

## Memorandum of Understanding Between the City of Port St. Lucie and Key Detail

This Memorandum of Understanding (hereinafter referred to as “MOU”) is made and entered into by and between the City of Port St. Lucie (“City”), with an address at 121 SW Port St. Lucie Blvd. and Andrey Kravtsov, dba Key Detail (“Artist”), whose address is 400 W 37<sup>th</sup> St. Apt 10X, New York, NY 10018.

### Recitals

- A. On March 20, 2024, the City, through its public art consultant, Designing Local, LTD (“Consultant”), issued a Request for Qualifications (“RFQ”) for the City Hall Mural (“Project”).
- B. On April 17, 2024, the Consultant received sixteen (16) submissions, all of which were evaluated by the Selection Committee on April 19, 2024. The Selection Committee chose three (3) finalists which would be provided the Request for Proposal (“RFP.”) The RFP is attached as Exhibit “B” and made part of this MOU.
- C. On April 23, 2024, the RFP was sent to the three (3) finalists, with finalist concepts due by June 5, 2024.
- D. On August 6, 2024, the finalists’ concepts were presented to the Selection Committee who ranked the three (3) proposals.
- E. On August 19, 2024, the top three (3) proposals were presented to the Public Art Advisory Board (“PAAB”) and after discussion, the PAAB made a motion to not move forward with any of the proposals. It was determined, between PAAB, Consultant, and Staff, to provide a Conceptual Packet, which showcases characteristics of the City of Port St. Lucie.
- F. To move forward and avoid further delay with the Project, the City through its Consultant, has prepared a Conceptual Packet, which consists of various media and is intended to represent the context and characteristics of the City. The Conceptual Packet is attached as Exhibit “A” and made a part of this MOU.
- G. The Conceptual Packet will be provided to the top three (3) finalists, giving each an opportunity to provide a revised proposal to the PAAB.
- H. The Artist understands that this MOU outlines the Artist’s responsibilities and the conditions for the submission of a revised proposal to the PAAB for the Project.

Accordingly, the Artist agrees as follows:

- 1. **Recitals.** The above recitals, as well as all exhibits and materials referenced therein, are incorporated into and made a material part of this MOU.
- 2. **Term of MOU.** As a condition to submitting a revised proposal, Artist must sign this MOU. This MOU shall remain in full force and effect for no longer than thirty (30) days upon date of receipt by Artist (until October 6, 2024.) This MOU may be terminated by either party upon written notice. If terminated, both parties shall be relieved of responsibilities indicated in this MOU.

3. **Responsibilities of Artist.**

- a. Artist shall review this MOU and the Conceptual Packet, shall and determine whether to submit a revised proposal for the project known as the City Hall Mural (“Project”). This includes watching or reviewing, in its entirety, all videos or medias provided in the conceptual packet. Upon sufficient review, Artist shall have ten (10) days from receipt of conceptual packet to both review and sign this MOU (until September 16, 2024.)
- b. The Artist understands that the Conceptual Packet is supplemental to the originally-issued RFP, and that any new concept submitted under this MOU shall respond to the same parameters of the originally-issued RFP.
- c. Artist shall provide to Consultant a revised proposal for the Project within thirty (30) days from the date the Artist received the MOU (due October 6, 2024.) Please note that proposal is due thirty (30) days from day of receipt of MOU and Conceptual Packet, NOT from date the MOU is signed.
- d. Artist shall be prepared to provide any additional information and present, at request of the City and/or Consultant.

4. **Responsibilities of City and/or Consultant.**

- a. Consultant shall provide a conceptual packet which highlights additional information about the City of Port St. Lucie, including, but not limited to, photos, videos, and/or descriptive information.
- b. Upon the City and/or Consultant receiving a revised proposal, the City shall provide Artist with a \$500 honorarium.
- c. City and/or Consultant shall be available for any questions regarding submission of a revised proposal and the expected process after submission.

5. **Construction.** This MOU supplements both the original RFP and if either the MOU or Conceptual Packet conflicts with the RFP, the RFP’s language prevails.

6. **Rights Reserved.** The City or Consultant reserves the right to reject any proposal received, consistent with the RFP, and the signing of this MOU does not guarantee that a proposal shall move forward or be chosen for the City Hall Mural.

By signing this MOU before or on September 16, 2024, Artist attests that the Conceptual Packet has been reviewed in its entirety and that Artist agrees to submit a revised proposal for the Project within thirty (30) days (before or on October 6, 2024) of receipt of the Conceptual Packet and MOU.



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Andrey Kravtsov, dba Key Detail

## **Exhibit A**

Conceptual Packet

# City Hall Mural

Artwork Commission

Port St. Lucie, Florida

## **RFP Parameters - originally issued April 23, 2024**

Branded as the Heart of the Treasure Coast, The City of Port St. Lucie has much to offer in terms of natural beauty, outdoor recreation and quality of life. The artwork will showcase the community's rebranding, welcome people of all backgrounds, and highlight the area's lifestyle. The new mural at City Hall will act as an artistic expression of Port St. Lucie's new rebranding to welcome families and the young-at-heart from all backgrounds who seek a down-to-earth Florida lifestyle.

### **Design Parameters for Proposals**

Building on the Project Theme, as described above, the Selection Committee is seeking inclusion of one or more of the following specific conceptual themes in the mural proposals, as identified in the attached 2024 Citizen Engagement Report:

- Family
- Diversity
- Nature
- Outdoor recreation
- Heart iconography, to capture the phrase "Heart of the Treasure Coast"
- Contain text elements that pertain to any of the themes above
- Include plans for a living wall element within the mural

Additionally, proposals should align with the City's recent rebranding guidelines, attached in this PDF for reference. Proposals should ideally:

- Use colors that are similar to those in the brand guidelines
- Use font and typography styles that are similar to those in guidelines

# City Branding Guide

- Primary Logo

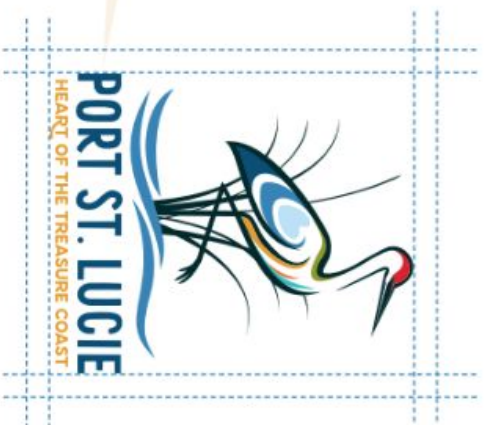


- Secondary Options



- Clear Space

Maintaining the clear space zone between the seal and other graphic elements such as type, images, other logos, etc. ensures that the seal always appears unobstructed and distinctly separate from any other graphic elements.



Secondary logos are not to be used in place of the primary logo. These additional options are for promotional items and public art. Requests to use secondary logos are made through the Communications Department.

- Tagline

**HEART OF THE TREASURE COAST**

# City Branding Guide

## ● Color Palette

		
CYMK 14/10/10/0 RGB 216/217/218 HEX D8D9DA	CYMK 1/40/100/6 RGB 231/155/27 HEX E79B18	CYMK 30/8/100/63 RGB 88/97/10 HEX 58610A
		
CYMK 99/72/31/14 RGB 8/76/118 HEX 084C76	CYMK 5/75/100/0 RGB 229/100/37 HEX E56425	CYMK 30/8/100/28 RGB 143/154/35 HEX 8F9A23
		
CYMK 91/62/63/66 RGB 1/41/44 HEX 01292C	CYMK 9/100/95/1 RGB 216/31/43 HEX D81E28	CYMK 79/41/8/0 RGB 51/130/185 HEX 338289
		
CYMK 60/45/43/39 RGB 80/89/93 HEX 50595D	CYMK 0/100/100/34 RGB 169/15/20 HEX A90E14	CYMK 24/2/0/0 RGB 188/25/247 HEX BCE1F7
		
CYMK 60/45/43/5 RGB 14/125/130 HEX 727D82	CYMK 51/73/44/22 RGB 117/77/96 HEX 754D60	CYMK 3/8/24/ RGB 245/228/197 HEX F5EAC5
		
CYMK 45/31/31/0 RGB 146/159/163 HEX 929 FA3	CYMK 70/0/24/0 RGB 27/190/201 HEX 18BEC9	CYMK 33/58/82/18 RGB 152/103/62 HEX 98673E
		
		CYMK 33/58/82/57 RGB 94/62/32 HEX 5EE20

## ● Typography

Typeface: Little Dinosaur - Main Logo font

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0 1 2 3 4 5 6 7 8 9**

Regular Script **Bold**

Typeface: Myona Sans Display - Main Tagline Font

**AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW**  
**XX YY ZZ KQR Y**      **0 1 2 3 4 5 6 7 8 9**

Typeface: Century Gothic - Header, Sub-header and short body text.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0 1 2 3 4 5 6 7 8 9**

Regular **Bold** Italic **Bold Italic**

Typeface: Oswald - Condensed option for headers and sub-headers.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0 1 2 3 4 5 6 7 8 9**

Extra Light Italic Light **Medium** **DemiBold** **Semi Bold** **Bold**  
 Regular **Demi-Bold** **Semi Bold** **Heavy**

Typeface: Verdana - long body text.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0 1 2 3 4 5 6 7 8 9**

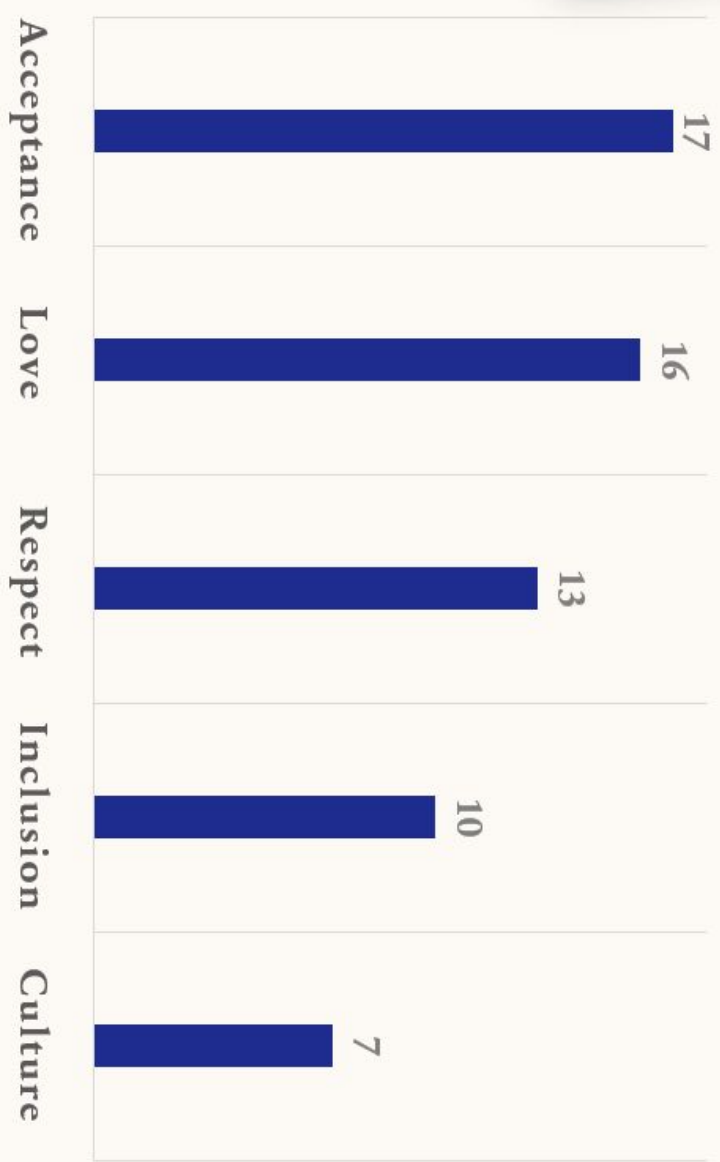
Regular **Bold** Italic **Bold Italic**





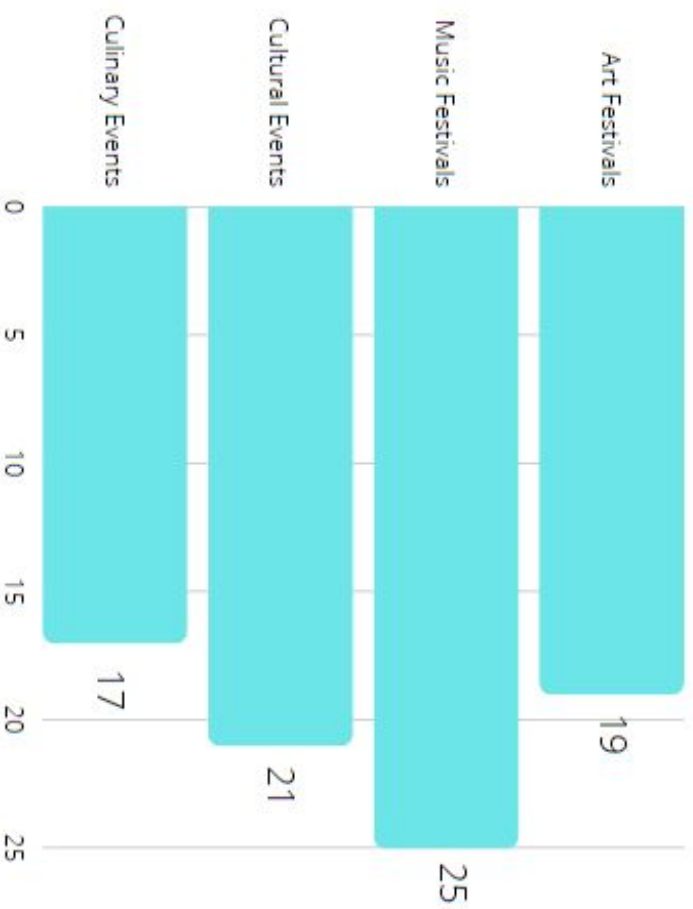
# What does diversity mean to PSL?

## Top Five Responses



# CELEBRATING DIVERSITY

Citizens were asked how the City can celebrate its diversity, after the successful revealing of the Minsky Gym diversity mural:



# Links

<https://www.youtube.com/watch?v=8bU26-vA9tk>

<https://www.cityofpsl.com/News/Our-Story>

<https://www.youtube.com/watch?v=n1yaFeNm5NE>

<https://www.cityofpsl.com/files/assets/public/v/3/government/documents/buzz-about-psl-fact-sheet.pdf>

<https://www.cityofpsl.com/Government/Discover-Us/About-PSL#section-1>

**Exhibit B**

Originally-issued RFP

**REQUEST FOR PROPOSALS (RFP)  
City Hall Mural  
Port St. Lucie, FL**

Issue Date: April 23, 2024  
Due Date: June 5, 2024

**Project Description**

The City of Port St. Lucie is seeking an artist to install an original mural at Port St. Lucie City Hall. The “Wall @ City Hall” is a public art project. This newly-commissioned mural will replace the inaugural Wall @ City Hall mural, which was originally installed in 2014.

**Project Site**

The City of Port St. Lucie City Hall Complex comprises three buildings: City Hall (A), the Building Department (B) and Police Department (C). A cement wall encompasses trash bin receptacles adjacent to the rear (west side) of City Hall. This highly visible structure measures 12’ 6” by 64’ 3” and is painted with a flat, beige paint.



**Project Theme**

Branded as the “Heart of the Treasure Coast,” The City of Port St. Lucie has much to offer in terms of natural beauty, outdoor recreation and quality of life. The artwork will showcase the community’s rebranding, welcome people of all backgrounds, and highlight the area’s lifestyle. The new mural at City Hall will act as an artistic expression of Port St. Lucie’s new rebranding to welcome families and the young-at-heart from all backgrounds who seek a down-to-earth Florida lifestyle.

## Project Description

- Projected budget is not to exceed \$50,000 for an artist or team of collaborative artists. See budget section below for more details.
- Maintenance budget will be allocated for the upkeep of this mural outside of the scope.
- Surface is smooth finished concrete.
- Design will be suitable and acceptable for public viewing of all ages.
- Mural must be completed by Fall 2024.
- Artists or artist teams must be comfortable with an opportunity for the public to watch the installation of the mural

## Design Parameters for Proposals

Building on the Project Theme, as described above, the Selection Committee is seeking inclusion of one or more of the following specific conceptual themes in the mural proposals, as identified in the attached 2024 Citizen Engagement Report:

- Family
- Diversity
- Nature
- Outdoor recreation
- Heart iconography, to capture the phrase “Heart of the Treasure Coast”
- Contain text elements that pertain to any of the themes above
- Include plans for a living wall element within the mural

Additionally, proposals should align with the City’s recent rebranding guidelines, attached in this PDF for reference. Proposals should ideally:

- Use colors that are similar to those in the brand guidelines
- Use font and typography styles that are similar to those in guidelines

This surface is visible from Port St. Lucie Boulevard, one of the largest and most-traveled roads in the city; however, the wall is not in close proximity to the immediate public right-of-way. When developing proposals, artists should consider this distance, as highly-detailed or compositionally complex designs may be illegible or difficult to interpret from the road vantage point.

## Responding to this RFP

Please send a concept proposal addressing the following:

- Narrative description of the concept and its relationship to its site/community.
- Concept drawings that show the following:
  - Location and dimensions of the artwork and site plan with footprint of artwork.
  - Visual depiction of the artwork including several elevation drawings to understand the artwork from several sightlines.
- List of proposed materials
- List of maintenance issues and concerns
- Preliminary installation plan and required equipment
- Timeline from concept to final installation with key milestones with target installation date of Fall 2024.

- Budget with major line items identified. The budget for this project is \$50,000 and is inclusive of all costs associated with the project, including but not limited to: artist expenses/honorarium, administration, sub-consultants, travel/lodging, artwork fabrication (including materials, details and specifications), site prep, storage, transportation and installation, related permits, licenses, taxes and insurance. Any expenses that exceed the contracted amount will be the artist's responsibility.
- **Submission Format:** Responses shall be submitted as a single PDF file via email to Anna Talarico at [anna@designinglocal.com](mailto:anna@designinglocal.com). An acknowledgement of receipt will be sent upon submission.
- **Due Date:** 3:00 pm EST on Wednesday, June 5, 2024.

### **Presenting the Proposal to the Selection Committee**

The proposal is to be presented on Zoom on Friday, June 7, 2024 from 9:00 AM - 1:00 PM EST. We have allocated a total of 40 minutes for your proposal; anticipating up to 20 minutes for you to present and 20 minutes for conversation with the Panelists. Your concept will be reviewed by the project team prior to your presentation so that questions can be compiled in advance of your presentation, but no concepts will be shared with panelists in advance of the presentation. You will maintain control of the presentation during the Panel review.

### **Selection Criteria**

The artist or artist team will be selected by demonstrating:

- **Artistic Excellence:** The aesthetic significance and quality of the artwork, including the artworks transformative and distinctive qualities.
- **Context:** Artwork's appropriateness to surrounding architecture, topography, local history, and community attitudes and concerns of both the residents of the City of Port St. Lucie and the surrounding community.
- **Community Engagement:** the ability to lead community engagement sessions during the design process to introduce the artwork.
- **Durability, Safety and Permanence:** The artwork is resistant to weathering as well as structurally sustainable. The artwork must be examined for unsafe conditions, materials, or factors, as well as the potential for excessive maintenance.
- **Technical Feasibility:** The artist must provide convincing evidence of his or her ability to complete the artwork as proposed.
- **Past Performance:** The Selection Committee will consider the artist's performance under previous contracts including success in meeting established timelines and budgets.
- **Cost Feasibility:** The Selection Committee will consider the cost feasibility and determine if the project is realistic within the specified project budget.

Once selected, the artist must design and create artwork that:

- is of high artistic quality
- is appropriate to the project site
- is of durable design and uses durable materials that require minimal maintenance
- provides maximum resistance to vandalism
- reflects one or more of the project goals identified by the Committee

**Budget and Invoicing**

The selected 3 Finalists will receive an honorarium of \$2,000 each for their proposals.

You will invoice The City of Port St. Lucie following the submission of the digital version of the proposal and Zoom presentation. The invoices can be addressed to The City of Port St. Lucie and be sent to [anna@designinglocal.com](mailto:anna@designinglocal.com) who will send them to the client. Please include a W9 with your invoice submission.

**Ownership of Art**

Artists will retain copyright of the artwork and the Client may use the images and other information submitted by the Artist for educational and public affairs purposes only.

**Selection Process and Timeline**

The timeline for the full process is below, and is subject to change:

April 23, 2024	3 Finalists Selected and Notified, RFP circulated to 3 finalists
June 5, 2024	Finalist Proposals due
June 7, 2024	Finalists present concepts to Selection Committee at open public meeting
June/July 2024	Selection Committee forwards final artist/design recommendation to the PAAB and City Council for approval
August 2024	Artist Selected and Notified
August 2024	Contracting
November 2024	City of Port St. Lucie preps mural site
November 2024	Mural installation

**Questions?**

Inquiries about the program or the project should be made by sending an email to:

Anna Talarico, Public Art Coordinator  
Designing Local  
[anna@designinglocal.com](mailto:anna@designinglocal.com)  
704-999-9795



## Community Information

See the [Port St. Lucie Public Art Master Plan](#) for more information including “Port St. Lucie in Our Words” a framework that helps illustrate the story of the community.

### **Vision for Public Art in Port St. Lucie**

In Port St. Lucie, public art serves the community by creating remarkable, beautiful, engaging public spaces.

### **Guiding Principles**

The people of Port St. Lucie desire a future where public art:

- Creates a strong sense of place that allows for community interaction;
- Ensures diversity and accessibility in A City for All Ages;
- Compliments and draws attention to the natural environment;
- Engages people with a sense of playfulness and whimsy and
- Beautifies the physical landscape of the community