

Agenda Memorandum

To: Honorable Mayor and City Council Members
Prepared By: Teresa Correa, Development Services Director
From: Bryan Cobb, City Manager
Date: June 16, 2025
Subject: **Resolution No. 4610-25**, Call to Artist for a Logo Design representing the Oviedo Arts and Entertainment District

Procedure: Call Up Item
City Manager Background
Public Comment - Request to Speak Forms submitted prior to beginning of meeting.
Council Motion & Discussion
Council Action

Introduction: This is a request for the City Council to approve the advertisement of a Call to Artist for a logo design to represent the Oviedo Arts and Entertainment District.

Discussion: At the April 28, 2025 Work Session, City Council directed Staff to coordinate with the Public Arts Board to create a logo to represent the Oviedo Arts and Entertainment District. The logo will be featured on white plastic reusable beverage cups containing sixteen (16) ounces with no handles, commonly known as stadium cups. The purpose of this logo is to recognize the approved cup within the Oviedo Arts and Entertainment District. The final design of the Oviedo Arts and Entertainment District logo will be reflected in the Code of Ordinances Section 2-12. Establishments within the Arts and Entertainment District may also display their establishment logo on the cup.

At the May 7, 2025, Public Arts Board meeting, the Assistant City Manager presented the creation of the Oviedo Arts and Entertainment District and the need to create an associated logo. Following discussion, the Public Arts Board voted to propose a Call to Artists for a Logo Design representing the Oviedo Arts and Entertainment District.

The details of the Call to Artist for the Oviedo Arts and Entertainment District Logo are provided in Exhibit 1 of Resolution No. 4610-25. A summary is provided below:

1. The proposed logo shall reflect the values and culture of the Oviedo community and the downtown landscape, the spirit of community gathering and the vibrancy of Oviedo on the Park.
2. The Call to Artist is open to any artist 18-years-old or older, residing in Florida.
3. The proposed logo shall fit into a square (1:1 proportion) or a vertical rectangle (3:2 proportion).

4. The Call to Artist design shall be submitted electronically in .svg or .pdf format; however, the final design of the chosen logo shall be submitted in vector format.
5. The logo design shall be proposed in full color and in single color.
6. The logo shall include the name Oviedo Arts and Entertainment District.
7. The proposed budget for the winning artist stipend is \$1,000.00, which will be paid after the artist signs an agreement with the City for the purchase of the logo design.

The Call to Artist for the Oviedo Arts and Entertainment District Logo will be open for 30 days after its advertisement. The City will advertise the Call to Artist on its website and on the Florida Association Public Art Professionals (FPAPA) website. Local institutions will also be contacted to be aware of the open Call to Artist.

Budget Impact: There is sufficient funding in the Public Arts Fund to fund the Call to Artist stipend.

Strategic Impact: Stimulate Creativity, Citizen Learning, and City Aesthetic strategic goal. Collaborate with local artists to increase public art.

Recommendation: It is recommended that City Council adopt Resolution No. 4610-25.

Attachment(s): None