

COUNCIL COMMUNICATION

	Number:	25-418	Meeting:	November 3, 2025
	Agenda Item:	23	Roll Call:	25-1485
	Submitted by:	Benjamin R. Page, Parks and Recreation Director		

AGENDA HEADING:

Approval of agreement with Maddy Fusco for design and maintenance of Pioneer Columbus Community Recreation Center (PC CRC) Mural Project.

SYNOPSIS:

The PC CRC Mural Project aims to provide a new public amenity on the exterior of the building (adjacent to the new playground area at Stone Park) that responded directly to community input, complements the programming of the community recreation center and park, enhances engagement, ownership and aesthetics by creating a unique, highly memorable destination in the City of Des Moines. The mural is supported by a BRAVO GC25 art grant awarded and approved by the City Council.

FISCAL IMPACT:

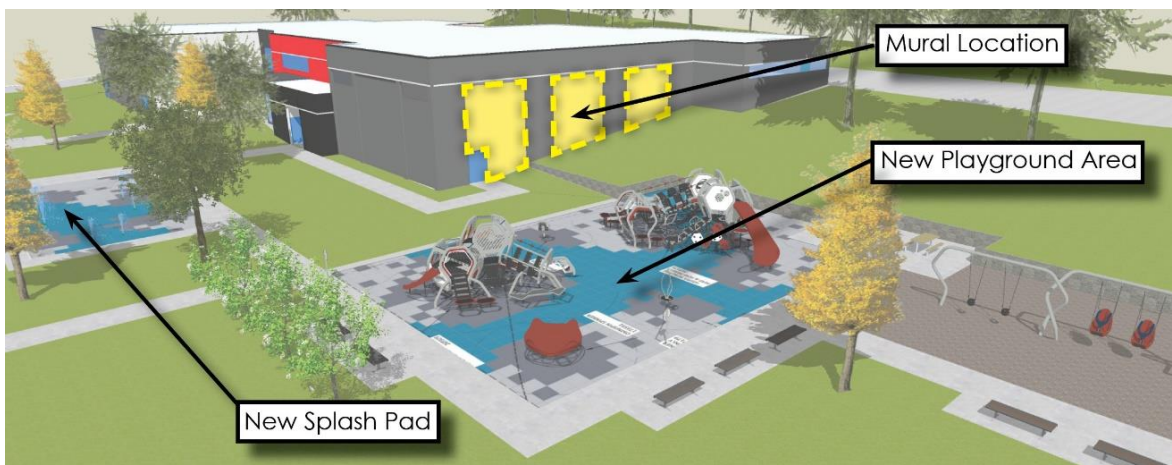
Amount: Overall project cost of \$42,250.

Funding Source: \$22,750 Bravo grant revenue, \$19,500; Fiscal Year (FY) 2025-2026 Capital Improvement Program (CIP), PK143 Park Building Improvements, Page 80

ADDITIONAL INFORMATION:

- The Bravo Greater Des Moines Public Art Grant Program offers financial support to its local government partners for public art projects that generate more artistic and cultural expression in the Greater Des Moines region.
- The City of Des Moines, through the Parks and Recreation Department, was awarded a BRAVO GC25 Art Grant that accounts for approximately half of the PC CRC mural project budget.
- To select the mural artist, the Parks and Recreation project team developed a Request for Qualifications (RFQ) in collaboration with the Greater Des Moines Public Art Foundation (GDMPAF) executive director, as well as City legal and procurement staff. A total of 26 artists replied to the RFQ.

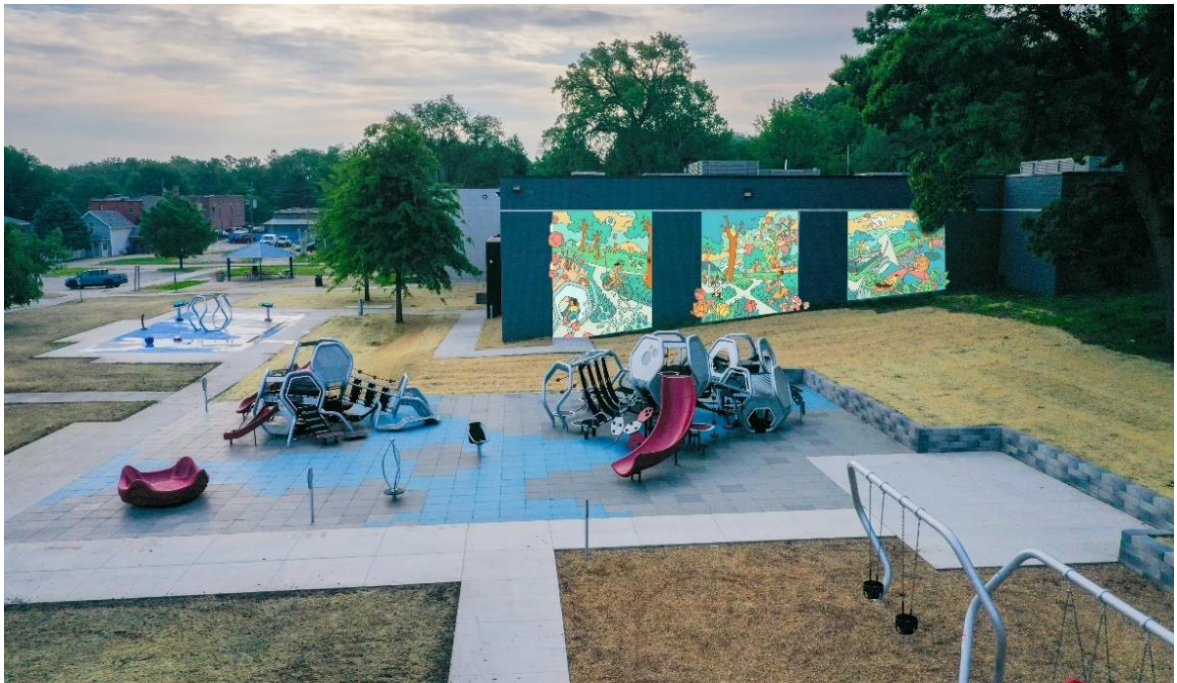
- A selection panel comprised of representatives from GDMPAF, Bravo Greater Des Moines, Parks and Recreation Department, City Council, Friends of Des Moines Parks, and the Indianola Hills Neighborhood Association reviewed all material submitted to the RFQ.
- The selection panel invited five (5) of the 26 artists to develop a design concept for the mural artwork as well as a detailed proposal for the mural project.
- Based on design concept, project budget, schedule, and response to community input the panel selected artist Maddy Fusco.
- The mural design is rooted in themes of community, nature and activity. This piece is set in Stone Park itself, but through a “fantastical” lens celebrating the many opportunities the park and center have to offer, as well as its deep connection to the surrounding neighborhood. She focused on values voiced directly by the community and expressed those elements into an overall whimsical and engaging mural.
- The City wishes to hire Maddy Fusco, artist, to finalize the concept that was selected by the panel, provide the concept design and participate in the application and maintenance of the Project and related licensing.
- The proposed mural will be installed on the exterior of the building with paint products that are approved by the Facilities and Parks and Recreation staff to support the longevity of the mural and not jeopardize the existing building waterproofing system.
- It is anticipated that mural installation will occur between spring and summer 2026, weather and conditions pending. Work will be coordinated with Parks and Recreation team including PC CRC staff, and any event organizers to avoid conflicts with any scheduled/planned events at PC CRC and Stone Park. Programming at PC CRC will not be impacted by the project.
- As necessary and at the request of the City, Maddy Fusco may provide consultation support, maintenance, and repair for the mural as part of the negotiated agreement.
- Following completion and acceptance of the mural, the mural will remain for a planned duration of two (2) years with additional renewal terms of two (2)-year increments each.



Location of the Mural on the Exterior of the Pioneer Columbus Community Recreation Center



The Mural Design Concept Developed by Maddy Fusco



The Mural Design Concept Illustrated on a Photo of Proposed Location

PREVIOUS COUNCIL ACTION(S):

Date: March 24, 2025

Roll Call Number: [25-0447](#)

Action: [BRAVO](#) GC25 Public Art Grant Agreement with Bravo Greater Des Moines for \$22,750 of grant funding for PC CRC Mural Project. ([Council Communication No. 25-126](#)) Moved by Gatto to adopt. Second by Coleman. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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