



Legislation Details (With Text)

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Type:	Report Item	Status:		Passed	
File created:	2/6/2024	In control:	City Council/Public Finance and Economic Development Authority/Parking Authority/Successor Agency to the Redevelopment Agency		
On agenda:	2/20/2024	Final action:	2/20/2024		

Title: SUBJECT: Approving a Supplemental Appropriation from the General Fund, Unencumbered, Unreserved Fund Balance of \$3,000 and Request for Proposals (RFP) for Local Photography Submissions for a Summer Art Exhibition at the Applegate Park Merced Open Air Theater (MOAT)

REPORT IN BRIEF

Considers approving a supplemental appropriation from the General Fund, unencumbered, unreserved fund balance of \$3,000 and an RFP call for local photography for a summer art exhibition at the Applegate Park MOAT.

RECOMMENDATION

City Council - Adopt a motion:

A. Approving a supplemental appropriation from the General Fund, unencumbered unreserved fund balance in the amount of \$3,000; and,

B. Approving an RFP for original works of photography by local artists featuring sunrises and sunsets in Merced to be displayed at a summer art exhibition at the Applegate Park Merced Open Air Theater (MOAT).

Sponsors:

Indexes:

Code sections:

Attachments: 1. Request For Proposal

Date	Ver.	Action By	Action	Result
2/20/2024	2	City Council/Public Finance and Economic Development Authority/Parking Authority/Successor Agency to the Redevelopment Agency	approved	Pass

Report Prepared by: Jennifer Flachman, Senior Management Analyst, City Manager's Department

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ALTERNATIVES

- 1. Approve, as recommended by staff, or,
- 2. Approve, subject to other than recommended by staff, or
- 3. Deny, or
- 4. Refer to Staff for reconsideration of specific items, or
- 5. Continue to a future meeting.

AUTHORITY

City Beautification, as provided for in the 2023/24 Adopted Budget.

CITY COUNCIL PRIORITIES

This project aligns with the City Council's FY 2023/24 Goals and Priorities of City Beautification by continuing the open call for art projects.

DISCUSSION

An RFP and a community event will benefit local photographers provide a resource and venue for local photographers to showcase their original photographs of sunrises and sunsets captured in Merced. This initiative aims to provide a platform for local photographers, both aspiring and seasoned, to gain exposure. This project will also nurture a sense of community support for budding and seasoned local photographers.

Hosting a photography event at the Applegate Park MOAT would be a strategic investment in the local artistic community and the broader population of Merced. This initiative aligns with the City's commitment to cultural enrichment, community engagement, and the support of local talent. An RFP will allow interested photographers to submit their proposals featuring an original high quality glossy 4x6 photograph of a sunrise or sunset in Merced. Submissions will be reviewed by an ACAC subcommittee. The subcommittee will select 15 photographs based on a scoring metric. Selected photographers will receive a stipend as reimbursement for enlarging and mounting their respective photograph to a high quality glossy 16x20 photograph for display at an exhibition to be held at the Applegate Park MOAT on June 15, 2024. Remaining qualified submissions will be displayed in the original high quality glossy 4x6 photograph in a collage at the exhibition.

IMPACT ON CITY RESOURCES

Originally, \$8,000 was allocated to City Art project in fiscal year 2022-23 in the professional service account of City Manager Division. The artist moved away and declined to complete the project. The funds will be returned to the fund balance upon cancellation of the contract. Staff is requesting a

reappropriation of \$3,000 to use toward Local Photography Submissions for a Summer Art Exhibition at the Applegate Park Merced Open Air Theater (MOAT) event.

ATTACHMENT

1. Request for Proposal