

TUNNEL VISION 2021

Sponsorship Opportunities & Benefits

YES, I've got the **VISION!** Here is my tax-deductible pledge of support!

- Tunnel Master - \$2,500
- Tunnel Champion - \$1,000
- Tunnel Advocate - \$500
- Tunnel Patron - \$250
- Tunnel Supporter - \$100



TUNNEL VISION 2021

**A Creative Collaboration of
Rails-to-Trails of Northwest Montana
and KALICO Art Center**



TUNNEL VISION 2021 is a volunteer initiative to paint professional murals on the entries/exits of three pedestrian tunnels along Kalispell's shared-use trail system. This community-based project will:

- EDUCATE** our community about the functional and aesthetic merits of Street Art
- ENGAGE** young people with professional artists in an appealing community effort
- ENHANCE** the pedestrian trail experience for users of all ages, year-round

Share the Vision!

Rails-to-Trails of Northwest Montana and KALICO Art Center are seeking Community Sponsors to underwrite costs for each Street Art Workshop and Tunnel entry/exit murals. We would love to have your support! Please see the attached Pledge Form and contact Kip Smith if you have questions or wish to learn more about this exciting project. Phone: 406-871-6139 Email: kipmansmith@gmail.com



Please mail your Sponsorship check payable to:
Rails to Trails of NW Montana
Attn: Kip Smith
PO Box 1103, Kalispell, MT 59901

*Rails-to-Trails is a 501(c)3 charitable nonprofit,
EIN 81-0459184. Your gift is tax deductible.*

Name _____

Address _____

Phone _____

Email _____

Visionaries

Rails-to-Trails of Northwest Montana is a grassroots nonprofit, organized in 1988 to provide non-motorized bicycle and walking trails for Kalispell and nearby communities. Since its inception, Rails-to-Trails has been integral to the development of over 26 miles of safe recreational pathways for residents and visitors to hike, bike, jog, roll, snowshoe and XC-ski.

KALICO Art Center, a nonprofit located in downtown Kalispell, offers contemporary space for participants of all ages and abilities to experience art through classes, events, exhibitions and studio room.

Immediate Vision

Educate: KALICO Art Center will host a free Street Art Workshop for the general public during its Winter Schedule. The course, taught by local art teacher Adam Shilling, includes the history of street art and illustrates how public art production can be a source of paid employment and a practical, positive influence to dissuade against tagging public and business structures. Shilling first presented his Street Art Workshop at the Montana Art Interscholastic Conference in 2014.

Engage: Adam Shilling will offer Street Art workshops at Flathead and Glacier High Schools, Linderman Education Center, and Flathead Valley Community College. The workshops will be free of charge and participating youth will be invited to help develop proposed mural artwork concepts and designs.

Project Timeline

Jan 2021: KALICO hosts free Street Art Workshop

Feb 2021: Street Art Workshops offered to FHS, GHS, Linderman Educ. Center, and FVCC

Feb 17- Mar 17, 2021: Call for art proposals (Flathead County residents)

Mar 22 & Mar 29, 2021: Selection Committee review and selection of winners

Apr 2021: Kalispell City Council final review and approval of project

May 2021: Winning proposals and artists announced

Jun 1-Aug 31, 2021: Murals completed in 1 week during this period, weather permitting

Project Budget

Street Art Workshops
\$500/Workshop

Tunnel Murals
\$2,500/Tunnel entrance



Near Vision

All three pedestrian tunnels are located within the Montana Department of Transportation (MDT) Right of Way. MDT has authorized Tunnel Vision 2021 to move forward with the creation of murals at the Kidsports/Flathead Valley Community College (FVCC) Tunnel. The City of Kalispell which is responsible for maintenance of this initial tunnel under an agreement with MDT, has also granted permission to proceed. This first set of murals will serve as a demonstration model for subsequent MDT authorization, and its highly visible location will generate community enthusiasm and support.

Far Vision

Enhance: Appealing, high quality, community art will enhance the experience for all trail users - students enroute to schools, children and families heading to Kidsports, bicyclists, walkers, and joggers. It can also discourage vandalism at these locations, especially if young people feel a direct connection with the art and its creation. Studies have shown that murals tend to deter graffiti by removing the offender's blank canvas:

<https://omegainc.com/how-to-discourage-graffiti-vandals/>

<https://www.citylab.com/design/2015/11/the-art-of-encouraging-graffiti/414253/>

Rails-to-Trails and KALICO will jointly manage all phases of the project: fundraising, community education, promotion, call for proposals, selection of artists, oversight of mural painting and hosting public dedications upon completion.