



Florida's Dynamic  
Waterfront Community


## RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY

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# MEMORANDUM

**TO:** Honorable Chair and Members, CRA Board of Commissioners  
City of Riviera Beach, Florida

**FROM:**  Scott Evans, Interim Executive Director, CRA

**COPY:** J. Michael Haygood, CRA Attorney

**DATE:** February 28, 2018

**SUBJECT:** A Resolution Authorizing Staff to Negotiate an Agreement with Street Art Revolution, Murals by Georgeta/Fondos Studio LLC and Big "D" Grafix for Public Artwork and Painting Services.

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### REQUEST FOR BOARD ACTION

The CRA staff is requesting Board approval to negotiate an agreement with Street Art Revolution, Murals by Georgeta/Fondos Studio LLC and Big "D" Grafix to provide public art and painting services including a public design workshop with students and residents and future projects including the water tank and surrounding wall located in the Marina Village and the south wall of the building located at 2601 Broadway.

### BACKGROUND

In accordance with the CRA's Procurement Policy, a Request for Qualifications (RFQ) for qualified artists and painters to design, construct and install a public artwork project was advertised in the Palm Beach Post and on the Agency's website June 21, 2017. On June 27, 2017 a committee consisting of the Event Center Manager (Gabrielle Monroe), Director of Neighborhood Services (Annetta Jenkins) and Director of Parks & Recreation (Richard Blankenship) and RBCRA Project Manager (Andre' Lewis), completed an evaluation of three artist's submissions. Each submittal was scored and ranked based on the criteria outlined in the RFQ. The artists were evaluated on years of experience, examples of their best public art project, local Riviera Beach participation and the artist's ability to complete a large scale art and painting project. On September 6, 2017 the evaluation committee conducted oral interviews with all three artists. The artists were evaluated on their ability to orally articulate their experience with public art projects, their ties to Riviera Beach and surrounding communities, and their experience with collaborating with youth groups and community stakeholders to complete a collaborative artwork project. Each of the artists

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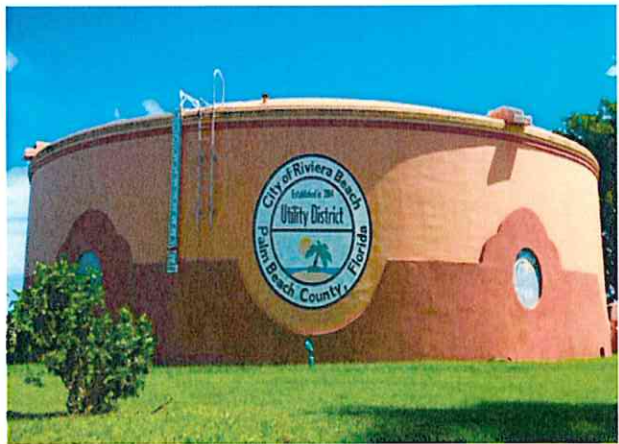
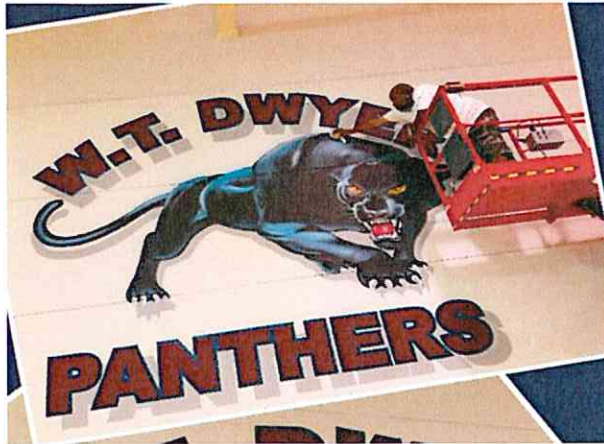
demonstrated distinct strengths that the Agency felt would be vital in the success of each of the proposed public art projects.

**Street Art Revolution-** Managing Principal Owner Caron Bowman (the artist) has very strong ties to Riviera Beach. The artist was born and raised here, and has collaborated with surrounding area municipalities such as West Palm Beach, Boynton Beach and Delray Beach, to complete Public Art projects. During the interview portion of the evaluation process, the artist demonstrated a fervent knowledge of African American history and culture. The artists also provided examples of creating public art with African American, and coastal influences.



**Big “D” Grafix-** The artist, Mr. Demetrius McCray is the owner and operator of B “D” Grafix also has strong ties to the community. The artist was born and raised in Riviera Beach and currently operates his business in the City. The artist has experience with large scale painting project such as painting large water tanks, large gymnasiums and large open spaces, indoor and outdoor. The artist has adequate resources, manpower and manufacture partnerships to execute a painting project of this magnitude.





**Murals by Georgeta/Fondos Studio LLC-** The owner Georgeta Fondos and her company is based in Broward County, and has had experience collaborating to complete large scale public art projects that mirror the proposed vision for the RBCRA owned building at 2601 Broadway. The RBCRA felt that the artist most impressive examples of large scale art projects involved reflections of nature, plants and animals.



## PROPOSED PLAN

All artists/proposers will participate in a public design workshop and design process to create future artwork themes and murals for the RBCRA. All items below are subject to further negotiation. The proposed plan is to disseminate the public art projects between the three artists is as follows;

**Street Art Revolution-** first, the artist will oversee the design process which includes, partnering with community stakeholders and youth to create and design the art work. Second, the proposed artwork will must secure the approval RBCRA staff and The CRA Commission Board. Finally, the complete installation of the mural on the wall and a section of the water tank will be completed.

**Big "D" Graphix-** Will complete the overall base painting of the surrounding wall and the water tank and assist in the Marina Village efforts including themed murals. He will also complete the painting of the CRA owned building located at 2601 Broadway.

**Murals by Georgeta/Fondos Studio LLC-** Will complete the design process which will include participating in the design process with the approval of RBCRA staff and CRA Commission Board, and install the final design on the south wall of the CRA owned building located 2601 Broadway.

## **REQUESTING APPROVAL**

The CRA staff is seeking approval to enter into negotiated agreement with Street Art Revolution, Murals by Georgeta/ Fondos Studio LLC and Big “D” Grafix for Public Art and Painting Services.