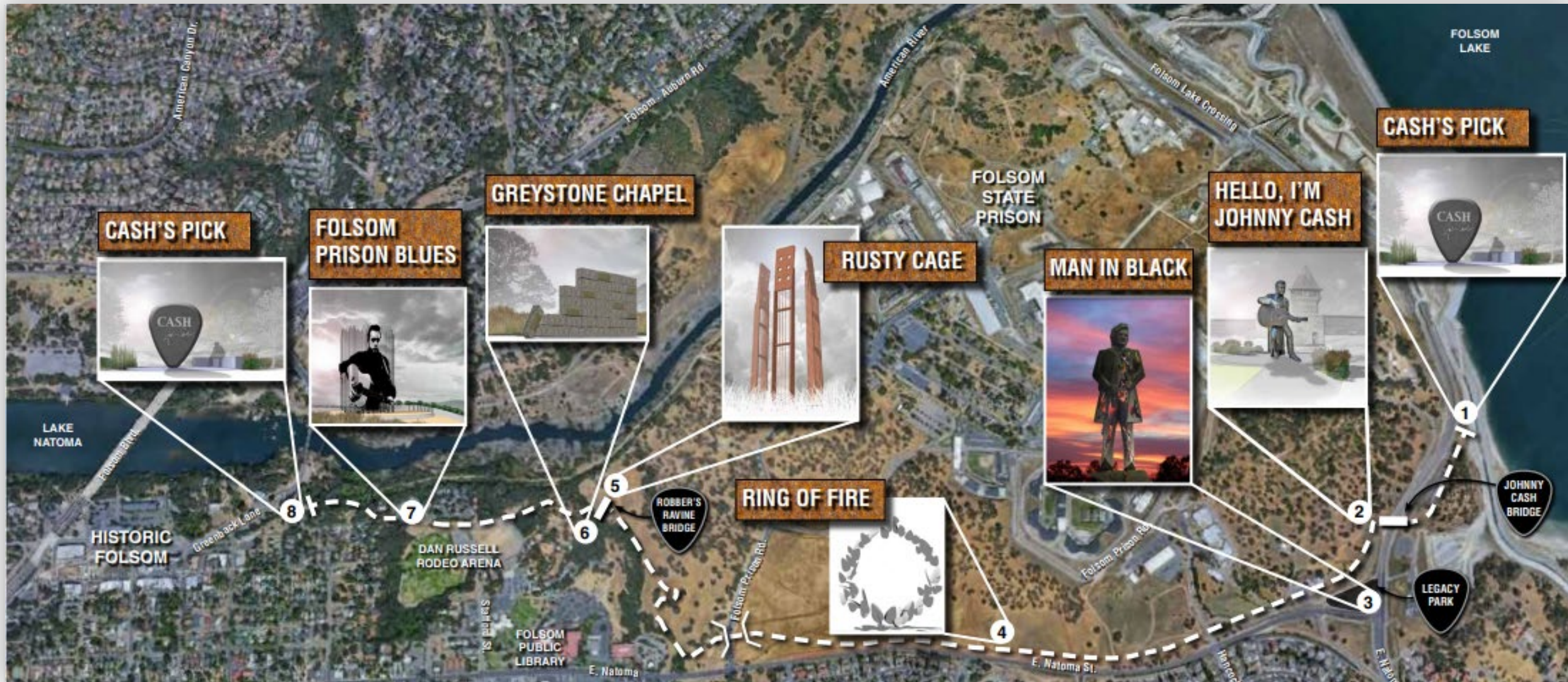




Johnny Cash Trail Art Experience

December 9, 2025

Johnny Cash Trail Masterplan



City of Folsom Strategic Plan

FY 2024/25 Priority



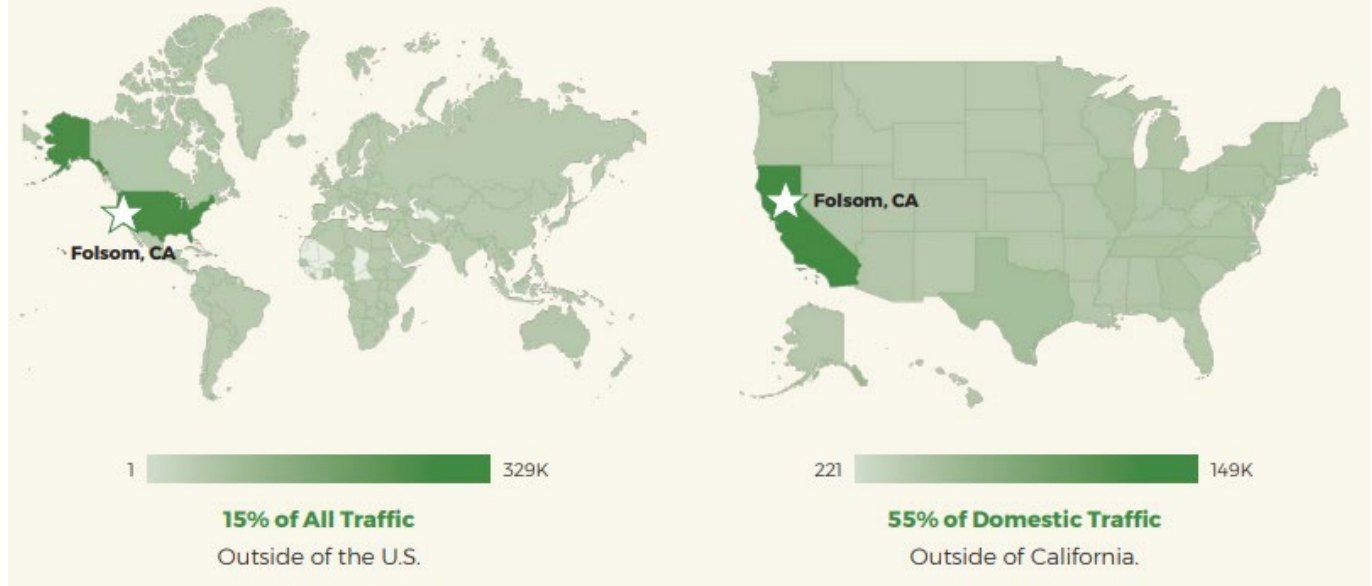
Goal C: Economic and Community Development

Promoting the effective use of existing amenities and resources to create future opportunities that enrich the community.

Item #6: Outreach and Business Development

“Develop a Funding /Sponsorship Plan for the Johnny Cash art trail to increase tourism focused on Lake Natoma. (Council Priority)”

Over the past 7 years, the Johnny Cash Trail website and digital footprint have attracted domestic and global audiences. The project’s online presence has garnered the attention of thousands of people worldwide and undoubtedly generates visits and revenue to The City of Folsom.



Milestones/Background



- **October 2013:** released a RFQ that garnered 32 interested artists.
- **September 2014:** Folsom City Council passed Resolution No. 9435 adopting the art design concepts from the selected artists.
- **September 2018:** Arts and Culture Commission passed and made a recommendation for approval to the City Council for two guitar picks that will indicate the entrance and end of the trail.
- **September 2018:** Folsom City Council passed Resolution No. 10181 to execute an agreement with Romo Studios, LLC for the casting of Cash's Pick No. 1.
- **April 2021:** Folsom City Council passed Resolution No. 10614 to increase the compensation for the casting of Cash's Pick No. 1.



Milestones/Background



- **November 21, 2024:** Cash's Pick No. 1 was installed as the first art experience on the trail.
- **July 2023:** Assemblymember Hoover's office notified staff of selection of \$425,000 grant for the Art Experience on the Johnny Cash Trail.
- **January 2024:** Completed the Strategic Funding Plan for the Johnny Cash Trail Art Experiences. Presented the plan to City Manager and Parks and Recreation Commission in April 2024.
- **April 2024:** Folsom City Council adopted Resolution No. 11183 approving a submission of grant funding for the second art experience on the Johnny Cash Trail.



Milestones/Background

- **September 2025:** Staff met with Adan Romo to discuss the next art experience
- **October 2025:** Notified by the U.S. Bureau of Reclamation denying the request for site license to install Cash's Pick No. 2.
- **October 2025:** California State Parks confirmed approval to modify art experience project for allowance of grant funding.
- **November 2025:** Arts & Culture Commission approved staff's recommendation to proceed with "Hello, I'm Johnny Cash" as the second art experience on the Johnny Cash Trail.
- **December 2025:** Presentation to Folsom City Council regarding next steps
- **January 2026:** Presentation to the Parks & Recreation Commission

Arts & Culture Commission Unanimously Recommended to City Council

1. To move forward with accepting California State Park Grant Funds
2. Develop a professional services agreement with Romo Studios, LLC for the fabrication of the second art experience on the Johnny Cash Trail

“Hello, I’m Johnny Cash.”



Grant Funding/Estimated Budget



- This funding was identified in the California Budget Act of 2023 upon submission by Assemblymember Josh Hoover as specified grant funds to be used on the Johnny Cash Trail Art Experience project.
- Grant monies must be spent by December 31, 2026, with finalization of all grant documents by January 31, 2027.

Hello, I'm Johnny Cash	Project Cost Estimate	Grant Funding
Art Fabrication and Installation	\$279,730	\$279,730
Design and Site Work	\$145,270	\$145,270
TOTAL	\$425,000	\$425,000

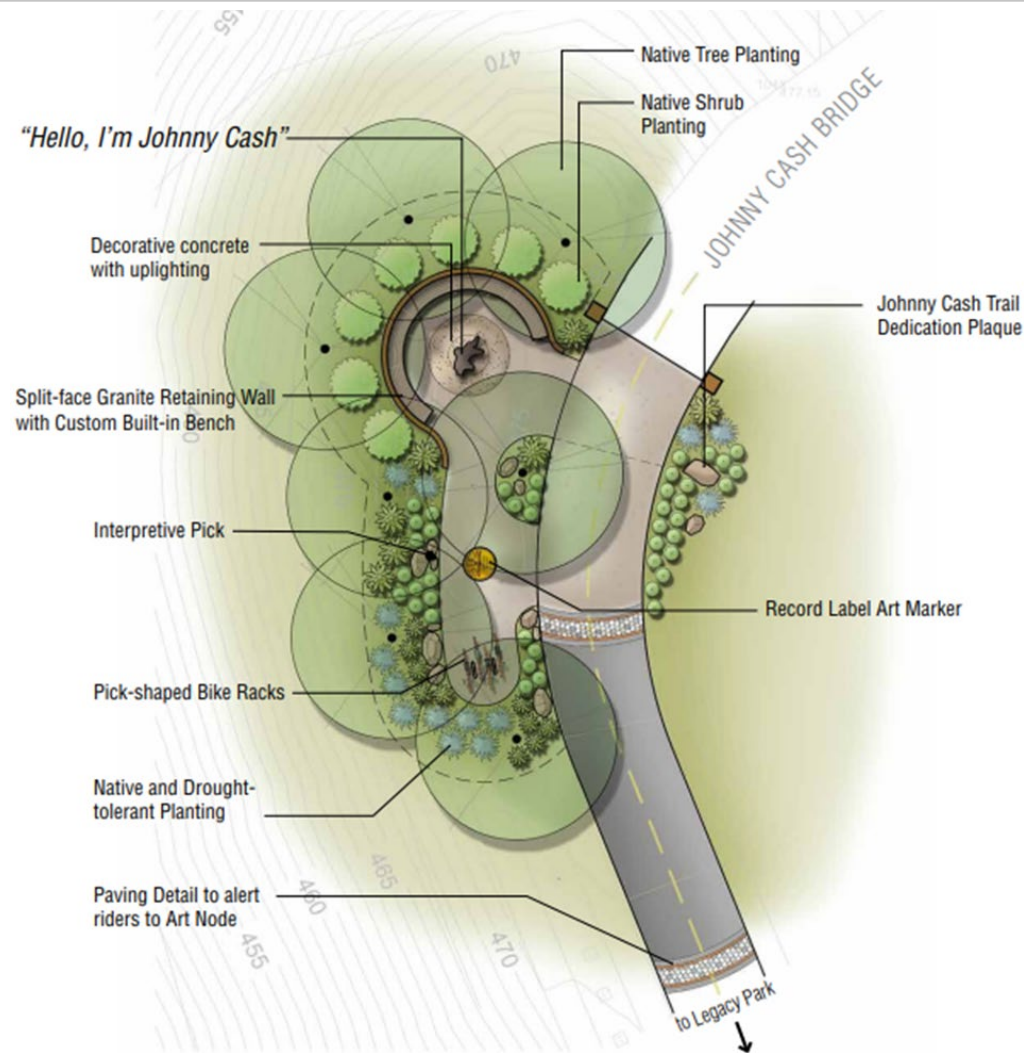


“Hello, I’m Johnny Cash”



JOHNNY CASH
TRAIL

“Hello, I’m Johnny Cash”



JOHNNY CASH
TRAIL

Support From Assemblyman Josh Hoover



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COMMITTEES
VICE CHAIR, COMMUNICATIONS AND
CONVEYANCE
VICE CHAIR, EDUCATION
LOCAL GOVERNMENT
NATURAL RESOURCES
TRANSPORTATION
JOINT LEGISLATIVE AUDIT

December 4, 2025

Folsom City Hall
50 Natoma Street
Folsom, CA 95630

RE: Support for the “Hello, I’m Johnny Cash” Art Installation and Agreement with Romo Studios, LLC

Dear Folsom City Councilmembers,

I write today in strong support of the City’s proposed action to authorize the City Manager to execute a Professional Services and Consultant Agreement with Romo Studios, LLC for the fabrication of *Hello, I’m Johnny Cash* as the next major art experience along the Johnny Cash Trail.

As the Assemblymember representing Folsom, I am proud to have secured \$425,000 in the Budget Act of 2023, which the City of Folsom, working in coordination with the California Department of Parks and Recreation is now positioned to utilize for this important project. This installation represents another significant step forward in fulfilling the long-term artistic vision of the Johnny Cash Trail: a world-class cultural corridor that celebrates the legacy of an American icon while enriching the recreational and artistic life of the region.

The *Hello, I’m Johnny Cash* art installation will contribute meaningfully to Folsom’s identity as a city that values creativity, community, and public space. Over the years, the Johnny Cash Trail has drawn visitors from across the region and beyond, boosting local tourism, supporting small businesses, and adding to the city’s unique cultural landscape. Completing this next phase of the trail’s art experience will continue that momentum and further solidify Folsom as a destination for both residents and visitors.

I appreciate the thoughtful work the City has undertaken with community partners and with the Office of Grants and Local Services to move this next installation forward. This project honors Folsom’s history while investing in the kind of public art that will be enjoyed for generations. I urge your support of this agreement and the continued development of the Johnny Cash Trail Art Experience. Thank you for your leadership and your ongoing commitment to enhancing the cultural and recreational vitality of the City of Folsom.

Thank you in advance for your consideration. If you have any questions regarding my support, please do not hesitate to contact my District Director, Mark Cullum at mark.cullum@asm.ca.gov or (916) 294-9774.

Sincerely,

Josh Hoover
Assemblyman, 7th District

City Council Approved Resolution No. 11522

A Resolution Authorizing the City Manager to Execute a Professional Services and Consultant Agreement with Romo Studios, LLC for a Not-to-Exceed Amount of \$279,730 (Grant Funds) for the Fabrication, Installation and Construction of “*Hello, I’m Johnny Cash*”, on the Johnny Cash Trail Art Experience (PK1502) from California Department of Parks & Recreation Budget Act of 2023 Grant Funds and Acceptance of Grant and Appropriation of Funds.



Questions



JOHNNY CASH
TRAIL