planter have its own color pallet and/or theme?

DEMONSTRATED PROJECT PLANNING & FEASIBILITY

Are there any requirements for permitting from the City that need to go into this budget? Are there any roadblocks in getting approvals on which cement planters and electrical boxes would be included in this

project?

COMMUNITY IMPORTANCE

It would be great to utilize these efforts to brighten other parts of city-owned areas as well that might reach more underserved communities. Have you reached out to any businesses in town or the Chamber of Commerce to see if they would have any ideas on what exactly would help enhance their storefronts to maximize the reach of your project? I love this idea of doing the downtown, but think it could also expand it into other community spaces."

80

Mary Cate Wesling

Jan 18 2024 9:21AM

Public Access: 20, Demonstrated Project Planning & Feasibility: 20, Community Importance: 20, Vision, Artistic Goals, & Educational Merit: 20, Do you support moving this application forward?: Yes

"I believe this is project that would be well received by the city but it doesn't fill a need or have matching funds."

84

Eva Black

Jan 23 2024 11:23AM

Public Access: 25, Demonstrated Project Planning & Feasibility: 16, Community Importance: 20, Vision, Artistic Goals, & Educational Merit: 23, Do you support moving this application forward?: Yes

"Questions of planter ownership and businesses with corresponding planters and electrical boxes. I know there is talks/plans for artists to do planters on Main street.

Need a plan for maintenance other than anti-graffiti and UV. Assume each little mural will need future touch ups?"

60

Dillon McArdle

Jan 23 2024 3:40PM

Public Access: 20, Demonstrated Project Planning & Feasibility: 15, Community Importance: 10, Vision, Artistic Goals, & Educational Merit: 15, Do you support moving this application forward?: Yes

"Funding would need to held until Parks or the supervising department gives the go ahead and clearance to paint these planters and electrical box."

92

Zachary Stensen

Jan 27 2024 2:45PM

Public Access: 25, Demonstrated Project Planning & Feasibility: 24, Community Importance: 20, Vision, Artistic Goals, & Educational Merit: 23, Do you support moving this application forward?: Yes

"This application fulfills the objectives of the Creative Development Grant, and the art will exist in the public sphere. The artist also has experience producing similar projects, and the budget/proposal is clear. As highlighted, there are potential issues with city approval since they requested permission to paint a significant portion of the boxes on that street. Also, can Downtown LAX be involved with this since they already have an initiative to paint planter boxes?"

68

Kaylan Smith

Jan 28 2024 7:54PM

Public Access: 17, Demonstrated Project Planning & Feasibility: 17,
Community Importance: 17, Vision, Artistic Goals, & Educational
Merit: 17, Do you support moving this application forward?: Yes

Section 1 (CDG) - Contact & Project Information

1. Name(s)/Organization

Kyla Rodes (@phthalo.art)

2. Mailing address

1824 La Crosse Street
321C Reuter Hall
La Crosse, WI 54601

3. Email address

kyroad22@gmail.com

4. Phone number

(608) 577-6872

5. Website (optional)

www.phthaloart.com

6. Biography

I am Kyla, an artist and college student based in Wisconsin.

My biggest inspirations are nature, spaces that feel sacred, and big emotions. I often use art as a way to express the inexpressible and reflect beauty.

My motto is "Have hope. See people. Seek truth." I hope to encourage, uplift, and make others feel seen through what I create and express.

I've been able to grow my artistic career by partnering with small art stores, painting murals, sharing my art online, and making commissions.

7. 1-2 Page Resume or CV

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26.3 KB

**8. Project Title**

Cement Planters and Electrical Boxes Enhancement

9. Brief Project Description

Expressing the beauty and culture of La Crosse by adding artistic flare to six cement planters downtown and/or electrical boxes throughout the city.

10. Project Start and End Dates

Ideally would start by April 13th and be completed by May 8th. Work would be completed on Saturday or Sunday afternoons throughout mid-spring, weather dependent.

11. Requested Funding Amount

2300

12. List of Participants

Kyla Roades

13. Conflicts of Interest

I am unaware of any contracts I might have with the City of La Crosse.

14. Previous Funded Projects

No

15. Are you a non-profit that is registered in the City of La Crosse?

No

16. Federal Tax-Exempt Status

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Section 2 (CDG) - Project Description

1. Project Location

I propose the five planters and one electrical box along the sidewalk of Pearl Street Downtown La Crosse.

2. Project Description

Over the course of about a 4 weeks between April and May I propose painting 5 cement planters and one electrical box on Pearl Street Downtown La Crosse. Each planter will be painted with a unique image on all all four sides of the boxes based on themes from La Crosse nature and culture. The goal of the planters and the electrical box is not to distract from the beauty of this La Crosse Street, but to enhance it. These boxes will help express the creativity of our culture and community to all who walk down Pearl Street. The boxes will include depictions of trees and clouds, local northern pike and small mouth bass swimming, local vibrant flora, quilt patterns, flying birds, and the patterns of the rushing river.

3. Project Execution & Timeline

Ideally would start by April 13th and be completed by May 8th. Work would be completed on Saturday or Sunday afternoons throughout mid-spring, weather dependent.

4. Required Materials

This project will require spray paint, clear coat, anti graffiti coating, masking tape, paint brushes, paint markers, and a drop cloth.

5. Durability & Maintenance Plan

I plan to use high quality materials made to last through the elements and will use two protective coatings following the completion of the paintings. First, I will use a clear coat which is UV protective, mildew and water resistant on top of the already high quality spray paint. Second, I plan to put a clear Anti-Graffiti coating on top of the clear coat.

6. Plans for Removal

7. Target Audience

The whole community of La Crosse can be engaged through enjoying the added art and flare as they walk down the bustling street of shops, restaurant, and bars.

8. Under-Served Audience (optional)

9. Artistic Goals

Reflecting and drawing attention to natural beauty is a big goal of mine through my art. The planters and electrical box would add a bit of extra reflection of beauty to an area that is otherwise gray and dull. These works would be available to any La Crosse citizen or visitor simply by walking down one of the most popular streets in the downtown area.

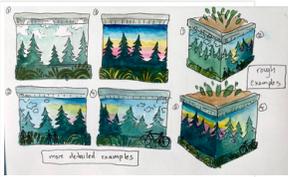
Media



"Proposed Planter Designs 2024"

Media/Materials:

Size:



"Previous La Crosse Planter Planning"

Media/Materials: watercolor on paper

Size:



"Portfolio Planter Example 2023"

Media/Materials: Spray Paint

Size: 1.5 ft. x 1.5 ft. x 4 sides

Side 1



"Portfolio Planter 2023"

Media/Materials: Spray Paint

Size: 1.5 ft. x 1.5 ft. x4 sides

side 2



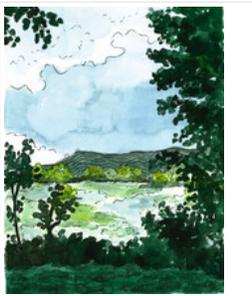
"Portfolio Stubborn Hope Mural 2023"

Media/Materials: Spray Paint and Acrylic Paint
Size: 8ft x 5ft



"Spray Painted Trees"

Media/Materials: Spray Paint
Size: 8ft x 8ft



"Portfolio Bluffs Painting"

Media/Materials: Watercolor
Size: 11in. x 6 in.



"Mural Summer 2023"

Media/Materials:
Size:

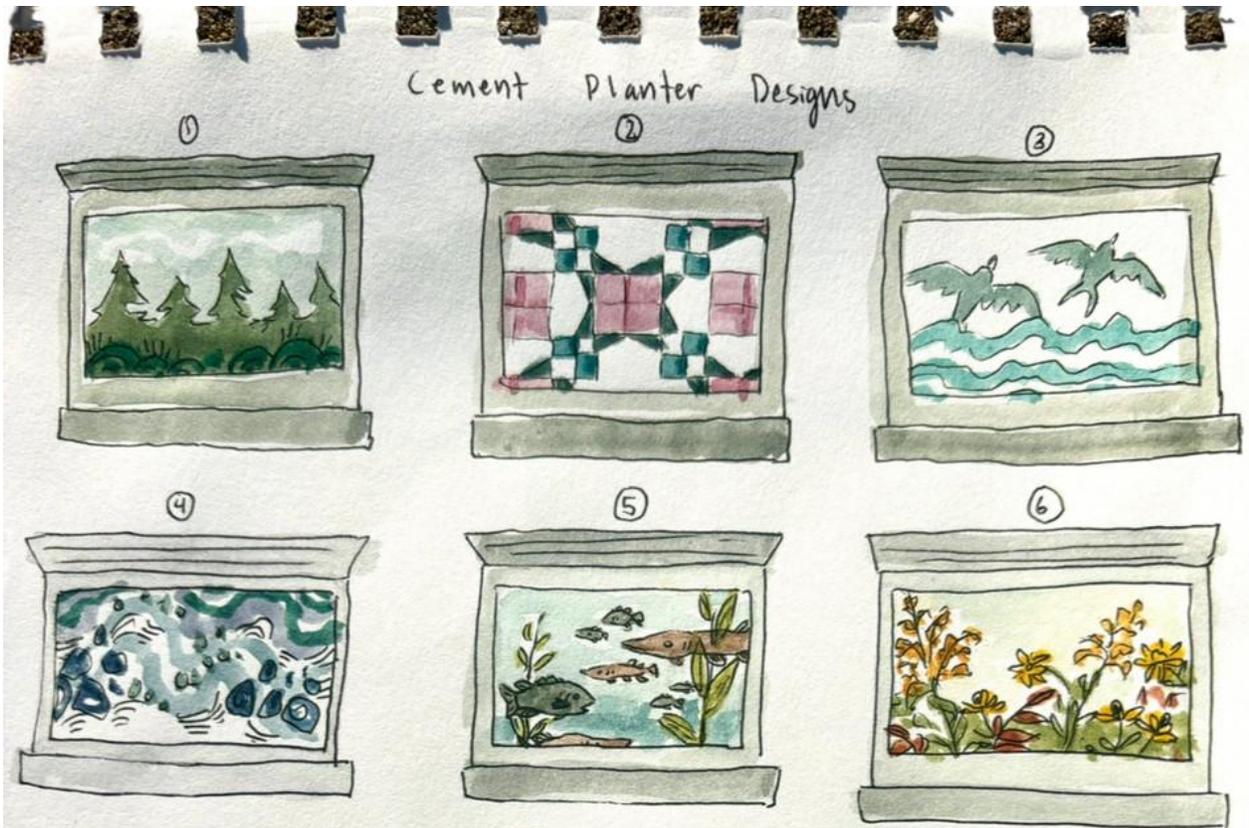
Attachments

Project Budget

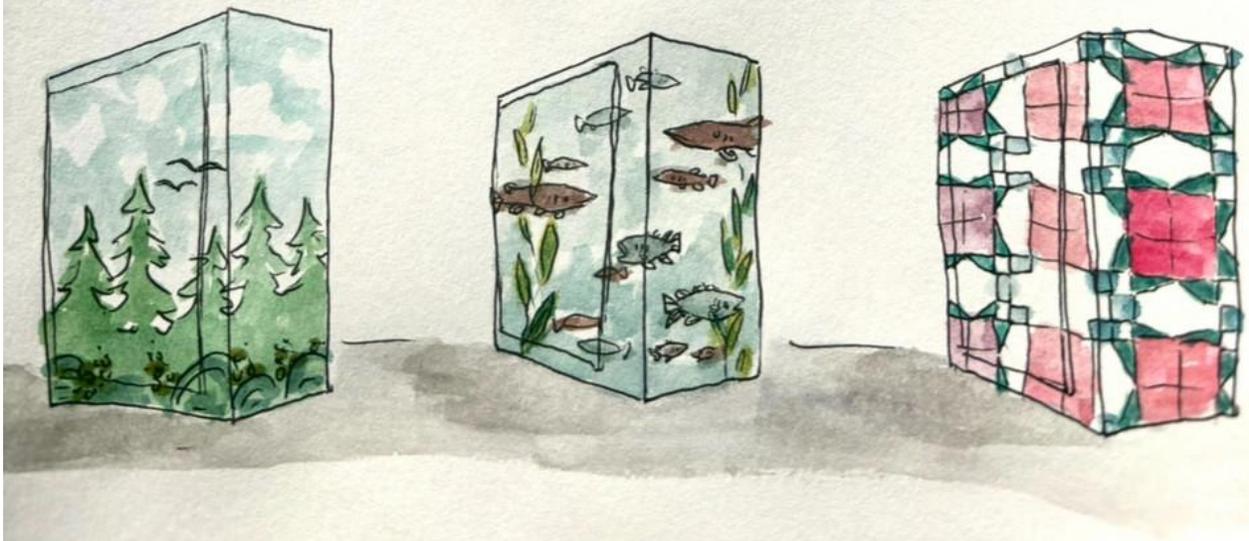
63.5 KB

Provided by Applicant

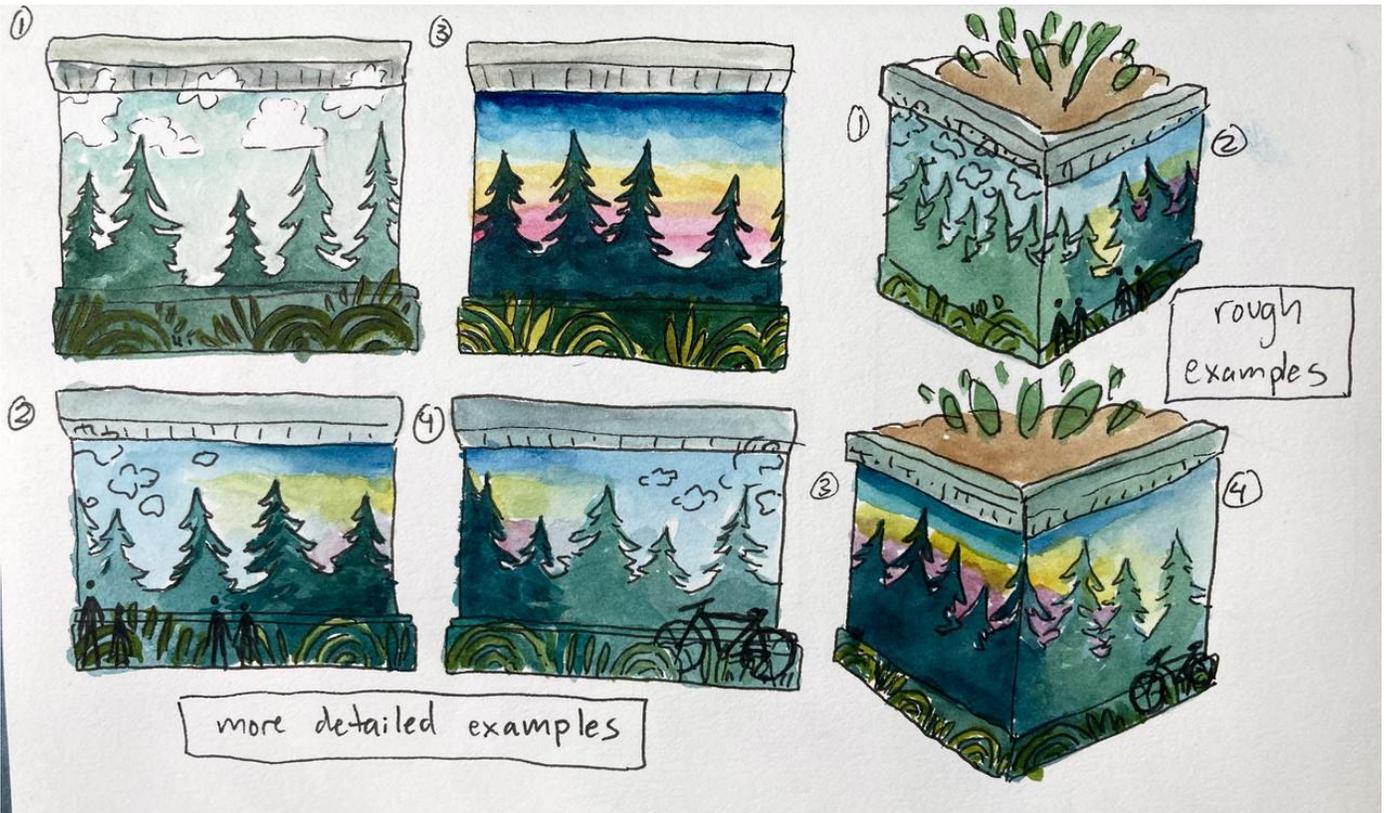
The image is a small, low-resolution thumbnail of a spreadsheet. It appears to be a budget table with several columns and rows. The text is too small to read, but it likely contains financial data related to the project budget mentioned in the text above.



these designs can also transfer to electrical boxes.



"Proposed Planter Designs 2024"



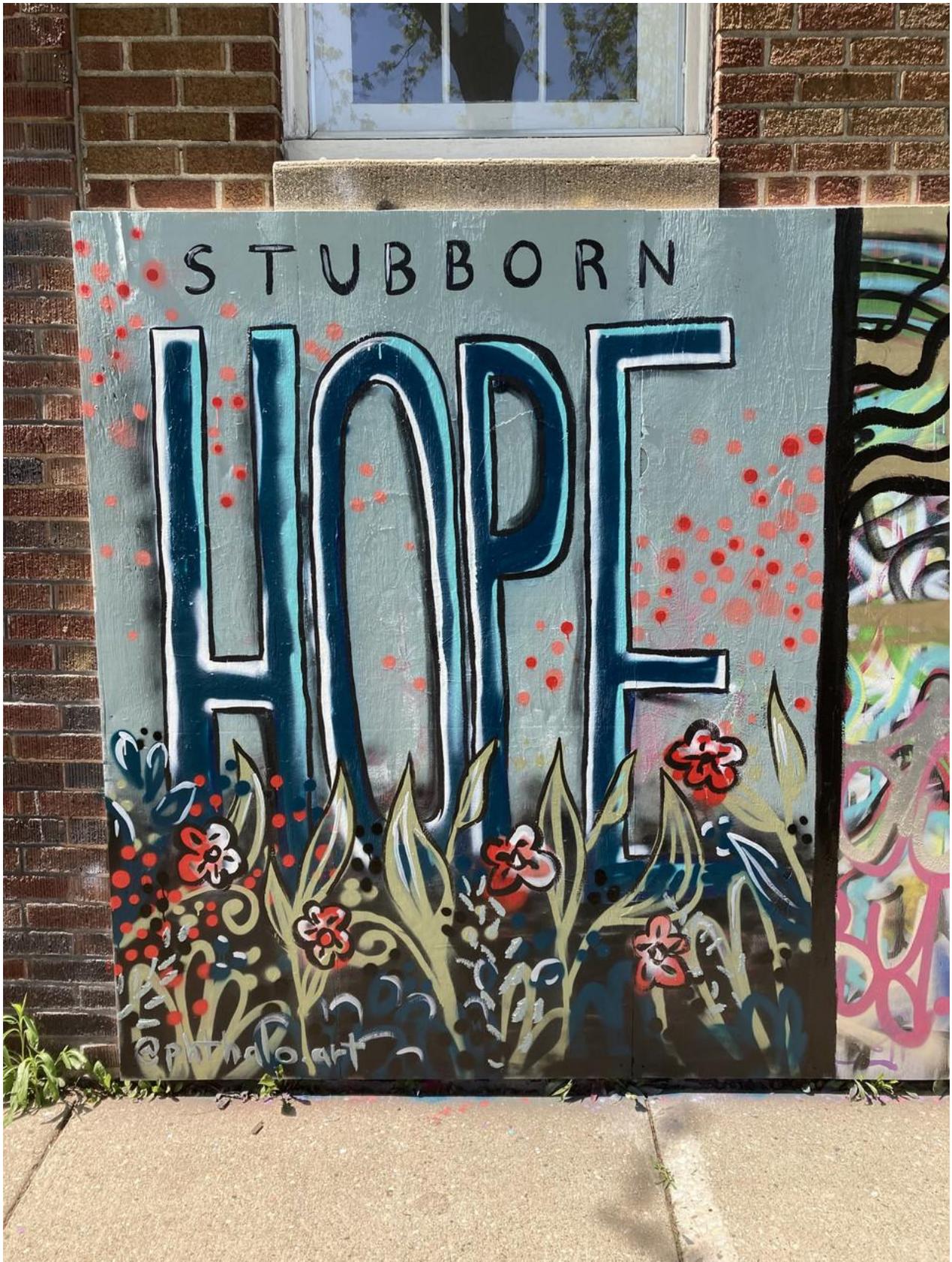
"Previous La Crosse Planter Planning"



"Portfolio Planter Example 2023"



"Portfolio Planter 2023"



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