

2017 Knight Creative Communities Institute

#iHeartTally Sculpture



URBAN IDENTITY + CONNECTIVITY: #iHEARTTALLY | SPONSORSHIP + DESIGN PACKAGE | TALLAHASSEE, FL



Overview of the 2017 KCCI Tallahassee Team

Once known as the “pound sign” the hashtag is now a global symbol, and in Tallahassee the #iHeartTally showcases Tallahassee-area sights, activities and events throughout social media, ultimately encouraging others to discover something new or visit Tallahassee. KCCI’s 2017 team will take the #iHeartTally hashtag a step further by creating a life-sized, 3-D visual representation of the hashtag where people can stand next to, take selfies, play, climb on or relax near the letters. The #iHeartTally sculpture will be distinctively positioned as a gateway between an underrepresented neighborhood and vibrant downtown and functions as a catalyst in the urban revitalization of Tallahassee’s SOMO (South Monroe) District.

What are we proposing to do?

Bring the #iHeartTally to life by creating and promoting a life-sized (imagine 10ft. tall), mobile, 3-D representation of the hashtag. This interactive, outdoor art installation will be available for people to interact with and share pictures on social networks while bringing people together and bridging divides. The outdoor piece could include social media instructions. To create an interactive parklet the letters would be potentially placed 1st in the SOMO District, an emerging artistic area nestled between two Universities and downtown. A smaller # version will travel to different events/sites throughout each year to highlight the people and spaces that make Tallahassee unique.

Why is this the right idea right now?

Since 2009, tourism has been on the rise in Tallahassee with 2.35 million visitors from 47 states and 36 countries for 2015-2016 fiscal year. This utilitarian art creates a legacy by engaging the community in the development and by encouraging tourists and residents to share their Tallahassee Love Story and pictures with the hashtag/outdoor art on social media. By having an interactive, outdoor art installation that moves to different community spaces, people will see locations they wouldn’t have originally planned on visiting and connect with others. This further puts Tallahassee on the map as the place to be.

Who will execute this project?

A group of 12 diverse volunteer KCCI Community Catalysts. They could also work with representative from Visit Tallahassee, students from Florida State University and Florida A&M University, local businesses, and City and County government representatives. The team receives guidance from KCCI’s Executive Director, Consultant and Advisory Board. “KCCI Community Catalysts are change agents. They make cool projects happen,” said Matt Thompson, Chamber Pacesetter Award Winner and Entrepreneur. KCCI Catalysts volunteer and make a commitment to educate, engage and enable fellow citizens to build a more authentic, sustainable and prosperous community.

TEAM MEMBERS

Brian Batchelder
Debbie Bergstrom
Tiffany Bowers
Jenny Crowley
Joshua DeSha
Megan Doherty
Cosby Hayes
Abena Ojetayo
Chris ONeal
Ryan Sheplak
Charlotte Waters
Jared Willis

Betsy Couch, Executive Director
Mike Pate, Consultant

PHONE / WEBSITE / EMAIL

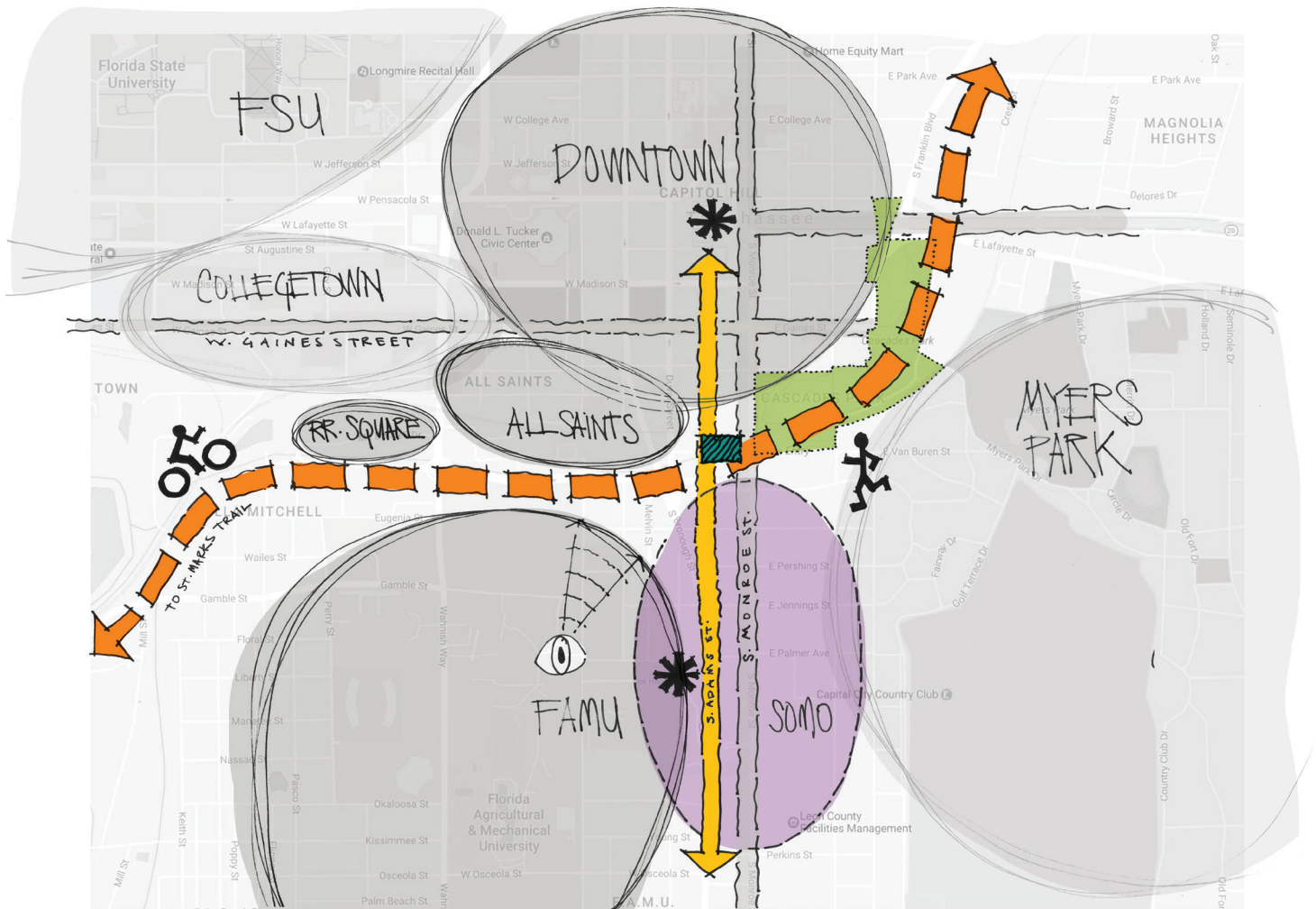
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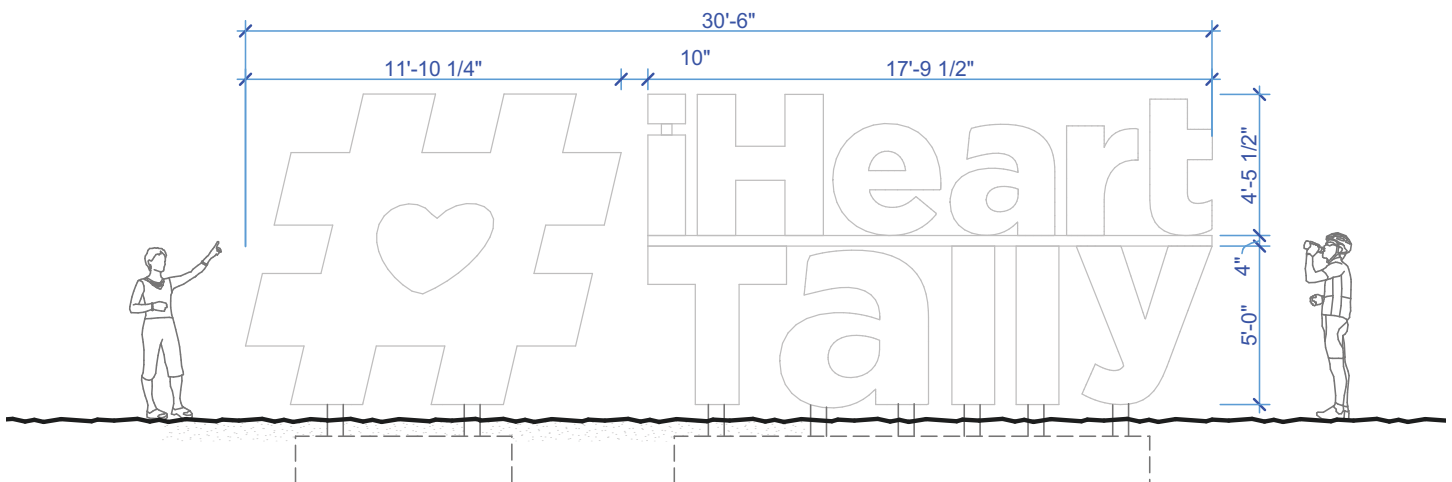
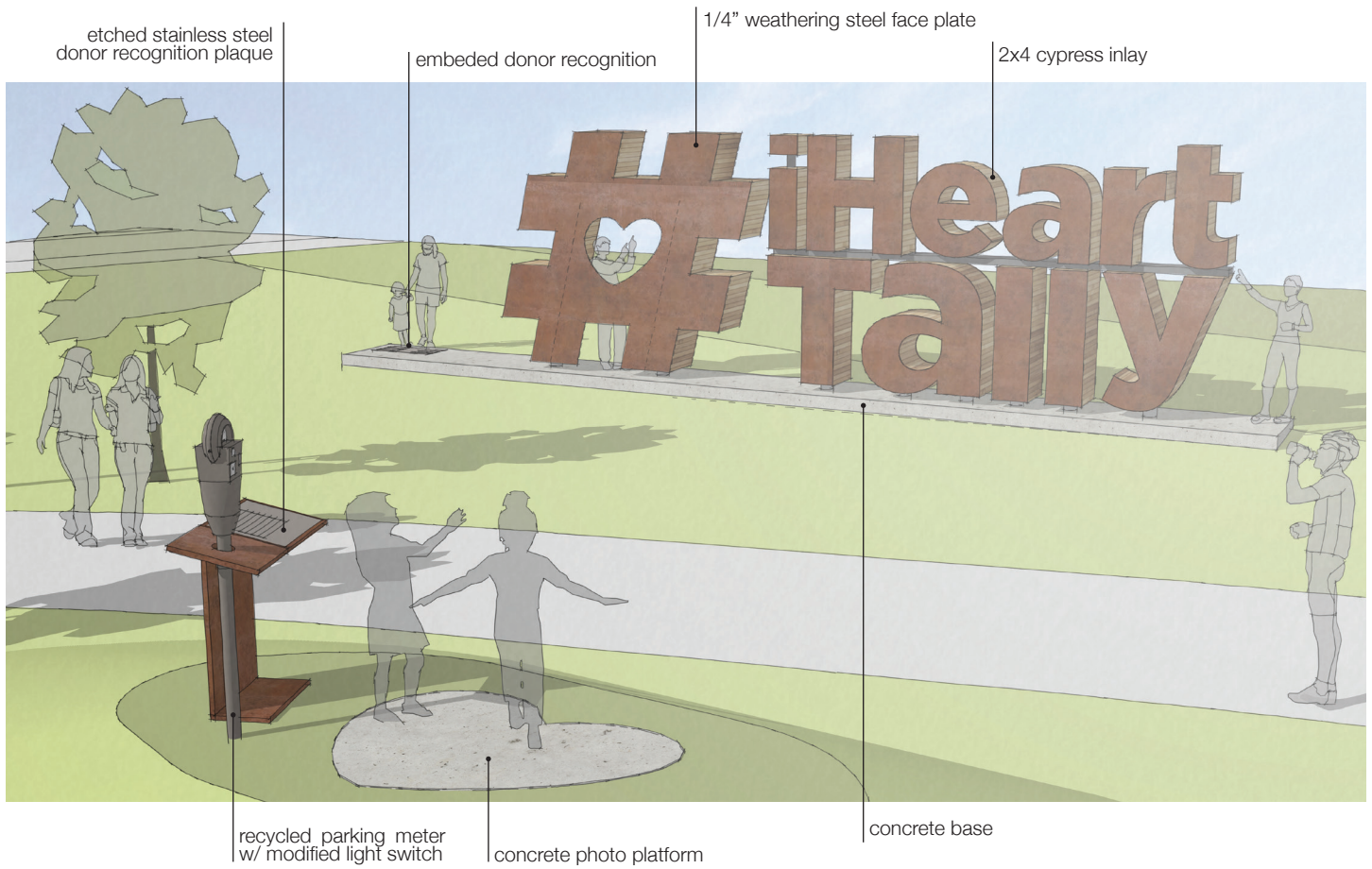


Project Summary

The attached documents represent the current design concept, being vetted with multiple stakeholders, including Visit Tallahassee (the originators of the trademark), and key partners in the project. The #iHeartTally sculpture will be distinctively positioned as a gateway between Southside neighborhoods and a vibrant downtown and function as a catalyst in the urban revitalization of Tallahassee's SoMo (South Monroe) District. The project will showcase SoMo as an up and coming district, by highlighting businesses, sights, activities and events through social media, ultimately encouraging people to discover something new and invest locally.

There were several variables taken into account when designing the letters: material choice, durability, budget, size constraints, photographability, etc., all played important factors in the refinement of the design. We also explored a variety of material options varying from powder coated steel to anodized aluminum to synthetic stucco. Considering the rich railroad and industrial history present in the SoMo District, we focused on durable materials pulled directly from the local vernacular such as weathering steel, concrete, old-growth cypress, pine and white oak. We believe these materials will be easier to maintain, particularly with regards to graffiti abatement. With the sculpture serving as an interactive beacon for visual connection across the surrounding pedestrian corridors, its warm-colored weathering steel and wood inlay, consistent with the sculpture's industrial surroundings, makes the #iHeartTally sculpture a thread in the historic fabric.





	<div> <div> \$50,000 PRESENTING SPONSOR </div> <div> \$20,000 DIAMOND </div> <div> \$15,000 EMERALD </div> </div>		
	Exclusive Status as Presenting Sponsor	Adopt The "#" and Photo Platform	
Name on Plaque at Park	●	●	●
Invitation to Project Kickoff Event	●	●	●
Invitation to Project Reveal Event	●	●	●
Logo + Sponsorship Spotlight on KCCI Website	●	●	●
Logo + Sponsorship Spotlight on KCCI E-Newsletter	●	●	●
Logo + Sponsorship Spotlight on KCCI Social Media Platforms	●	●	●
Logo + Sponsorship Spotlight on KCCI Printed Materials	●	●	●
Name on Bench			
Participate in Project Kickoff Event	●	●	●
Participate in Project Reveal Event	●	●	●
Opportunity to Interview With Team Representative in Local Print Media Interviews	●	●	●
Guest Speaker Project Kickoff Event	●	●	●
Guest Speaker at Project Reveal Event	●	●	
Opportunity to Appear With Team Representative on Local TV/Radio Interviews	●	●	
Quote in All KCCI Project Press Releases	●	●	
Quote in All KCCI Project Press Releases	●	●	
Recognition at Park with Permanent Signage	●		
Personal Tour of Site	●		
	LIMIT 1	LIMIT 1	UNLIMITED

	\$10,000 PLATINUM	\$5,000 GOLD	\$2,500 SILVER	\$1,000 BRONZE
		Adopt a Letter	Adopt a Bench	
	●	●	●	●
	●	●	●	●
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	●	●	●	●
	●	●	●	●
	●	●	●	●
	●	●	●	●
			●	
	●	●		
	●	●		
	●	●		
	●			
UNLIMITED	FIRST 11	FIRST 4	UNLIMITED	

FIRST 11

UNLIMITED



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