



## Arts, Culture & Heritage Commission Staff Report

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**Date:** March 18, 2026

**From:** Erika Valentine, Arts & Culture Program Coordinator

**Subject:** Temporary Pride Month Mural Design Approval

### **Recommended Action:**

In advance of the meeting, review Paola De La Cruz's two design options.

At the meeting, the Selection Panel (ACHC & Members from the DEI Committee), will discuss the two options and move to approve one of the designs.

### **Background and Process:**

The purpose and goal of the mural is to provide visual representation to uplift, recognize and celebrate the LGBTQIA+ community and celebrate and honor Pride Month. The mural process includes commissioning a professional muralist who designs something with their own style, aesthetic, and interpretation – to create an artistic work of art. The temporary pride month mural project first came about in 2024, as at that time there were no City-wide initiatives or programs for visual representation for Pride nor were there any City-Pride Events. Since then, there is now a much larger Pride Event, and the mural accompanies the event which is hosted by the City's DEI Committee with support from Sponsors.

This is the 3<sup>rd</sup> Pride Month Mural Process the ACHC has participated in. Last year, staff worked with the organization Portland Street Art Alliance (PSAA), due to their large network of muralists. PSAA provided staff with a list of ten artists who they thought would be a good fit for the project. Staff narrowed that list down to five artists. PSAA reached out to those five artists to see if they were interested in the project. The Selection Panel was provided with three artist options and recommended that two artists (Paola De La Cruz and Daren Todd) be compensated to create unique designs. Daren Todd was awarded the project for 2025.

At the January 21, 2026 ACHC meeting staff brought forth 3 artist options for review, including Paola De La Cruz who was a finalist in 2025. At the January meeting, the ACHC unanimously voted to award the project to Paola De La Cruz, utilizing her design from 2025 as the framework with the following edits including removing City-like buildings to relate more to Wilsonville as well as relaying to her to make sure the pride elements/intent of mural were evident and clear. Following the meeting, Staff relayed the edits/concerns to the artist and executed a contract.

While Paola was only asked to submit one design, she submitted two design options for the panel to review.

### **Budget:**

The Artist stipend for this project is \$3,000 which includes everything (design work/time, supplies, etc.).

**Next Steps:**

Staff will confirm with Paola which design the Panel would like to go with.

**Attachments**

1. Paola De La Cruz Design Packet/Artist Statements