

## **St. Lucie County's Recycle Art, Awareness and Action!**

### **2004-2005 Innovative Waste Reduction and Recycling Grant – IG05-12**

#### **A. Introduction**

Recycling Coordinator Jacquie Burgess's goal mirrored the State's goal to increase the recycling of construction and demolition materials. Since talking about trash was not very exciting to the average public, St. Lucie County's Recycling Coordinator developed an innovative marketing idea. Let's create a sculpture that demonstrates RECYCLING and place it in front of the building and permitting offices. Since contractors, homeowners and developers come to this office for permit needs, the target audience was informed of how they could help recycle construction and demolition debris.

When entering the building, a unique 20' tall spiral sculpture stands in the courtyard. Located at the top of the tornado shaped sculpture are pieces of bicycles and other tangible objects collected from the landfill. Toy trains, robots and other objects were placed at the base to represent the end product of recycling.

After walking past the sculpture, the public has an opportunity to review the graphics that explain the sculpture and the benefits of recycling and methods of recycle. Located in the building permit section are brochures that once again remind the public why and how to recycle construction and demolition debris.

During the dedication of the Recycle Art Sculpture, many speakers discussed several ways to recycle. First, Bob Russell discussed the use of recycled material in art and the Art in Public Places Program. Al Rivett, from St. Lucie Habitat for Humanity thanked DEP for the portion of the grant that helped with start up costs to the Builder's Barn, a shop that sells recycled construction materials. The next speakers also spoke of the valuable partnership of DEP in helping fund this innovative marketing project. Two other ways the County recycled C&D materials was shared with the audience. First, the large brightly colored benches used for seating were covered with recycled tile and glass art. Secondly, the hurricane-damaged County Civic Center adjacent to this site was going to be recycled into an artificial reef. By not placing this construction rubble in the landfill, it was given new life as an artificial reef. Thus, this DEP grant helped the County demonstrate first hand three different ways to recycle C&D materials.

## **B. Implementation**

This project had the following three fundamental goals:

- Provide funds to St. Lucie Habitat for Humanity for start up costs associated with the recently constructed Builders Barn;
- Create a sculpture that clearly demonstrated RECYCLING;
- Educate the public and builders on the benefits of recycling C&D materials.

Implementation of this project was fairly straightforward. First an Art in Public Places subcommittee was formed that would review the Call to Artists and the Submittals for the Proposed end product. Several national artists submitted designs and three finalist were chosen. The committee then recommended Brower Hatcher's Recycling Sculpture to the St. Lucie County Board of County Commissioners for funding. Brower Hatcher with Mid Ocean Studios studied at Vanderbilt University School of Engineering in Tennessee before he went on to earn a degree in Industrial Design from Pratt Institute in New York City and has taught at several colleges in London and the United States. Thus Hatcher was skilled in creating an art piece that could withstand Florida's severe weather conditions.

In August 2005, a formal agreement was set up with artists to move forward with the project. By September 2006, the sculpture was installed the concrete and lights were placed around it. The graphic text was emailed to DEP for review and once it was approved, it was installed near the sculpture to inform people of the benefits of recycling C&D materials. The brochure was approved several months earlier and copies have been in place at the building and permitting windows to inform all applicants. The main problem with this project was the change in staff which slowed it down a couple of times. But ironically, the person that assisted with the original grant application has ended up being the Cultural Affairs Director and really speaks proudly of this project throughout the community.

In completion of the final report, staff realized that the \$58,250 for the recycled sculpture was charged directly to the County Art in Public Places account instead of to the grant account. It should have been charged to the grant account and then the match is automatically pulled from the Art in Public Places account. Since it was charge to the AiPP account, proper auditing rules forbids the County from asking DEP for the grant's portion of the \$58,250. Although we can not use it in our final payment request, it does show a greater commitment from the County toward this project. A total local cash of \$81,389.30 was the final match to the DEP grant amount of \$46,979.78.

## **C. Project Results**

This successful project will remind many generations of St. Lucie County residents and visitors the value of recycling construction and demolition debris. The 20 ft tall sculpture is a symbolic replica of the amount of construction and demolition debris the County government has recycled and a reminder to all that passes by it to recycle.

The projects objectives and goals were met. The recycling sculpture was created, start up funds were given to Habitat for Humanity for their Builders Barn (originally identified as a ReStore in the application), and educational materials and programs were produced.

Although there are probably a few back yard creators that creates sculptures from recycled products, it is rare that a governmental entity takes on the mission to showcase recycling in a prominent location with a monumental sculpture. Thus, this project was innovative and created from an artist with experience in engineering and industrial design. The sculpture symbolizes old bicycles and items at the top of the spiral that transform to toys at the base of the sculpture. This 21<sup>st</sup> Century proto-machine could inspire future generations to invent equipment that recycles C&D materials into useable products.

This project was featured in two issues of the ArtsView, a magazine devoted to public art in the community. In addition, to this the Palm Beach Post and the Tribune had articles on the dedication event. The information will also be updated to the Arts In Public Places web site once the latest ArtsView is published so people across the country will have the opportunity to apply this concept to their community. Newspaper articles, one ArtsView magazine and the final draft of the second magazine is included.

At the Dedication event on September 18, 2006 the Florida Department of Environmental Protection grant was mentioned several times by the speakers stressing what a great partnership this project was for promoting recycling. In addition, the County demonstrated to the public several ways on how the County has recycled C&D materials. First of all, the public sat on concrete benches that were destined for the bus stops. The benches were covered with artistic designs from tile and stained glass. The more monumental form of recycling the County highlighted to the attendees and to the viewers on the recorded broadcast, was the recycling of our hurricane ravaged Civic Center into an artificial reef. It was being trucked to the staging area and will be barged out to the Atlantic Ocean to a permitted artificial reef site.

Habitat for Humanity Executive Director also thanked DEP for the grant that was passed through from the County to help HFH with start up cost for the first Builder's Barn on the Treasure Coast. Their Builder's Barn provides an outlet for the contractor or homeowner to donate used household building materials that can then be purchased at a reduced price by anyone repairing their home or commercial site. In addition, the funds generated from this store allows for the HFH to build affordable home for St. Lucie County residents. Thus, the HFH connection enhanced the marketability and availability to end markets of the C&D materials.

Through the dedication being aired on Channel 21 SLCTV and through the newspaper articles and ArtsView Magazine, the public learns several ways to actively recycle or reuse C&D materials. Although this marketing effort was earmarked to the public, it is unclear how much C&D materials have been recycled. Since this project was a little more innovative than some, it is difficult to respond to the questions that request information on tipping fees, material tonnage and diversion.

Please review the attached budget page. There were no administration or travel charges to the grant.

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Total Grant \$100,000

	Request	County Match
1/31/2006		
Previously Billed to DEP		
Art (Mid Ocean Studios)	\$10,056.70	\$ 4,953.30
Habitat for Humanity Restore	\$22,780.00	\$11,220.00
Total invoice submitted	\$32,836.70	\$16,173.30
Less 5% (unless final invoice)	\$ 1,641.84	
<b>TOTAL REIMBURSEMENT</b>	<b>\$31,194.86</b>	

REMAINING IN GRANT \$68,805.14

INVOICE #2

Mid Ocean Studio – Artist for Sculpture***	\$ 9,990.00
Shell Subcontractors, Inc. Concrete base	\$ 1,958.00
Imperial Electric – add lights at base of sculpture	\$ 7,880.00
CenTec Cast Metal Products 3 Bronze Plaques	\$ 1,989.89
Shadetree Studio Patina and Install 3 Plaques	\$ 750.00
Ginny Piech Street – Text and design for Plaques	\$ 500.00

TOTAL EXPENSES \$21,109.08

Grant Request	\$14,143.08	Match \$6,966.00
+ Amount Held back from 1 <sup>st</sup> Invoice	\$ 1,641.84	

Total Reimbursement Request \$15,784.92

Total Remaining in Grant \$68,805.14 - \$15,784.92 = \$53,020.22

\*\*\* Mid-Ocean Studio Sculpture total cost was \$75,000 but only \$16,750 was charged to the DEP grant. Due to the change in staff, \$58,250 was charged directly to the County Art in Public Places account and not to the grant account. Thus, the \$58,250 could not be charged to the grant for partial payment. However, this shows a total local match of \$58,250 + \$6,966.00 + \$16,173.30 = \$81,389.30 to this project.

Local Match \$81,389.30 + \$46,979.78 DEP Grant = \$128,369.08 TOTAL COST