



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: FRUITA CITY COUNCIL AND MAYOR

FROM: MARC MANCUSO, PARKS AND RECREATION DIRECTOR

DATE: June 6, 2023

AGENDA TEXT: A request for approval of a multi-year sponsorship agreement with Fruita Rotary for the “HeART of Fruita” rotating sculpture program

BACKGROUND

The Arts and Culture Board has started the “HeART of Fruita” rotating sculpture program for the City of Fruita and the first installation of sculptures will take place on September 8, 2023.

This program will be modeling similar programs that Palisade, Grand Junction and Moab currently have in place. The Arts and Culture board has designated three locations on Aspen Street in the downtown area that will be home to a new piece of art from September through the following September. The Fruita Arts and Culture Board is currently working on the call for artists and securing sponsors for the honorarium for each location.

The program will be funded by Fruita Arts and Culture Board fundraising, local sponsors, grants, and other funding as needed.

FISCAL IMPACT

The Fruita Rotary Club has agreed to be the sponsor of one sculpture/artist per year and provide a sponsorship fee of \$1,000 annually for the sculpture/artist honorarium beginning on June 1, 2023 through May 31, 2028 for a total of (5) \$1,000 payments for the “HeART of Fruita.”

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 the recommendation of Fruita City staff that the Council move to:

**APPROVE THE MULTI-YEAR AGREEMENT AND SPONSORSHIP FOR THE
“HEART OF FRUITA” WITH THE FRUITA ROTARY CLUB**