



Broward County

Legislation Details (With Text)

File #: 22-774 **Version:** 1

Status: Agenda Ready

In control: County Administration - Cultural Division

On agenda: 6/14/2022 **Final action:** 6/14/2022

Title: MOTION TO APPROVE direct selection of artist Project One Studio and their proposed artwork design for the Port Everglades 19th Avenue and Eller Drive project in an amount not to exceed \$200,000, which is currently budgeted in the Port Everglades Capital Improvement Fund. (Commission District 6)

Sponsors:

Indexes: Established Commission Goals

Code sections:

Attachments: 1. Exhibit 1 - 19th Avenue and Eller Drive

Date	Ver.	Action By	Action	Result
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Broward County Commission Regular Meeting

Director's Name: Monica Cepero

Department: County Administration

Division: Cultural Division

Information

Requested Action

MOTION TO APPROVE direct selection of artist Project One Studio and their proposed artwork design for the Port Everglades 19th Avenue and Eller Drive project in an amount not to exceed \$200,000, which is currently budgeted in the Port Everglades Capital Improvement Fund. (Commission District 6)

Why Action is Necessary

Part I, Chapter 1, Article V, Section 1-88.a.9. of the Broward County Code of Ordinances, requires that the Broward County Board of County Commissioners (Board) approve the artist's design proposal when the art budget for the artwork portion of the capital improvement project total is \$100,000 or more.

What Action Accomplishes

This action allows for the approval of the amount of funds and for approval of the artwork design proposal so that staff can proceed to develop an agreement with the artist to finalize the design and proceed with fabrication and installation of the artwork.

Is this Action Goal Related

Yes

Previous Action Taken

None

Summary Explanation/Background

BROWARD CULTURAL DIVISION RECOMMENDS APPROVAL OF THE ABOVE MOTION.

This item supports the Board's value of cultivating community, culture, arts, recreation, and life-long learning and goals relating to providing diverse artistic, cultural, educational, and historical amenities and programs that contribute to a vibrant, multi-cultural, and economically viable community.

Exhibit 1 is the proposed design for functionally integrated artwork by the artist Project One Studio for the intersection of 19th Avenue and Eller Drive at Port Everglades. The proposed artwork is an undulating school of brightly colored fish. The design was inspired by the similarities between schooling fish and Port Everglades, where numerous moving parts work in a synchronized balance. The artwork serves as a pleasant signifier of the Port's commitment to sustainable practices and the natural environment.

The artwork site is near the only 24/7 entrance to Port Everglades, where there is direct access to major highway connections. It is also close to Terminals 19, 21,25, and 26. The design allows for viewing from multiple angles and perspectives. It has visual interest for passing vehicles and those stopped at the intersection. The proposed design may vary slightly based on factors such as site conditions and additional agency input.

The Public Art & Design Committee approved adding Project One Studio to the pool of pre-screened artists on November 10, 2021. The Broward Cultural Council (BCC) approved adding Project One Studio to the pool of pre-screened artists on December 10,2022. Project One Studio was selected from the pre-screened pool of 66 artists for their ability to create artwork for the space that can be viewed from multiple angles and perspectives. Pursuant to Chapter 33, Part V, Section 33.43.e.1. of the Broward County Administrative Code, the Direct Selection method was used to condense the timeline of the artist selection process from 38 weeks to 21 weeks. This will enable the project to be completed by the 2023-2024 cruise season.

The artist and their design proposal were approved by the Artist Selection Panel on May 4, 2022, and the BCC on June 2, 2022.

Source of Additional Information

Phillip Dunlap, Director, Cultural Division, (954) 357-7456

Fiscal Impact

Fiscal Impact/Cost Summary

No additional fiscal impact. Funds for this \$200,000 public art project is budgeted in the Port Everglades Capital Improvement Fund.