



FRUITA
COLORADO

**COUNCIL WORKSHOP
AGENDA ITEM COVER SHEET**

TO: FRUITA CITY COUNCIL AND MAYOR

FROM: MARC MANCUSO, PARKS AND RECREATION DIRECTOR

DATE: AUGUST 27, 2024

AGENDA TEXT: MULBERRY MURALS ART PRESENTATION (9:00 P.M. – 9:15 P.M.)

PURPOSE

The purpose of this agenda item is for the City Council to review a recommendation from the Fruita Arts and Culture Board (“FACB”) on an award for the Mulberry Murals. The goal of this discussion is for staff to receive any feedback and direction from the City Council on the murals, and if any suggestion or modifications should be proposed to the artist.

BACKGROUND

This summer, the City of Fruita administered a formal Requests for Proposals (“RFP”) process for the Mulberry Murals. The purpose of the RRP was to select an artist or artist team to create original artwork for two murals in Mulberry Plaza. The murals had to be representative of Fruita, and because of that, the RFP posed the question of: What does Fruita mean to you and what does it represent? It was also included that the artwork should showcase the incredible aspects of the city and its surrounding areas. This goal or these was meant to be a design that will bring people to Fruita to capture an image of the amazing scenery.

The City of Fruita received submissions from seven local artists presenting eleven different designs. The FACB along with business owners on Mulberry, evaluated each of the concepts and scored them based on quality, concept, does the sculpture enhance the public’s experience, and the continued appeal of the mural throughout the year. There was a total of 10 evaluators during the selection process. The two murals selected meet the expectations of the RFP and the selection process. The murals are scheduled to be completed by mid-November pending weather conditions. The murals were budgeted for in the 2024 Budget Process. The murals that were recommended by the FACB are below, one for the west side of the plaza and the other for the east side.

West Side Mural Design:



East Side Mural Design:

