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## MEMORANDUM

**Date:** March 15, 2017  
**To:** Pompano Beach CRA Board  
**From:** Adriane Esteban, Project Manager  
**Subject:** License Agreement for “Visionary” Mural at BaCA

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The City’s Public Arts Committee has been working diligently on enhancing the aesthetic and cultural value of the city. Concurrently, the CRA’s Bailey Contemporary Arts (BaCA) and Ali Cultural Arts (the Historic Ali) have been hosting exhibitions and programs, which have been featured prominently on local media and even won the attention of the prestigious Knights Foundation. The CRA and City work together to encourage and promote Pompano Beach’s cultural assets. Recently, the Public Art Committee was presented with the opportunity to participate with Broward County in a public art mural project.

The VisualeYES project features a select group of renowned South Florida artists who will create ten murals around the County. The County has selected the City of Pompano Beach as one of the communities to participate in the program, with the County choosing artist Cecelia Lueza to create the mural. Ms. Lueza engaged with the community and worked closely with residents to understand the social issues and identities of the area. These engagements assisted her in creating a theme for the mural titled “Visionary”. Ms. Lueza presented her mural to the Northwest CRA Advisory Committee in November 2016, and although the Committee did not recommend this mural be located on the E. Pat Larkin Community Center, the majority of the Committee did indicate preference for the “Visionary” mural. The Public Arts Committee looked for alternative locations for the “Visionary” mural and finally determined the back exterior wall of the Bailey Contemporary Arts (BaCA) would be an appropriate location.

Since a majority of the Northwest CRA Advisory Committee showed preference for this mural, CRA staff recommends the CRA Board allow the City’s Public Arts Committee to place this mural on BaCA through a License Agreement. The area around BaCA is an emerging arts & entertainment district that has seen the introduction of new murals, so having this “Visionary” mural on BaCA is fitting. The License Agreement between the CRA and the City of Pompano Beach is for a five year term with a two year renewal, however the mural will be allowed to stay on the building for a total of seven years. The CRA will pay a nominal fee for recognition of the receipt of the improvement to the property. This arrangement is a great opportunity to converge the City and CRA’s efforts to bring cultural arts into the community.