



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 THE DOWNTOWN FRESNO NEIGHBORHOOD BEAUTIFICATION PROJECT (PROJECT)

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 large murals on columns and abutment slopes at four freeway interchanges along Highway 180 and a mural installation at the Romain Community Center as part of the Downtown Fresno Neighborhood Beautification and Cleanup Project (Project) funded by the Clean California Local Grant Program. The proposed Consultant Agreement is for \$207,500, according to the terms of the grant.

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 project
- Planning and preparation of up to four (4) Arts Selection meetings
- Subcontracting with the selected artist/s and provide payment for the project.

- Professional support during the construction phase of the project

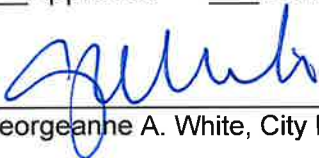
This memo documents the findings that the Fresno Arts Council (FAC) is uniquely qualified to perform these services.

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 project.

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