



## **CITY OF COMMERCE AGENDA REPORT**

**TO:** Honorable City Council **Item No.** \_\_\_\_\_

**FROM:** City Manager

**SUBJECT:** Art Consultant Services in Support of the Art in Public Places Program

**MEETING DATE:** June 24, 2025

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### **RECOMMENDATION**

The City Council will consider directing staff to bring forward a Professional Services Agreement for Art consulting related to the Model City in Color campaign.

### **BACKGROUND**

The City of Commerce remains committed to enriching the urban landscape and fostering civic pride through public art. The Arts in Public Places Subcommittee continues to identify impactful opportunities to collaborate with artists and enhance our public spaces. Recent efforts have focused on recommending an art consultant who would focus on the Model City in Color campaign.

The Model City in Color is a public art and beautification campaign designed to activate the City of Commerce through large-scale, community-forward murals, site-specific sculptures, and engaging public events. The role of the Art Consultant is to act as an advisor for the Model City in Color campaign to bring together professional artists, civic partners, and local stories to enhance public space, promote civic pride, and position Commerce as an emerging art and cultural destination. They will provide creative direction and curation, artist management, media production, and actively engage with the City in logistics, project preparation, and planning.

In addition, R Media will launch dedicated digital platforms, including an Instagram account, Facebook page, and project website to highlight artist stories, share behind-the-scenes content, and promote community events.

### **FISCAL IMPACT**

The proposed agreement with R Media may be at \$125,000 for the project retainer option or may be at \$600,000 for the flat, all-inclusive option is to be funded from the Arts in Public Places Fund as determined by City Council.

**ALTERNATIVES:**

1. Approve staff recommendation
2. Disapprove staff recommendation
3. Provide further direction to staff

**RELATIONSHIP TO STRATEGIC GOALS:**

This item is related to a specific 2016 Strategic Goal to “Develop and invest in infrastructure and beautification projects and support economic growth.”

Prepared by: Gisselle S. Delgado, Senior Management Analyst

Approved as to form: Noel Tapia, City Attorney

Respectfully submitted: Ernie Hernandez, City Manager

**ATTACHMENTS:**

- A. Proposal