



Recommendation for Action

File #: 23-2406, **Agenda Item #:** 9.

8/31/2023

Posting Language

Authorize negotiation and execution of an agreement with Raul Valdez for artwork for the Emma S. Barrientos Mexican American Cultural Center Phase II Construction Art in Public Places Project, in an amount not to exceed \$110,000.

Lead Department

Economic Development.

Fiscal Note

Funding in the amount of \$110,000 is available in the capital improvement budget of the Parks and Recreation Department.

For More Information:

Sylnovia Holt-Rabb, Director, Economic Development Department, 512-974-3131 and Constance White, Program Manager, Art in Public Places 512-974-7852.

Council Committee, Boards and Commission Action:

On April 3, 2023, the Art in Public Places (AIPP) Panel unanimously approved the direct selection recommendation of artist Raul Valdez for the ESB-MACC Phase II AIPP Project. (Motion by Vice Chair Carr, second by Lemmo; approved 4-0-0).

On April 17, 2023, the Austin Arts Commission unanimously approved the direct selection recommendation of artist Raul Valdez for the ESB-MACC Phase II AIPP Project. The item passed on consent. (Motion by Commissioner Gray, second by Commissioner Mok; approved 6-0-0).

Additional Backup Information:

The City of Austin AIPP program sought to commission an artist by direct selection to recreate a mural of historic significance to Austin's Latino communities at the entrance to the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) situated within Council District 9. The Parks and Recreation Department (PARC) is developing a pocket park on a parcel of property located at 64 Rainey Street. Currently a surface parking lot, the park will serve to anchor the place that recalls the memory and history of the neighborhood while establishing La Gran Entrada (the Great Entrance) to the ESB-MACC.

Sited within the barrio of the Rainey Street Historic District, this public art opportunity is specifically for the replication of the historic mural that once donned the building façade of the Juarez-Lincoln University. Measuring 18 feet by 72 feet, the original mural was created by local artist and community activist, Raul Valdez. The goal of this project is to bring back to life 'Los Elementos' mural and share the history and cultural relevance of the barrio and the people who once lived around Rainey Street. The selected artist will replicate the original design, create digital scans, and oversee the fabrication (image transfer onto tile) and installation of the artwork. PARC will manage the construction of the wall to its original scale to support the mural.

The selection process for this project was based on the following considerations, supported by community input:

- Authorship of the original mural;
- Artistic merit and technical expertise with creating artwork that represents cultural identity; and
- Demonstrated ability to successfully execute public art projects, of a similar scope, on time and within budget.

The total artwork budget for the project is \$110,000 and is inclusive of all artist's fees, meetings, community engagement, photography, videography, other documentation, artwork creation, contractors, shipping, installation, insurance, and all other artwork projected related costs.

This recommendation is supported by both ESB-MACC and Parks and Recreation Department advisors.