



Public Works Department

MEMORANDUM

DATE: February 2, 2023

TO: GEORGEANNE A. WHITE, City Manager

FROM: Scott L. Mozier, Director
Public Works Department

Mark Standriff, Program Director
Beautify Fresno, Department of Public Utilities

SUBJECT: UNIQUE QUALIFICATIONS OF THE FRESNO ARTS COUNCIL (FAC) TO PROVIDE PROFESSIONAL CONSULTATION SERVICES FOR THE DESIGN OF ART INSTALLATIONS FOR FOUR CALTRANS TRANSPORTATION ART PROJECTS (PROJECTS)

Fresno Municipal Code Section 4-107(h) states the City of Fresno (City) shall follow an objective process in the selection of consultants “unless the City Manager determines in writing that emergency or exigent circumstances exist, or the consultant is uniquely qualified.” The City is recommending approval of a Consultant Agreement with the Fresno Arts Council to provide professional consulting services for the design of four Transportation Art projects created by the California Department of Transportation (Caltrans) to provide an artistic fence within Caltrans’ right-of-way at Manchester Elementary School, public space improvement at the community garden project at State Route 41 and McKinley Avenue, artistic enhancement and beautification within Caltrans’ right-of-way on twenty (20) columns along SR-180 at San Pablo Park, and artistic enhancement along an on-ramp block wall at State Route 41 near the Tulare Avenue/Divisadero Street interchange. The proposed Consultant Agreement is for \$1,167,815, to be funded by Caltrans.

The Fresno Arts Council (FAC) is a 501(c)3 non-profit arts organization that provides financial support, services and other programs to a variety of cultural arts organizations, individual artists, and diverse communities throughout Fresno County. The scope of the proposed services under this contract generally include:

- Preparing the Call to Artists and identifying the list of qualified artists
- Identifying candidates and forming an Art Selection Committee
- Planning and participation in community engagement meetings to define an artistic vision that expresses unique attributes of a community’s history, resources, or character to be included in the projects

- Planning and preparation of up to four (4) Arts Selection meetings
- Subcontracting with the selected artist/s and provide payment for the projects
- Professional support during the construction phase of the projects

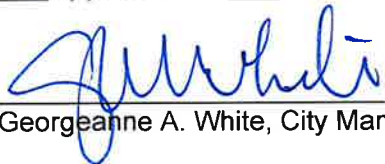
This memo documents the findings that the Fresno Arts Council (FAC) is uniquely qualified to perform these services.

FAC is currently the City's consultant for a mixed media mosaic mural design titled "You Have Arrived" by Fresno artist and educator Caleb Duarte to enhance the parking garage at Fresno Yosemite International Airport. The scope of that project includes identifying and soliciting proposals from qualified artists, establishing a review panel for all artists submissions, and handling the funding for the artist selected for the project.

FAC is intimately knowledgeable of all qualified artists at both the local and state level, and has successfully prepared and facilitated the selection process for a number of public art projects and installations in cooperation with the City of Fresno, the County of Fresno, and the State of California. In addition to its planning experience, FAC was chosen by City Council in 2020 to administer the Fresno Arts and Culture Emergency Relief Grant Program at the beginning of the pandemic. The organization's relationship with the arts community and its experience with a wide variety of public art projects makes FAC uniquely qualified to perform the consulting work on the proposed projects.

For all the reasons above, I find that the Fresno Arts Council is uniquely qualified to perform the design work required.

Approved Denied


Georgeanne A. White, City Manager