



STAFF REPORT
2/24/2021

TO: Honorable Mayor and City Council Members
FROM: Gabriel Martin, Economic Development Director
SUBJECT: Approval of the Angel of the Valley Art Mural Installation

STAFF RECOMMENDATION:

Staff recommends that the City Council approve the proposed Angel of the Valley art mural project and recommend to City Council an award of sponsorship for the installation in the amount of \$10,000 for the City of Coachella's Art in Public Place Program.

BACKGROUND:

On January 1, 2011, the City Council approved Ordinance No. 1034 establishing an Art in Public Places Program and implementing a new development impact fee for certain new construction, remodeling and reconstruction of public art installations. The purpose of the Art in Public Places ordinance is to develop and maintain a visual arts program for the residents and visitors of Coachella, to add to the economic vitality of the community, and to enhance the environment and unique character of Coachella by providing for the acquisition and maintenance of quality works of public art. On February 17, 2021, the Planning Commission/Arts Commission reviewed and approved the Angel of the Valley art mural installation.

DISCUSSION/ANALYSIS:

The Applicant, Mr. Pedro Salcido, is requesting to install a new public art mural exhibition at 1515 Sixth Street, the City of Coachella's Old Engineering Department Building. The new art mural will be installed next to the existing "Coachella Wings" art mural. The art mural will be install by artist Maxx242 (www.maxxer242.com) from the City of Anaheim.

The new art mural will be installed next to the existing "Coachella Wings" art mural. The "Angel of the Valley" represents Latina Women's Empowerment in the Eastern Coachella Valley and a reminder of our unified strength during these trying times

Proposed location of Angel of the Valley art installation (facing 6th Street):



This sponsorship will diversify our existing public arts program and bring additional national/international recognition to our City, while supporting jobs, generating tax revenue and increasing tourism into the Eastern portion of the Coachella Valley. Due to its significant return on investment, Staff recommends the sponsorship amount of \$10,000.

ALTERNATIVES:

1. Recommend no action
2. Provide alternative direction

FISCAL IMPACT:

If the City Council approves the recommendation, the \$10,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for the Fiscal Year 2020-2021.

ATTACHMENT(S):

1. Angel of the Valley – Art in Public Places Application
2. Angel of the Valley Art Mural Presentation