



STAFF REPORT
10/12/2022

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Grants Manager

SUBJECT: Approve an Art in Public Places Proposal for a City of Coachella Art Mural at Acrisure Arena in the Amount of \$10,000

STAFF RECOMMENDATION:

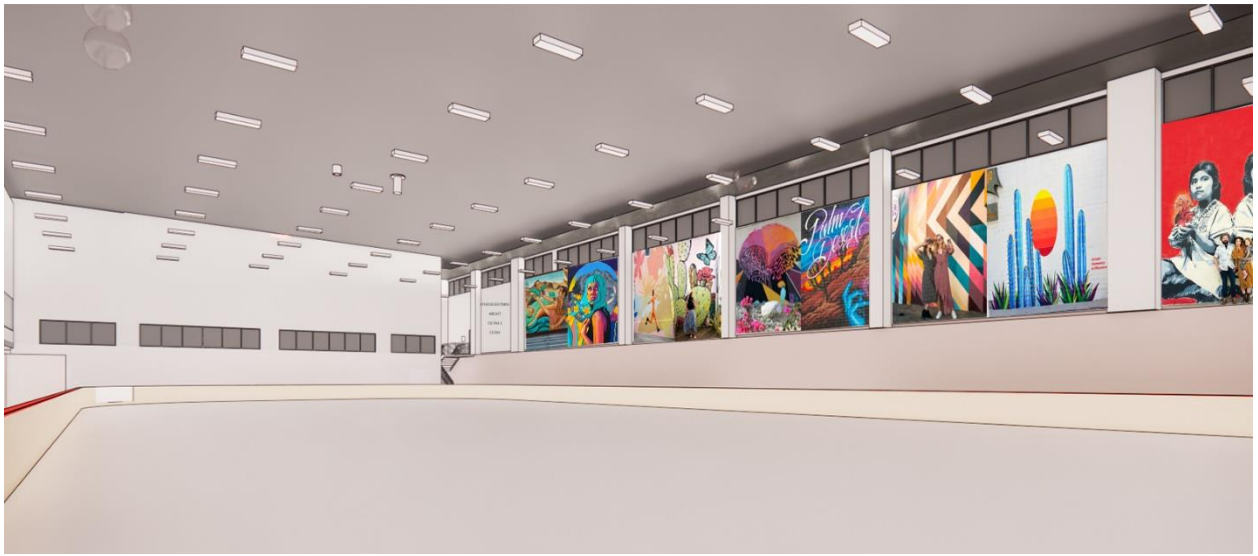
Staff recommends that the City Council considers approving and awarding a grant to Flat Black Art Supply in the amount of \$10,000 from the City of Coachella's Art in Public Places Program to install a mural at Acrisure Arena as part of the Nine Desert Cities wall art initiative that will be displayed on the Iceplex for each city. The City of Coachella Cultural and Arts Commission reviewed and approved this item for Council's final approval at its meeting held on September 27, 2022.

BACKGROUND:

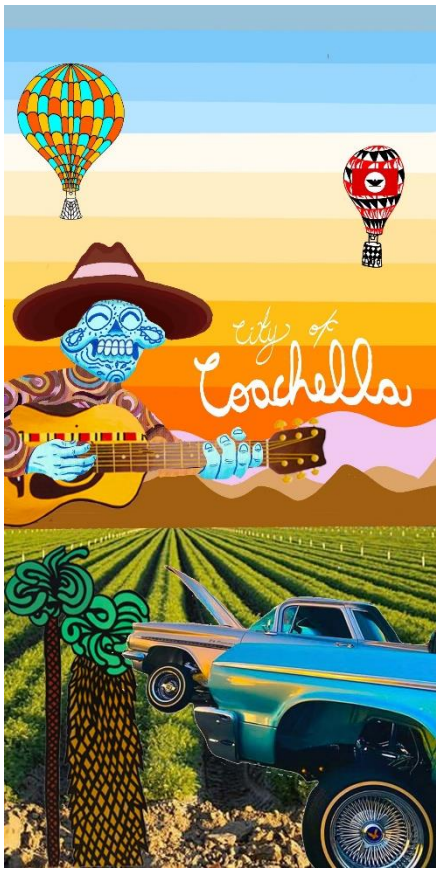
On January 1, 2011, the City Council approved Ordinance No. 1034 establishing an Art in Public Places Program and implementing a new development impact fee for certain new construction, remodeling and reconstruction of public art installations. The purpose of the Art in Public Places ordinance is to 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.

DISCUSSION/ANALYSIS:

The submitted proposal is a painted mural project as part of the #TheDesertNine art initiative at Acrisure Arena where all nine desert cities will each have a mural representing their city. The mural size will be 10-foot wide by 20-foot in height.



Wall Display Area at Acrisure Arena



Proposed Mural Rendering



Artist: Frank Lemus

Funding Request: \$10,000

Sponsorship (paid to Flat Black Art Supply) includes:

- Curation and creation of all artwork
- Installation and insurance requirements (provided by Flat Black Art Supply)
- Artist recognition plaques and large format signage highlighting the collection and each desert city produced by Acrisure Arena
- 1,000 oversized postcards representing each mural produced by Acrisure Arena
- Invitations for up to 10 guests to attend #TheDesertNine Reveal party (produced by Acrisure Arena)
- Acrisure Arena Website highlight, minimum one post and story via social channels @AcrisureArena, and feature in Arena e-newsletter
- Inclusion in Arena opening PR campaign, distributed nationally.

ALTERNATIVES:

1. Not Approve an Art in Public Places Proposal for a City of Coachella Mural at Acrisure Arena in the Amount of \$10,000
2. Not Approve

FISCAL IMPACT:

If the City Council approves the staff recommendation, the funds in the amount of \$10,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2022-23.