



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, RBCRA

COPY: J. Michael Haygood, CRA Attorney

DATE: November 13, 2019

SUBJECT: Approval of CRA District Proposed Public Art Designs- Round II

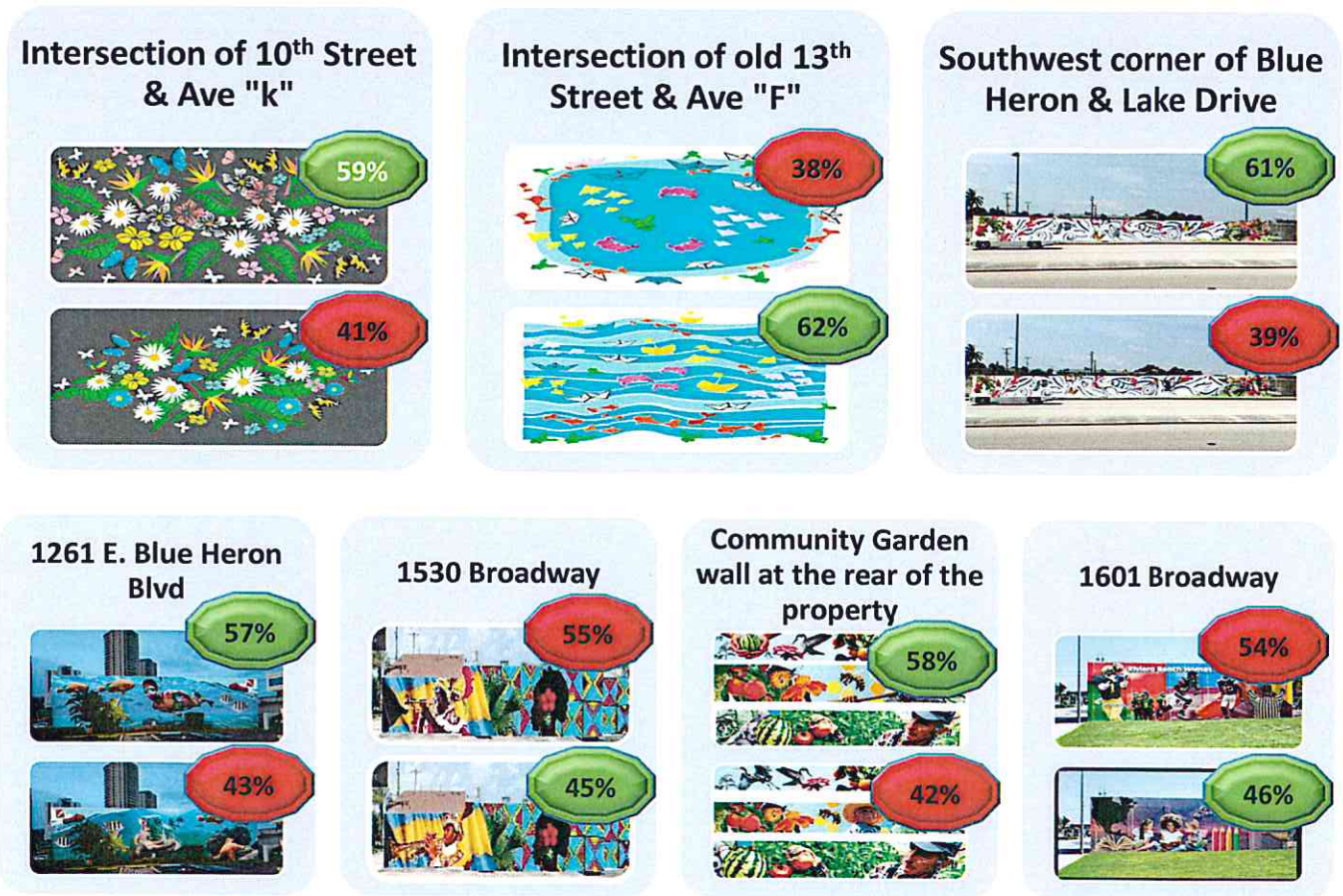
REQUEST FOR BOARD ACTION

The CRA staff is requesting approval for the mural and art design options for Round II, created by Street Art Revolution LLC, Murals by Georgeta/Fondos Studio LLC and Demetrius McCray formerly (Big "D" Grafix). These eight designs are to be installed at various locations within the CRA District, as selected by the residents of Riviera Beach.

BACKGROUND

In April 2019, the Board provided approval for the Agency to enter into negotiations with the three artists for Round II of the Public Art and Branding Project. On July 25, 2019, the Board approved Professional Service agreements with Street Art Revolution, Murals by Georgeta/Fondos Studio LLC, and Big "D" Grafix to execute eight mural and other art projects within the CRA District. As a part of the approved process, the Agency hosted three art workshops where in the residents provided ideas, feedback, and a final consensus for the rough draft of the final two design options for each location. The Agency conducted a survey to identify the most popular design options for

each location. The survey link was posted on the CRA’s website, social media, and a written survey was taken at several CRA events. The survey results for the mural designs recommended for Round II of the Public Art & Branding Project are listed below:



REQUESTING APPROVAL

Staff is requesting Board approval to move forward with the installation of the eight mural and art designs as (selected by the voters). The Agency recommends approval of both options 1 and 2 for the proposed 1601 Broadway site. The children and education inspired mural will be carried forward to the third round of the program, once a suitable location is selected.