

RESOLUTION NO. 2024-R-004

TOWN OF SELLERSBURG TOWN COUNCIL

A RESOLUTION OF THE SELLERSBURG TOWN COUNCIL REQUESTING FUNDS FROM THE CLARK-FLOYD COUNTIES CONVENTION & TOURISM BUREAU TO PAY COSTS OF A PROJECT DESIGNED TO PROMOTE TOURISM IN THE TOWN OF SELLERSBURG, INDIANA

(Sellersburg Mural Project)

WHEREAS, the Town of Sellersburg, Indiana (the "Town") wishes to encourage and promote tourism and economic growth and development in all areas of the Town, including the area of the Town Hall in Downtown Sellersburg to undertake the project described in Exhibit A attached hereto in order to further development of such area (the "Project") and,

WHEREAS, the Town, acting by and through its Town Council, has previously adopted plans to undertake and accomplish the Project and has submitted an application to the Clark-Floyd Counties Convention & Tourism Bureau (the "Tourism Bureau") in connection with the funding of the Project; and

WHEREAS, under Indiana Code § 6-9-3-5(b) and other laws related or supplemental thereto, the Tourism Bureau is authorized to use money in its Capital Development Tourism Fund only for the purpose of paying the principal of and interest due on bonds issued by Clark County, Floyd County, or a political subdivision located in either of such counties, in order to finance a project to promote tourism or to refund bonds previously issued for such purpose; and

WHEREAS, the Town Council desires to work cooperatively with the Tourism Bureau and any other political subdivision located in Clark County or Floyd County, if applicable, regarding the issuance of bonds or other forms of indebtedness (the "Bonds"), if any, payable from the Capital Development Tourism Fund, pursuant to Indiana Code § 6-9-3, as amended, and any other laws related or supplemental thereto, and using a portion of the proceeds of such Bonds to pay the costs of the Project ; and

WHEREAS, in the spirit of cooperation and acknowledgment of the contribution of the Tourism Bureau for the Project, the Town hereby agrees and determines that the facilities comprising the Project should be made available to the Tourism Bureau at the times that do not conflict with scheduled events.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF SELLERSBURG, INDIANA AS FOLLOWS:

SECTION 1. Request for Funds. The Town Council hereby requests funding from the Tourism Bureau in the amount of Twenty Five Thousand Dollars (\$25,000.00) to be applied to the costs of the Project, together with a portion of the costs of issuance of the Bonds allocable to such project. Notwithstanding any provisions to the contrary, to the extent the Town needs to issue Bonds in connection with the Project, such issuance shall be subject to further approvals by the

Town Council and the Town adhering to any and all notice, hearing, and other requirements in compliance with Indiana Law.

SECTION 2. Findings and Determinations. The Town Council hereby finds and determines that: (a) the Project promotes tourism; (b) the Project is located within the corporate boundaries of the Town; and (c) the financing of the Project through the issuance of Bonds (if necessary and approved) will be of benefit to the health and general welfare of the Town.

SECTION 3. Authority. The President of the Town Council, Town Manager, and Town Attorney as directed by the Town Council, are hereby authorized and directed to take any and all actions and to execute and deliver any contract, agreement, certificate, instrument, or other documents as are necessary or desirable to carry out the purposes of this Resolution, in such forms as the officers executing the same shall deem proper, such desirability to be conclusively evidenced by the execution thereof. All prior actions taken by the President of the Town Council, Town Manager, and Town Attorney any other officer of the Town, in connection with or in furtherance of the Project, including but not limited to submitting an application to the Tourism Bureau in furtherance thereof, are hereby approved, ratified, and affirmed in all respects.

SECTION 4. Severability. If any section, paragraph or provision of this Resolution shall be held to be invalid or unenforceable for any reason, the invalidity or unenforceability of such section, paragraph or provision shall not affect any of the remaining provisions of this Resolution, which shall remain in full force and effect.

SECTION 5. Interpretation. Unless the context or law clearly requires otherwise, references herein to statutes or other laws include the same as modified, supplemented, or superseded from time to time.

SECTION 6. Effectiveness. This Resolution shall be in full force and effect from and after its passage and approval.

SO RESOLVED THIS 28th DAY OF OCTOBER 2024.

Brad Amos

Brad Amos - Dist. 3
Council President

Terry Langford

Terry Langford - Dist. 4
Council Vice President

Abstain

Scott McVoy - Dist. 1
Council Member

Randy Mobley

Randy Mobley - Dist. 2
Council Member

Absent 10/28/2024

Matt Czarnecki - At-Large
Council Member

Michelle O. Miller

Attested by: Michelle Miller
Sellersburg Clerk-Treasurer

Exhibit A

Description of Project

Tourism Series of Public Art Murals the Town Hall of Sellersburg located at 316 Utica Street, Sellersburg Indiana, 47172. The timeline for the project would be 30-60 days per mural for approval and design work and 3-7 days to paint each mural.

Wall space for the mural shall include the west facing brick wall of the Town Hall as to be visible from US-31 (Indiana Avenue), New Albany Street, and Utica Street. All walls can be painted for an all-inclusive budget of \$25,000.



SoIN Tourism (Clark-Floyd Counties Convention & Tourism Bureau)

Tourism Capital Development Fund Project Application Form (for bond funding only)

Fund Purpose and Background

The Tourism Capital Development Fund (TCDF) purpose is to provide leveraged investment in tourism projects that will increase visitors and attendant spending and overall economic impact to Clark-Floyd Counties. The TCDF was created in 1984 through the passage of Indiana Statute IC 6-9-3-5(b) which states that 25% of the 6% hotel tax revenue be allocated for use to finance a project to promote tourism through **payment of principal and interest on bonds issued by a respective sponsoring county or municipality only**. This Fund is under the authority of the Clark-Floyd Counties Convention & Tourism Bureau (CFCCTB) Board of Managers and managed by CTB staff. Funding applicants are restricted to not-for-profit entities and public/government institutions. **The CFCCTB reserves the right to accept or reject funding proposals.**

The primary aims of the TCDF are as follows:

- ⊙ To foster transformational capital development projects that positively change the trajectory of a community and the region as a visitor destination.
- ⊙ To reinforce the capacities of a visitor attraction or tourism generator.
- ⊙ To enhance the quality of life in our community.

These aims need to be recognized and addressed in the application form.

Project Application Procedures and Expectations

The following six application requirements are to be responded to fully. The outcomes of the tourism project are to be documented through supportive information as stated.



SoIN Tourism (Clark-Floyd Counties Convention & Tourism Bureau)

1. Project Name and Lead Proponent

Tourism Project Name: Community Tourism Murals

Organization Name: OSRS (mural team)

Address: 638 Jordan Ave, Louisville, KY, 40208

Key Contact Name: Ian Muldoon

Position: Owner & Project Lead

Email: ianmuldoonosrs@gmail.com

Telephone: 502-528-1185

Proponent Entity (check appropriate legal type):

- Political Subdivision Not-for-Profit 501(c) Other (please identify)

Organization Brief Description

For-Profit

(500-word summary on purpose, years in business, accomplishments and additional information as requested. Attach additional pages as necessary):

OSRS is a commercial mural group out of Louisville, KY and has completed more than 200 mural projects over the last 8 years of business. Through that process we have come to specialize in tourism murals that represent any community they go in and have partnered with more than a dozen municipalities to make public art happen. We do all designing on computers and paint to 99% accuracy from pre-designed renderings. Our team has experience on any range of lift equipment, and we carry fulltime \$1,000,000 commercial contractors liability insurance.

2. Project Sponsor

The proposed tourism project is sponsored by Town of Georgetown & Town of Sellersburg, and pursuant to IC6-9-3-5(b) requests payment of principal and interest on bonds issued by the sponsoring



SoIN Tourism (Clark-Floyd Counties Convention & Tourism Bureau)

political subdivision in the amount of \$200,000, to finance a project to promote tourism or refund bonds issued for that purpose.

Sponsor Entity must be a political subdivision. Please include any documentation to verify commitment by sponsor.

3. Brief Project Description and Anticipated Completion Date (attach relevant supporting documentation such as strategic plan and/or operational/business plan, market/financial feasibility study, etc.)

Tourism Series of Public Art Murals in the Town of Georgetown and Town of Sellersburg. Design timeline is 30-60 days per mural and 3-7 days to paint each mural. Mural designs to match attached template in OSRS Tourism PDF.
 Cost include:
 o \$35/SQ FT for mural painting (includes design, supplies & labor)
 o Lift rental as needed
 o \$5/SQ FT UV-Protectant clear coat application
 o PER DIEM for travel \$300/day
 Proposed Locations:
 o 9111 State Rd 64, park wall, 6 x 240ft., 2 sides (Georgetown) = \$101,000
 o 9110 State Rd 64, brick building, 25 x 42 (Georgetown) = \$36,750
 o 9585 State Rd 64, Cinderblock building, 10 x 50 + 15 x 15 top (Georgetown) = \$25,375
 o 316 E Ulica St, post office, 50x22 shape (Sellersburg) = \$24,500
 All walls can be painted for an all-inclusive budget of \$200,000 or some walls can be reduced to meet budget requirements.
 Community contacts : Charlie Smith, Town Manager, Town of Sellersburg - csmith@sellersburg.org
 Reny Keener, Town Manager, Town of Georgetown - reny.keener@georgetown.in.gov

4. Project Budget and Funds Leveraged

\$200,000

TCDF Request (should be same \$ as in section 2 above).

Identify other matching and/or grant funding below

Source of Funding (to be identified)	Project Activity Number	Amount of Public Investment
TCDF Grant	Painting/Travel/Labor	\$200,000
		\$
		\$
		\$
Total Project Capital Investment		\$200,000

Please indicate the stage below that best describes the status of the project at the time of application (check all that apply):

- Concept
 Design
 Engineering
 Permitting
 Site preparation
 Some funding committed



SoIN Tourism (Clark-Floyd Counties Convention & Tourism Bureau)

4. Project Benefits

(Three qualitative statements that align the project with Three Primary Aims of TCDF – page 1)

1. These murals will enhance quality of life for the local community by addressing current blank eye sore in areas that are undergoing current economic investments.
2. Public art is proven to enhance visitor attraction in municipalities through tourism generation and creates a visual connection in people's minds to a physical place.
3. Murals are shown to be welcomed visual changes by communities as the represent coming enhancements of color, attention & pride to an area.
https://www.americansforthearts.org/sites/default/files/PublicArtNetwork_GreenPaper.pdf
<https://www.yesmagazine.org/health-happiness/2021/12/06/public-art-cities>

Project Results

(Quantitative/metric statements such as number of visitors, new spending, employment, etc., based on primary or secondary research findings and evaluation. Cite or attach source documents as available.)

- ⊙ QR codes can be placed on walls that when scan take viewers to a choice of social media accounts which can be tracked by clicks and app scans
- ⊙ Community meetings can be held pre-design so that input can be made by residents of what they would like to see painted
- ⊙ Merchandise can be sold by municipalities via shirts, coffee mugs, keychains, stickers etc. as a source of revenue

⊙



SoIN Tourism (Clark-Floyd Counties Convention & Tourism Bureau)

5. Priority Tourism Project Status

Below are listed the categories of visitor experiences that have been prioritized by SoIN Tourism for its investment in new tourism and quality-of-place projects. Please indicate all categories of need this project fulfills. If possible, attach supporting documentation, primary or secondary research, to justify the claim.

- Small meetings/conferences
- Culinary/agritourism
- Sports events
- Riverfront/Outdoor recreation/adventure travel
- Arts, heritage and cultural entertainment/Festivals
- Business/corporate travel

Does the host community (Project Sponsor in #2 above) have a Community Tourism Action Plan (CTAP) or a corresponding section in a comprehensive plan, economic development plan, parks master plan, or other similar document that defines the community's role in regional tourism?

Yes No

If yes, does this project meet the priorities of its host community (Project Sponsor in #2 above) as stated in the CTAP or other plans?

Yes No

(Please attach a copy of pages or text from the plan that applies)



SoIN Tourism (Clark-Floyd Counties Convention & Tourism Bureau)

6. Signed Proponent Agreement

We agree to the terms and conditions of the Capital Development Tourism Fund as described on the first page of this application and the documentation required to fulfill this financial support agreement, all of which has been prepared in a truthful manner.

Proponent Organization: OSRS

Authorized Signature

Ian Muldoon, Owner

(Print Name, Title)

Dated: 9/17/24

Sponsor Political Subdivision: Town of Georgetown

Authorized Signature

Reny Keener, Town Manager

(Print Name, Title)

Dated: 9/27/24



Often Seen Rarely Spoken

Creative Placemaking

We use our large scale dimensional lettering to create local landmarks that stands out in the community for decades.

Our process leads our partners through creating a mural using any word or phrase that defines the location. The text is then surrounded by a variety of imagery: local icons, geometric/organic shapes, and patterns to create a bold and contemporary final product of relatable substance.

Benefits of Public Art

Public art adds enormous value to the cultural aesthetic and economic vitality of a community. It is a well accepted and acknowledged principle of urban design and plays a large role in contributing to a community's identity.

- Our cost equation is based on square footage of wall and content of design.
- OSRS is a fully insured art collective and has completed over 200 projects to date.
- Most murals are painted in two to five days.



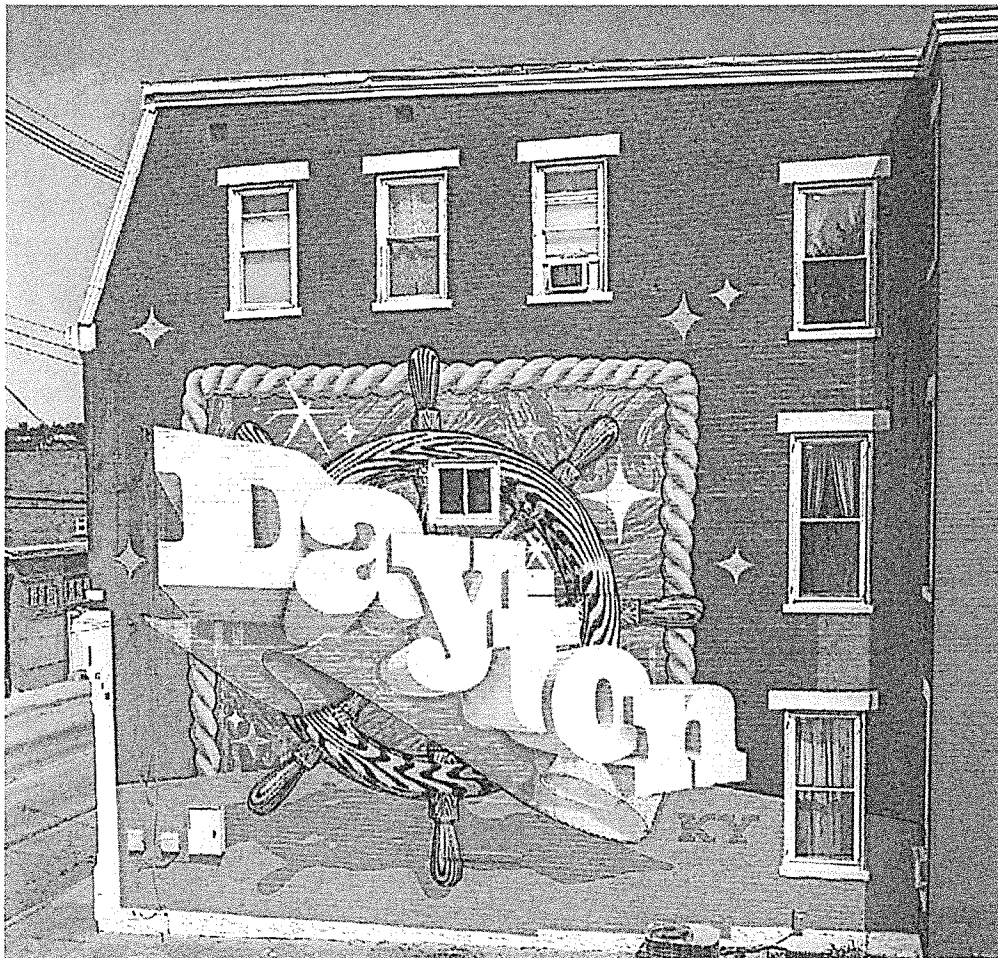
City of Harlan, Kentucky



City of Glasgow, Kentucky



City of Covington, Kentucky



City of Dayton, Kentucky



City of Shively, Kentucky



City of Murray, Kentucky