

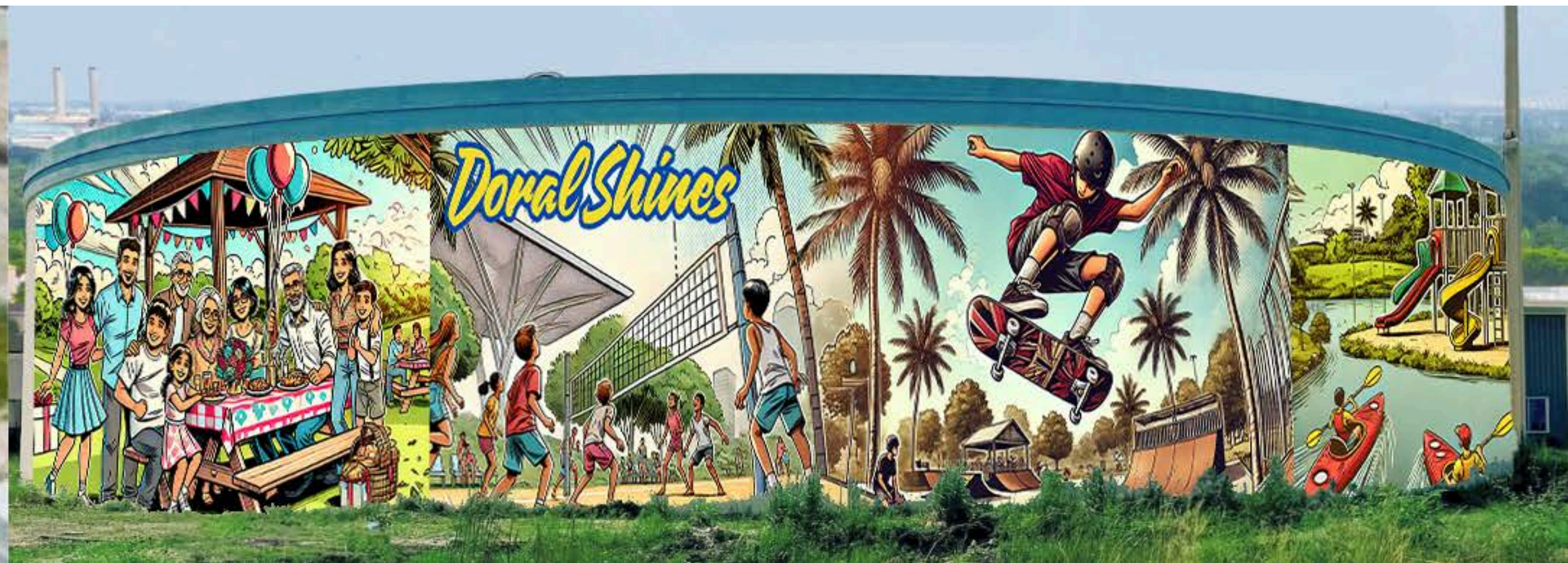
# DORAL CENTRAL PARK WATER TANK MURAL PROPOSAL

PRESENTED BY ROC SOL AND PROJECT ROADMAP

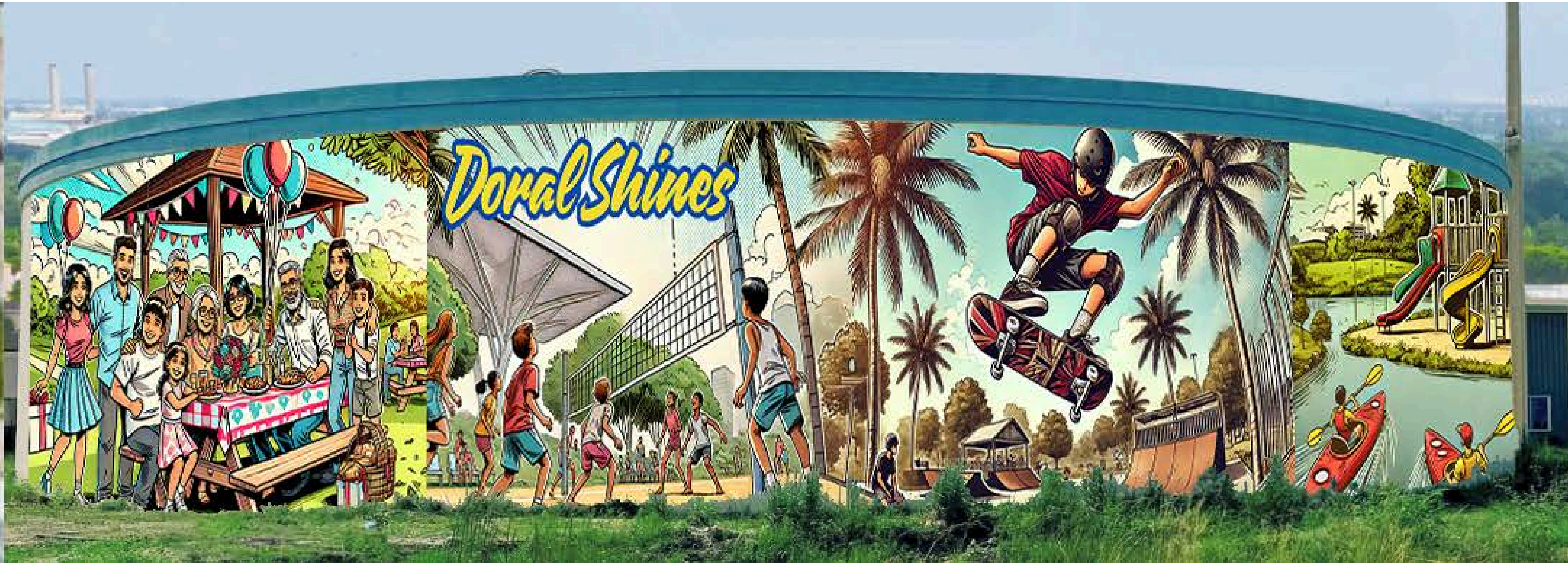


# DORAL CENTRAL PARK WATER TANK MURAL ART OVERVIEW

Our mural team at Project Roadmap in Miami, FL would love to paint a mural design for the water tank at Doral Central Park. Our vision is to combine the mural with a permanent interactive experience attached to it through the inclusion of augmented reality. Visitors would be able to engage with the mural all year long with the use of a QR code and call-to-action sign that will lead them to a gamified experience on their phones or tablets. By incorporating elements reflective of Doral's reputation as a premier city to live, work, learn, and play, the mural will be a beacon of community pride and a major landmark within the park. This approach not only enhances the visual impact of the mural but also creates a lasting interactive experience that can evolve with the community. Additionally, we will incorporate the City of Doral logo prominently on the rooftop, enhancing aerial visibility and branding, ensuring that the water tank stands out as a landmark for both ground and aerial viewers.



# ART CONCEPT



For this concept, we aimed to highlight the diverse amenities of Doral Central Park, such as skateboarding, kayaking, volleyball, and pavilions for celebrations and picnics. By showcasing these activities, we illustrate the park's role as a vibrant hub for community life and engagement. This visual narrative portrays Doral not just as a place of recreation, but as a space where the community thrives and connects.



## **WE ARE PROJECT ROADMAP: MURALS WITH AN EXPERIENCE**

Project Roadmap is an artist-led mural company founded by Miami artist Roc Sol, also known as Adrian Gonzalez. We represent a team of hyper-creative artists that work together as a collective to produce large-scale murals and art installations. The artists in our collective are Roc Sol, Dennis Perez, and Alexandra Seda. Each mural is documented through professional photography and video.

As a team of artists, we are passionate about art and aim to reflect the neighborhoods we beautify with art that represents their local communities. We pair each mural with a curated experience that aims to elevate brand messaging and get the community involved through art events or interactive installations .

# MEET OUR TEAM



**ROC SOL**

Adrian Gonzalez // @rocsolmiami  
[www.rocsolmiami.com](http://www.rocsolmiami.com)



**MISS LUSHY**

Alexandra Seda // @misslushy  
[www.misslushyart.com](http://www.misslushyart.com)



**DEE**

Dennis Perez // @dee\_ffc1  
[www.projectroadmap.io/dee](http://www.projectroadmap.io/dee)



## **MEET THE ARTIST: ROC SOL**

Roc Sol is a notable artist and muralist from Miami, Florida who is known for his abstract patterns, mixed-media artwork, digital art designs, fine art and community art events. He is the CEO of his mural company Project Roadmap where he paints large-scale murals with a curated artist team of highly skilled muralists within South Florida. His collaborations with high-profile brands and significant mural work — including work with Verizon, Jarritos, and the Bored Ape Yacht Club — highlight his versatility and commitment to bringing art into public and digital spaces. He has a diverse range of skills including digital design, murals, illustration and abstract works. His signature pieces are recognized for their kaleidoscopic, stained-glass effects and a dynamic use of color and form, as well as his mixed media use within illustrative pop art styles and portraits.

His standout project includes leading the creation of a vibrant mural for Verizon at their Midtown location, which he painted alongside Project Roadmap co-artist Dee. Roc wanted to create a design that showcases a woman on the phone while she wanders Midtown with a Miami Vice style and theme. The community has loved the mural and it brings us joy to be able to have painted this mural for Verizon, bringing their vision to life.



# MEET THE ARTIST: MISS LUSHY ART

Alexandra Seda, known artistically as Miss Lushy Art, is a vibrant force in the Miami art scene. Born and raised in Miami, she was captivated early by the city's dynamic hip hop culture and burgeoning urban art landscape. Her deep-seated appreciation for graffiti and street art naturally evolved from admiration to participation, as she transitioned from smaller canvases to expansive murals, using the city as her canvas.

Miss Lushy honed her skills at Miami International University of Art & Design, where she earned a Bachelor's in Graphic Design. This academic foundation allowed her to seamlessly blend her love for music and vivid color palettes into unique artistic expressions, characterized by a palpable passion and a soulful touch in each piece. Her professional journey post-graduation has been marked by a dedicated engagement with the Miami communities, particularly in Allapattah, Doral, Hialeah and Little Havana. Miss Lushy has not only beautified urban spaces but also fostered community connections through art. She collaborated with Hope Murals, a nonprofit that leverages urban arts to foster youth development, where she contributes by creating interactive mural projects that stimulate both the mind and the physical abilities of young participants. Notably, Miss Lushy has painted an iconic mural of Celia Cruz on Calle Ocho in the heart of Little Havana, a tribute resonating with the vibrant local heritage. She also created a large-scale mural for the celebrated musician Willy Chirino, further cementing her role in celebrating and preserving Latin musical legends through her art.

Further extending her collaborative efforts, she teamed up with Roc Sol and Project Roadmap to produce a striking mural for Verizon's retail store in Hialeah, blending corporate partnership with community artistry. Miss Lushy continues to redefine spaces with her colorful and musically inspired murals, making her a celebrated figure in both the art and cultural tapestries of Miami.



# MEET THE ARTIST: DENNIS PEREZ

Dennis Perez, also known as Dee, is an independent artist from Miami, Florida who is known for his dynamic artistry with a rich blend in fine arts, graphic design, photography and his immaculate attention to details. Educated with a Bachelor of Fine Arts degree through Miami International University of Fine Art & Design's program, his formal training created a strong foundation for his diverse artistic skill set today. Over the years, Dee has collaborated with numerous organizations, including Hospital for the Soul, Hispanic Lutheran Church, and Lutheran Ministries to create impactful advertisements, banners, and artwork for them. As an artist, he works closely with Project Roadmap Murals to paint large-scale murals to beautify neighborhoods through various art initiatives within South Florida. He is also known as a mentor to many students in the community as he teaches breakdancing and the arts through his company Funkseon Breakin School and Future Force Crew.

His standout project includes leading the creation of a vibrant mural for Verizon at their Coconut Grove location, showcasing his exceptional talent and vision. Dee was very excited to paint a mural for Verizon alongside Roc Sol for Verizon's Coconut Grove store and the community within it. He wanted to create a design that showcases the neighborhood within Coconut Grove by highlighting landmarks such as Vizcaya as well as the community and their love for pets. The community has loved the mural and it brings us joy to be able to have painted this mural for Verizon, bringing this vision to life.



# OUR CLIENTS

verizon<sup>v</sup>

 City of  
**HIALEAH**



  
**YUGALABS**

**MIAMI-DADE  
COUNTY**



  
**CONSULAT  
GÉNÉRAL  
DE FRANCE  
À MIAMI**  
*Liberté  
Égalité  
Fraternité*

 **Big Brothers  
Big Sisters.**  
OF MIAMI

**MUSEUM  
OF  
GRAFFITI**



**Doodles**



**LIVE NATION**

**MEGADETH  
DIGITAL**

**HARD  
Happy Dad  
SELTZER**

**DEGEN  
TOONZ**

**VeeFriends™**

**Brand XR**

# OUR MURAL PROCESS

## DESIGN

- WE CREATE THE MURAL DESIGN WITH 3 REVISIONS INCLUDED FOR FEEDBACK INCLUSION
- WORK WITH A.R COMPANY FOR INTERACTIVE EXPERIENCE

## MATERIALS

- LIFT RENTALS
- PAINT SUPPLIES
- SPRAY PAINT
- EXTERIOR PAINT
- PAINT SPRAYER
- ANTI-GRAFFITI COATING

## LABOR

- WALL PREPARATION
- MURAL CREATION
- ARTISTS LABOR
- AUGMENTED REALITY EXPERIENCE

## MAINTENANCE

- OUR ARTIST TEAM REPAIRS AND MAINTAINS THE MURAL AS NECESSARY
- ANTI-GRAFFITI SEAL APPLICATION THAT PROTECTS COLOR VIBRANCY WITH UV PROTECTION AND PROTECTS AGAINST UNWANTED GRAFFITI
- CLEANING SOLUTION AND PRESSURE WASHER WILL REMOVE ANY GRAFFITI WITH OUR SEAL APPLICATION
- AUGMENTED REALITY EXPERIENCE CAN BE UPDATED AS NEEDED

**\*THE ANTICIPATED TIMELINE OF THIS PROJECT IS 4 WEEKS FROM START TO FINISH.**



# MURAL MAINTENANCE AND PROTECTION

At Project Roadmap, we prioritize the longevity and pristine appearance of our murals. To achieve this, we use a high-quality anti-graffiti coating from Sherwin Williams. This specialized coating is designed to protect the mural's vibrant colors and shield it from unwanted graffiti for up to 10 years. The varnish includes UV protection to prevent fading and degradation caused by sunlight exposure.

## Graffiti Removal Process:

In the event of graffiti, our maintenance protocol will clean up the mural within 48 hours. This involves the use of a 3000-psi pressure washer equipped with a 15-degree tip. This setup allows us to effectively clean the mural by applying the water stream from 2-3 inches away, ensuring thorough removal without damaging the underlying artwork. For more stubborn graffiti, we may employ graffiti removers or solvents as needed, ensuring these are gentle enough to preserve the integrity of the mural. In the event we need to repaint a section, we will select the colors using our expert color matching techniques to restore the mural.



# MURAL MAINTENANCE AND PROTECTION

## Ongoing Maintenance:

Our artist team is committed to the regular upkeep of the mural. Should the anti-graffiti sealant show signs of wear or fail, we will promptly return to apply necessary repairs and refresh the protective coating. This proactive approach ensures that the mural remains a vibrant and engaging part of the community, standing the test of time and elements.

## Restoration Services:

Beyond routine maintenance, Project Roadmap offers mural restoration and preservation services. We are equipped to handle weather wear, accidental damage, and fading with our expert color-matching techniques and restoration practices. Our goal is to maintain the mural's original vibrancy and significance as an integral part of Doral's cultural landscape.

# **PAINT BY NUMBERS MURAL ACTIVITY**



**Our "Paint by Numbers" activity is designed to engage the Doral community directly in the creation of the Doral Central Park water tank mural. This method simplifies the painting process, where each paint color is assigned a specific number that corresponds to sections of the mural's design. This allows participants of all ages to easily pick a color, find its corresponding number on the tank, and paint the designated area. To accommodate the project's timeline and ensure quality, this interactive experience will be available on the second weekend of the project, allowing for two sessions. These sessions provide a unique opportunity for community members to contribute to the mural, fostering a deeper connection between the residents and this new landmark.**

# **PAINT BY NUMBERS MURAL ACTIVITY**



**As a thank you for participating, participants can also receive a “Thank you for painting!” print as a keepsake for their experience. It can contain the full color image to show them how it will look once completed. It’s the perfect souvenir to keep for a special project like this to remember their participation.**



# OPTIONAL: AUGMENTED REALITY INTERACTIVE EXPERIENCE

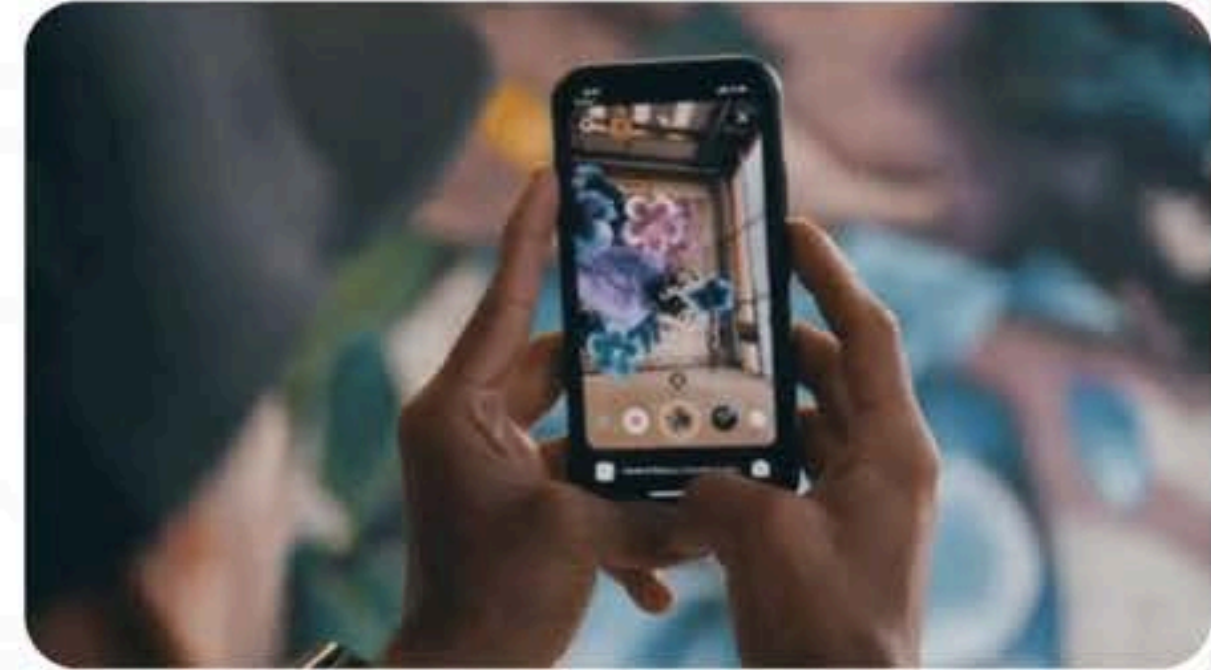


In partnership with BrandXR, we can offer augmented reality to our murals as an interactive experience the community can continue to engage with once the mural is complete. It is activated through a QR code for easy sharing and visitors won't need to have an app to activate it. The experience can be customized, updated and curated for a seamless experience with the community. Augmented reality murals combine AR technology with mural painting to create a one-of-a-kind mixed reality experience.

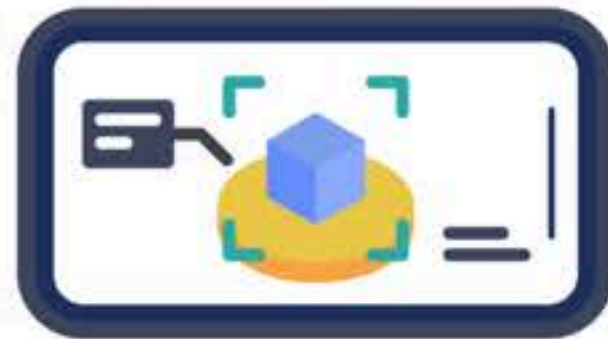
[Link to Augmented Reality Info](#)



# AR Mural User Journey



**SCAN QR CODE**



**SCAN MURAL**



**TAP TO INTERACT**



**CAPTURE, SAVE,  
AND SHARE!**



# Measure and Track Results

## WHAT UNIQUE INSIGHTS CAN YOU GAIN FROM AR MURALS?



- Impressions
- Opens
- Captures
- Demographics
- Engagement
- Social Shares
- Visual Attention Heatmaps

- Average Session Length
- Brand Awareness
- Conversions





# PROJECT BUDGET

**Our budget allocation is meticulously planned to ensure high-quality execution while maximizing value. To review our project budget, please click the link below for full details:**

**[Link to budget details](#)**

**We have also provided a breakdown in the next slides.**



# PROJECT BUDGET

<b>Roof Stencil</b>			
<a href="#">Large Custom Specialized Stencil for Roof Logo - 30 feet</a>	\$3,106	1	\$3,106
			<b>Cost 3105.99</b>
<b>Mural Equipment</b>			
<a href="#">Electric 33' Boom Lift from LTC Rentals with Delivery Fees</a>	\$2,500	2	\$5,000
<a href="#">Generator for Power and Maintenance</a>	\$899	1	\$899
			<b>Cost 5899</b>
<b>General Liability Insurance</b>			
<a href="#">General Liability Insurance for \$1,000,000</a>	\$550	1	\$550
			<b>Cost 550</b>
<b>Paint by Numbers Experience + Supplies</b>			
<a href="#">Call to Action Sign - Signicade A Frame Deluxe with two 24" x 36" Inserts</a>	\$214.99	2	\$429.98
<a href="#">Color Code Signage and Instructions - Laminated - 8.5" x 11"</a>	\$1	3	\$3
* Paint and Materials Included from list above			
			<b>Cost 432.98</b>
<b>Labor</b>			
<a href="#">Artist - Labor: 5 Days a Week, \$500 Daily Rate, 4 Weeks Total</a>	\$10,000	3	\$30,000
<a href="#">Artist Assistant (Mural and Paint by Numbers Assistant) - Labor: 4 days a Week, \$180 Daily Rate, 2 Weeks Total</a>	\$1,200	2	\$2,400
<a href="#">Artist Fee: Design + Creativity</a>	\$2,000	1	\$2,000
<a href="#">Project Management</a>	\$2,500	1	\$2,500
<a href="#">Videography and Photography will be in-house - no extra pricing</a>			
			<b>Cost 36900</b>
			<b>Total Budget 55785.22</b>

For the roof painting, an additional cost we needed to factor is a roof stencil that can help us get the size just right for the logo on the roof. We received a quote for **\$3,105.99** for a 30 feet custom stencil. We can ask for a new quote once we verify the size of the roof.

For mural equipment, we would need two electric 33' boom lifts for efficiency to complete the project within 4 weeks. We have worked with LTC Rentals before and received a quote for **\$5,000**. In the event we don't have electricity on site, we have also factored in a generator for power at night. If there is a power source nearby, we don't need this cost.

For the Paint by Numbers experience, we have already factored painting supplies for the experience. The additional items we would need is a "call to action" sign and instructions to let guests know about the activity and how they can participate. We have provided a quote of **\$432.98** for two A frames we can place in two areas for awareness and visibility.

# PROJECT BUDGET

For Artist labor, we have factored in the size of the water tank, the amount of hours we would be painting, and the amount of labor it would require to do finish the project within 4 weeks while attending the Paint by Numbers Interactive experience. We have quoted for 3 main artists who will be working on the project with two additional assistant artists. The assistants would help with the main project with a main focus of guiding the paint by numbers experience to ensure a smooth process.

We will have a project manager on site at all times helping with scheduling, logistics and ensuring a smooth experience. We always capture videos, timelapses and photos with our in-house media team.

The total for the artist labor, paint by numbers artist assistants and project management is **\$36,900.**

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<a href="#">Project Management</a>	\$2,500	1	\$2,500
Videography and Photography will be in-house - no extra pricing			
			<b>Cost 36900</b>
			<b>Total Budget 55785.22</b>

# MAINTENANCE

The total cost for maintenance is **\$3,449.41** and includes the pressure washer, Sherwin Williams Anti-Graffiti, and Graffiti Remover. This will help us maintain the mural and ensure the colors won't fade with its UV protection. In the event we need to restore it with paint, we will color match the colors on the wall and have the colors pre-documented for restoration.



Mural Maintenance			
<a href="#">Sherwin Williams Anti-Graffiti with UV Resistance - 5 Gallons (\$200 a Gallon) - 10 Year Protection</a>	\$1,000	2	\$2,000
<a href="#">Watch Dog Smooth Surface Graffiti Remover - 5 Gallons</a>	\$277	2	\$554
<a href="#">Westinghouse WPX4400 Gas Pressure Washer, 4400 PSI</a>	\$895.41	1	\$895.41
*It is recommended to get two 5 gallons with the remover so we can do maintenance for 2-3 years.			
			<b>Cost 3449.41</b>





# AUGMENTED REALITY EXPERIENCE

The augmented reality experience is a technology that will keep the mural interactive and engaging for years, making it a must-see attraction of the park with a continuous experience. The idea is to make it an interactive game, where users can make the art come to life and interact with it. Augmented Reality murals are the future for Interactive murals. The cost for an experience like this is **\$15,000.**

<b>Augmented Reality Experience (Optional Experience)</b>			
<a href="#">Augmented Reality Experience with Gameification</a>	\$15,000	1	\$15,000
			<b>Cost 15000</b>

# MURAL PORTFOLIO: VERIZON MIDTOWN STORE



# MURAL PORTFOLIO: VERIZON COCONUT GROVE



# MURAL PORTFOLIO: VERIZON HIALEAH STORE



# MURAL PORTFOLIO: DOODLES MURAL



# MURAL PORTFOLIO: CELIA CRUZ



# MURAL PORTFOLIO: JARRITOS MURAL



# MURAL PORTFOLIO: COOL CATS MURAL





# MURAL PORTFOLIO: APE WALL OF FAME





# OUR VIDEOS

[HIALEAH MURAL VIDEO WITH THE MAYOR](#)

[MIDTOWN MIAMI MURAL](#)

[COCONUT GROVE MURAL](#)



# **OUR REFERENCES**

**ROBERT MOYER - VERIZON**

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**MICHAEL LO - JARRITOS AND VEEFRIENDS**

**E-MAIL: JDMMIKEY@GMAIL.COM**

**JENNIFER OLIVERA - MANDARIN ORIENTAL**

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# THANK YOU

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