



City of League City, TX

300 West Walker
League City TX 77573

Text File

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In Control: Communications

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Title

Consider and take action on a resolution authorizing a Professional Services Agreement with Pilot One LLC to design and paint a large-scale mural as part of League City's Public Art Initiative and the League City Convention and Visitor Bureau's marketing and promotion efforts in an amount not to exceed \$150,000 (Director of Communications and Community Engagement)

..Background:

Approval of this item authorizes the City to enter into a professional services agreement with Pilot One LLC to create a large-scale mural along the wall of a shopping plaza located at 100 Gulf Freeway N League City, Texas 77573. The agreement would cover all design, supply, and labor costs needed to create the mural from concept to completion, including a UV protective coat and anti-graffiti sealant.

The shopping plaza, which is located on the corner of Main Street and the I-45 feeder road, is in a highly traveled section of League City and is visible from I-45 when driving northbound. Baker Katz, the commercial real estate firm that manages the shopping plaza, has agreed to allow the mural to be painted on the south facing wall which runs parallel to FM 518.

In addition to being a highly visible piece of public art to be enjoyed by residents, the mural would also serve as a gateway sign for visitors and a marketing/promotional tool for the League City Convention And Visitor's Bureau. The final mural design would be approved by Baker Katz and the Keep League City Beautiful Committee before work would commence. Guidelines provided to the artist would ensure the theme of the mural would reflect League City's family and recreational lifestyle as well as our natural beauty. (See Exhibit A for initial concept designs from artist).

Information about the Artist

The professional artist designing and painting the mural is a League City resident who has been previously hired by the City to paint two interactive murals at League Park and several traffic signal boxes. In addition to murals in League City, the artist has created murals throughout Texas, the United States and even overseas. (See Attachment 4)

Funding and Cost Calculations

Funding for this professional services agreement would come from Hotel Occupancy Taxes. In FY2023, Council approved the allocation of \$100,000 in HOT funds to fund public art. The proposed FY2024 budget includes the same allocation. This professional services agreement would incorporate \$50,000 in HOT funding from FY2023 and \$100,000 from FY2024.

The total cost of the mural is based on comparative costs for other mural projects completed by the City as part of the Public Art Initiative as well as other large-scale mural projects in other cities. (See Attachment 4)

Attachments:

1. Data Sheet
2. Proposed Resolution
3. Exhibit A - Agreement with Pilot One, LLC
4. Justification
5. Vendor Report Card

CONTRACT ORIGINATION:

FUNDING

{ X } Funds are available from HOT Fund Arts and Cultural Account 24101800-54015

STRATEGIC PLANNING

{ X } Addresses Strategic Planning Critical Success Factor # 4 Quality Community Amenities