



CITY OF FERNLEY

CITY COUNCIL AGENDA REPORT

Meeting Date: August 18, 2021

REPORT TO:	Mayor and City Council
REPORT FROM:	Daphne Hooper, City Manager
REVIEWED BY:	Brandi Jensen, City Attorney
REVIEWED BY:	Denise Lewis, City Treasurer

FINANCIAL IMPACT: Yes: <input checked="" type="checkbox"/> No: <input type="checkbox"/>	CURRENTLY BUDGETED: Yes: <input checked="" type="checkbox"/> No: <input type="checkbox"/>	FUND/ACCOUNT: 100-413-322
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ACTION REQUESTED: Consent Ordinance Resolution Motion Receive/File

AGENDA ITEM: Staff Report (For Possible Action): Discussion and possible approval for the contract between the City of Fernley and Sierra Arts Foundation in the amount not to exceed \$30,000.00 for a mural project.

Agenda Item Brief: The City of Fernley encourages the creative spirit and recognizes the arts as a valuable platform to promote economic vitality in the community. The Arts and Culture Task Force has identified murals as a way for local and national artists to express themselves artistically, ward off unwanted graffiti in privately owned and public spaces, and beautify the city. Staff solicited three bids for the mural project and is bringing forth the contract with Sierra Arts Foundation to coordinate the Fernley Mural, Music and Margarita Festival.

Recommended Motion:
“I move to approve the contact between the City of Fernley and the Sierra Arts Foundation in the amount not to exceed \$30,000.00 for the coordination of the Fernley Mural, Music and Margarita Festival in FY 2021/2022.”

Business Impact (per NRS Chapter 237):

A Business Impact Statement is Attached.

A Business Impact Statement is not required because this is not a rule (term excludes vehicles by which legislative powers are exercised under NRS Chapters 271, 278, 278A, or 278B).

See attached report for background, analysis, alternatives.

ALTERNATIVES:

The Council may:

- Request additional information
- Request more project bids.

BACKGROUND:

The City of Fernley encourages the creative spirit and recognizes the arts as a valuable platform to promote economic vitality in the community. The vision of the Fernley Arts and Culture Task Force is to bring together artists and art organizations to foster an environment in which art and culture enhance our community. The Arts and Culture Task Force has identified murals as a way for local and national artists to express themselves artistically, ward off unwanted graffiti in privately owned and public spaces, and beautify the city. The goal of the murals is to change the look of a city, give the city an artistic identity, increase community engagement, and improve economy. The mural project may evolve into an art destination of its own.

Staff solicited three bids for the mural project from Fernley ACES group, Nevada Arts Council, and Sierra Arts Foundation. Staff is bringing forth a contract with Sierra Arts Foundation due to experience, professional recommendations, and the scale of project proposed. Eric Brooks, who will head the mural project for the Sierra Arts Foundation, is a professional artist who coordinated the Elko Mural Expo and the Reno Mural Expo. The estimated mural project timeline is below and begins with identifying the walls for painting.

Businesses are eager for revitalization and want to bring some beauty to the city. The murals will resonate with the community and create pride and ownership. Businesses will be paired up with an artist and the two will come up with a theme for the mural. The business owners will have a say as to what will go up on their walls, it will be a partnership between the business owner and the artist. Sierra Arts Foundation will be responsible for all coordination and facilitation of the event, the contracts for the artists and venues, the fundraising, marketing and advertising, and documentation of the project.

MURAL PROJECT ESTIMATED PROJECT TIMELINE:

- August 2021 – Contract between the City of Fernley and Sierra Arts Foundation signed.
- Sept/Dec. 2021 – Identify walls for painting. Secure proper permission from the building/business owner. Determine equipment for each wall (Ladder/Lift, etc.)
- Oct. 4-7, 2021 – Regional call to artists released. Call to artists posters staged in Fernley, Reno and Carson City. Digital submissions to Sierra Arts Foundation, deadline October 29th 5:00 pm.
- Nov. 2021 – Select and notify mural artists.
- Jan. 2022 – Assign walls to artists. Request mock-up. Final approval of design.
- March 2022 – Acquire list of supplies from artists. Acquire a tagging area for the event.
- April 2022 – Prep walls for the festival (scraping, power washing, etc.).
- May 19-21, 2022 – The event is a 3-day event, beginning Thursday May 19th through Saturday, May 21st.

FINANCIAL IMPLICATIONS:

The mural project has been included and approved in the budget for FY2021-22.

ATTACHMENTS:

Contract

Attachment A – Scope of Work

Attachment B – Fee Schedule

Attachment C – Timeline

Attachment D – Budget Fernley Murals