



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: SUSAN LEE, PLANNER, COMMUNITY DEVELOPMENT
RE: CONTRACT FOR MURAL ART ON MAIN STREET
DATE: MAY 25, 2021

Summary and Background: On March 26, 2021 staff issued a Call for Artists in the form of a Request for Proposals (RFP) for Mural Art on Main Street. The RFP describes the mural project as an art installation that "is intended to inspire hope and positivity, celebrate the resiliency of the Frisco community, and add creative vibrancy to enhance the pedestrian experience." The mural is to be painted directly on the street surface at the intersection of 3rd Avenue and Main Street. The location originally proposed was 4th Avenue and Main Street. Due to public safety concerns, the 3rd Avenue intersection has been selected.

The Town is offering \$5,000 compensation for the mural design plus reimbursement for material costs. On April 27, 2021 Council was presented with the two designs that were submitted by the RFP deadline. Given the low number of responses Council directed staff to re-release the RFP with an extended deadline and attempt to generate more interest from the art community. Staff issued an extension to the RFP with a new deadline of May 14, 2021.

Analysis: In conjunction with the extended deadline, the Town received nine total proposals in response to the Call for artists. The RFP states that the selection of an artist will be "based on the artistic design, craftsmanship, quality of design, how well the design reflects the stated theme of the mural to inspire hope and positivity and celebrate the resiliency of the Frisco community and quality of past work." The Frisco Town Council was given sole authority to approve the mural and award the contract. At the April 27th meeting Town Council requested that Make Frisco review the proposals and make a recommendation to Town Council on their selection.

On May 18, 2021, a special meeting of the Make Frisco group was held in order to review and make a recommendation on the proposals received. During this meeting the group debated the merits of all proposals and decided to select the proposal by Erica Rae Dove and Andy Moran. Erica and Andy are Summit County based artists with demonstrated experience designing and installing murals. Their proposal idea includes a rising sun theme intended to represent "hope, bringing light, and a new dawn after these dark times."

Financial Impact: Town Council has allocated \$25,000 in the 2021 budget for Public Art. The RFP stated the compensation for the art mural as \$5,000 plus material expenses which staff estimates to be between \$500-\$1000 based on the estimate provided in the responses to the RFP.

Alignment with Strategic Plan: One of the strategic priorities for the Frisco Town Council is Vibrant Culture, Art and Recreation, which includes increasing and encouraging art in public spaces. Installing mural art on Main Street will incorporate art into the downtown streetscape and provide an opportunity for artistic interaction for pedestrians in the Town core.

Staff Recommendation: Staff recommends that Council take Make Frisco's recommendation and approve the design proposal submitted by Erica Rae Dove and Andy Moran.

Reviews and Approvals: This report has been reviewed and approved by:

- Bonnie Moinet, Finance Director
- Jeff Durbin, Interim Town Manager

Attachments:

Attachment 1 – Erica Rae Dove and Andy Moran's Proposal