

MEMORANDUM

To: Mayor Don Keil and Seguin City Council
Douglas G. Faseler, City Manager

Through: Rick Cortes, Assistant City Manager

From: Kyle Kramm, Main Street & CVB Director

Subject: Downtown Mural

Date: July 31, 2019

Over the last two years, the Seguin Commission on the Arts has been developing a new downtown mural to be the Seguin's next piece of public art. The process began with researching murals from other communities, selecting a location for a mural and developing possible subject matters for the mural.

Commission members attended a mural walking tour in New Braunfels to hear about their process of developing their mural program. The tour brought to light how they funded murals, chose locations and topics of murals. Staff also researched the cost of other murals and found that they ranged from \$5,000 to \$60,000 depending on size and complexity. The Commission decided that the artist fee for the Seguin mural should not exceed \$15,000.

After the research was completed, the Commission worked on selecting the location for the next mural. The Commission knew that the mural should be at a gateway into downtown, have a willing property owner and should avoid an east/west wall to reduce fading from sun exposure. Due to these reasons, the Commission selected the northern wall of the Aumont as the location for the next mural.

The Commission then had to decide on the subject matter or theme of the mural. After discussing several themes around Seguin's history, the Commission selected the theme to be the founding of Seguin by 33 Texas Rangers.

Staff, a local historian and the Commission developed a call for artist to submit designs and proposals for the mural. The call was released in early January with proposals due on February 25. Seven proposals were received from artists from across the State. The Commission scored the proposals and the artists based on the artist's experience, knowledge of the material, overall concept and the artist fee.

MAIN STREET & CVB

The mural design by Chris Garcia was selected based on the scoring. Please see attachments for the proposal, additional artwork and the mural design. Mr. Garcia has extensive experience with murals and presented a complete proposal with a design concept that scored highly among the Commission members.

The Commission and the artist worked on a few tweaks to the overall design, finalizing the design over the last few months before seeking approval from the Historic Preservation & Design Commission as required by the City of Seguin's Public Art Ordinance.

The mural cost will be \$14,419 which is funded through fundraising performed by the Commission, grant funding from the Guadalupe County United Way and Help Seguin Shine and funding from the City of Seguin's Hotel Occupancy Tax Fund.

The final approval is required by the Seguin City Council. The Seguin Commission on the Arts respectfully requests City Council approval of the design and funding of the new downtown mural.