



STAFF REPORT
6/28/2023

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Economic Development Director

SUBJECT: Approve an Art in Public Places Proposal for a Mural Celebrating the Importance of Maintaining the City of Coachella's Sister City Relationship with the City of Mexicali in the Amount of \$25,000

STAFF RECOMMENDATION:

Staff recommends that the City Council consider approving and awarding a grant to Jorge Alberto Gomez Castro in the amount of \$25,000 from the City of Coachella's Art in Public Places Program to install a mural on the Plaza De Oro building wall on Grapefruit Boulevard between Avenue 52 and Hill Drive.

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 approximately 197' feet in length and 23' feet high celebrating the City of Coachella's relationship with its sister city, the City of Mexicali, Mexico. Both cities believe that fostering relationships with neighboring international cities, like the City of Mexicali, play an essential part in creating a more prosperous world through exchanges and initiatives. The value of relationships across borders not only changes the lives of individuals, but helps both communities to thrive. The City is championing prosperity by fostering bonds between people from different communities through this art initiative.

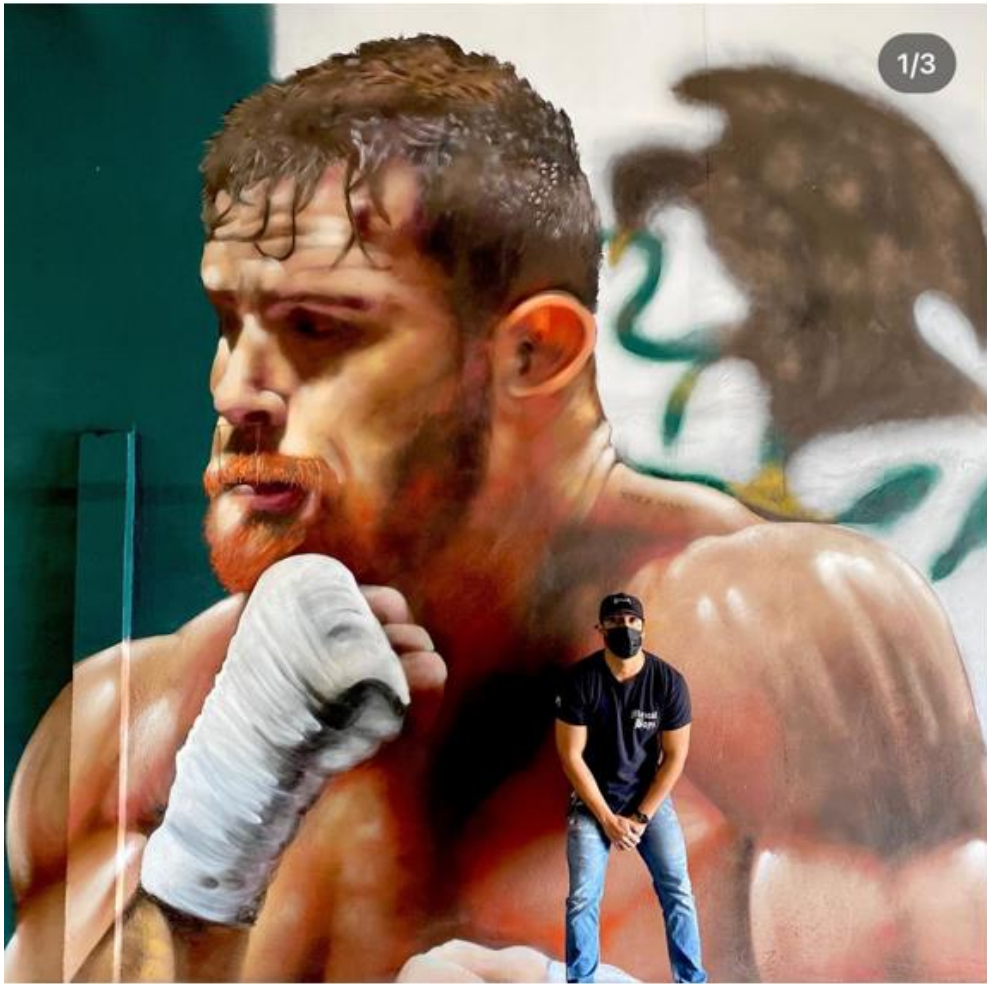
Budget

Installation Costs – Labor + Crew	\$ 13,750
Installation Costs – Equipment Rental	\$ 2,250
Other Costs – Materials	\$ 3,000
Miscellaneous Costs	\$ 6,000 (travel, video, photography, mobility)
TOTAL	\$ 25,000

About the Artist

Jorge Alberto Gomez Castro, known as “Boms, the Artist” is an artist who had his beginnings in the 1990s graffiti art movement in Mexicali, Mexico at the tender age of 12. During that time, he was influenced by Hip Hop music, which later complemented his career in marketing. With more than 50 murals under his belt, he has become one of the most prominent muralists in the urban genre by gracing commercial buildings with his work, public plazas, restaurants, including government buildings. His work has gained the praise of the Los Angeles Times







Proposed Mural Design Rendition



ALTERNATIVES:

1. Approve the Art in Public Places Proposal for a Mural Celebrating the Importance of Maintaining the City of Coachella's Sister City Relationship with the City of Mexicali in the Amount of \$25,000
2. Not approve the art mural and provide alternative direction

FISCAL IMPACT:

If the City Council approves the staff recommendation, the \$25,000 will be withdrawn from the Special Revenue Funds (130) – Development Impact Fees for Public Art for Fiscal Year 2022-23.

ATTACHMENT:

Application