



Recommendation for Action

File #: 23-3454, **Agenda Item #:** 30.

12/14/2023

Posting Language

Authorize negotiation and execution of a contract for 5th Street Mexican American Heritage Corridor outreach consulting with Mexic-Arte Museum, for a total contract amount not to exceed \$120,000.

[Note: This procurement was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9B (Minority Owned and Women Owned Business Enterprise Procurement Program). For the services required for this procurement, there were no subcontracting opportunities; therefore, no subcontracting goals were established].

Lead Department

Financial Services Department.

Client Department(s)

Economic Development Department.

Fiscal Note

Funding is available in the Fiscal Year 2023-2024 Operating Budget of the Economic Development Department.

Purchasing Language:

Professional Service.

For More Information:

Direct questions regarding this Recommendation for Council Action to the Financial Services Department - Central Procurement at: FSDCentralProcurementRCAs@austintexas.gov or 512-974-2500.

Additional Backup Information:

In 2011 Austin City Council passed a resolution calling for the development of the 5th Street Mexican American Heritage Corridor. Running from Republic Park on West 5th to Saltillo Plaza on East 5th, the corridor will interconnect and enhance downtown's network of public places, celebrate the distinct history, culture and identity of the corridor, introduce public art, and reinforce an authentic sense of place.

This contract will provide consulting services to assist the Economic Development Department in identifying and connecting with stakeholders, community interest groups, the formation of a leadership coalition, and crafting a vision for the support and enhancement of the 5th Street Mexican American Heritage Corridor.

This is a new contract, and the requested authorization is based on departmental estimates of future needs.

A delay in contract execution could impact the development of the 5th Street Mexican American Heritage Corridor.