



CITY OF EAST LANSING

The Home of Michigan State University

July 10, 2019

Wendy Wilmers Longpre
Asst. Director of Parks and Recreation
City of East Lansing, Michigan

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The City of East Lansing is considering installing a mural on the north building façade of the East Lansing Hannah Community Center and is reaching out to you today to share this idea and solicit your feedback. As one of our neighbors who look upon on this side of the Community Center, we wanted to contact you directly about this project.

The East Lansing Arts Commission is considering painting an official *Greetings Tour* mural on the Community Center. *Greetings Tour* is a nationwide mural project that creates “Welcome to...” murals in the style of classic large-letter postcards. The murals are approximately 25’ x 15’ in size, colorful, and painted on walls at, or near, ground level so they can be posed in front of for interactive photographs. The design for the mural is developed through a collaborative effort with the local agency to highlight features that symbolize the uniqueness of the community. Examples of existing *Greetings Tour* murals are enclosed, and you can visit the *Greetings Tour* website at www.greetingstour.com for additional information.

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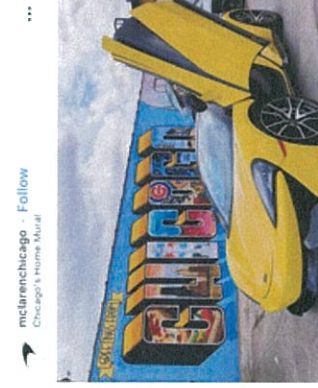
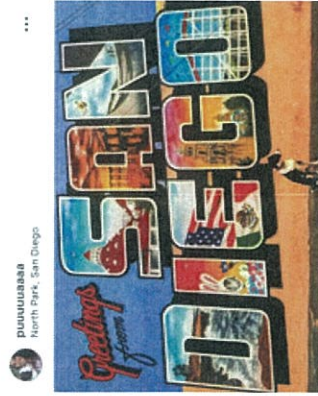
If you have any concerns about this project or would like to discuss it in greater detail, please contact me at 517-319-6940 or wlongpr@cityofeastlansing.com and I’d be happy to visit with you further. We anticipate making a recommendation to City Council during August so your feedback by July 26, would be appreciated.

The Arts Commission is excited about this opportunity to bring a national project to our community and look forward to hearing your thoughts.

Sincerely,

Wendy Wilmers Longpre
Asst. Director of Parks and Recreation

Enclosures



FOLLOWER DEMOGRAPHICS

This slide showcases select social media posts of engagement with our murals. We have listed some recent statistics pulled from our own social account: [@greetingstour](#)

GENDER

- 54% - Female
- 46% - Male

AGE

- 49% - 25 to 34
- 25% - 35 to 44
- 13% - 18 to 24

LOCATIONS

- 6% - New York
- 5% - San Diego
- 5% - Chicago

