



TO: Fruita City Council and Mayor
FROM: Marc Mancuso, Parks and Recreation Director
DATE: November 10, 2022
AGENDA TEXT: PRESENTATION - Arts and Culture Board Street Art Program

BACKGROUND

The Arts and Culture Board would like to propose their plan of implementing an Art on the Corner program for the City of Fruita.

This program will be modeling similar programs that Palisade, Grand Junction and Moab currently have in place. They are working on the name for the program unique to Fruita. The Arts and Culture board is proposing three locations on Aspen Street in the downtown area that will be home to a new piece of art from October through the following October. There will need to be some coordination and moving of existing art to accommodate the proposed locations. This will also bring old pieces to life as they are now in a different location. The Fruita Arts and Culture Board is currently working on the contract for art and the artists, locations of where the art will be displayed, installation, and ongoing maintenance.

The program will be funded by Fruita Arts and Culture Board fundraising, local sponsors, grants, and other funding as needed. The program will be implemented in the Fall of 2023 as this is very similar in timing to other communities.

FISCAL IMPACT

1. The Arts and Culture Board will use existing funding from the Art Stroll to begin the preliminary planning for the event in October.
2. If given the approval from City Council to move forward with this project they plan on getting pricing for art bases, installation costs from local contractors, and the inaugural reception for the program.
3. Additional support in terms of in-kind or matching funds from the City of Fruita for procurement and installation.

APPLICABILITY TO CITY GOALS AND OBJECTIVES

This process is applicable to the City's goals of Quality of Place and Lifestyle. This project will provide another venue for community members to gather and view art. The City values a diversity of cultural and recreational opportunities.

RECOMMENDATION

It is Staff's recommendation that the City of Fruita support the Arts and Commission's board to proceed with their street art program.