



Consent Agenda

Item XX

Receive a presentation from Destination Services regarding approval of location and budget not to exceed \$50,000 in the creation of a basketball court art project at City Park and provide direction to the City Manager.



Basketball Asphalt Art Project

Enhancing Public Space through Art, Community, and Play

Purpose

- Install a vibrant, large-scale mural on the public basketball court at City Park along the San Marcos River. This functional, interactive artwork enhances a highly visible recreational space while offering a unique cultural experience.
- As part of a national public art movement, painted courts transform everyday infrastructure into visual landmarks—supporting tourism, community pride, and creative placemaking.

Basketball Asphalt Art Project



Enhancing Public Space through Art, Community, and Play

Goals

- Beautify a well-used public court
- Celebrate San Marcos' community identity
- Encourage outdoor recreation and wellness
- Generate positive press and partnerships
- Boost San Marcos tourism by adding to the City's public art collection

Basketball Asphalt Art Project



Enhancing Public Space through Art, Community, and Play

Location: City Park

- Supports tourism and local community
- Highly visible location
- Builds on recent investment of playground equipment
- Activates tourism destination near major amenities (Activity Center, Art Park, Library, Skatepark)



Basketball Asphalt Art Project



Enhancing Public Space through Art, Community, and Play

Background

- Project proposed by Arts Commission during their 2023 visioning meeting
- Presented to Parks and Recreation Board in 2024 and 2026. Consensus to proceed with project was unanimous.
- Court was recently repaired and court surface prepared
- Funded with Hotel Occupancy Tax - public art budget
- Additional funds will be allocated for future maintenance as needed

Basketball Asphalt Art Project



Enhancing Public Space through Art, Community, and Play

Examples

- San Antonio
- Fort Worth
- Nacogdoches
- Austin



Basketball Asphalt Art Project



Enhancing Public Space through Art, Community, and Play

Community Survey

- Community survey was conducted in March to gauge public interest
 - Collected paper responses at 'Party in your Park' held at City Park
 - Online version was promoted through social media paid ads
- Received 110 responses
 - Overwhelmingly positive with 81% "yes", 6% "unsure", and 13% "no"
 - Received full support from daily and weekly users of the basketball court
- Feedback will be addressed in the design and installation process:
 - Durability, maintenance, low distraction design, texture, and use of colors compatible with colorblind players.

Basketball Asphalt Art Project



Enhancing Public Space through Art, Community, and Play

Artist Selection and Community Engagement

- Call for Artist Qualifications will encourage local and area artist to apply
- Arts Commission will review and select finalist(s)
- Selected artist will work with professional basketball court mural installers
- Community meeting will be held with artist for design input
- Estimated timeline of 6-10 months for completion

Basketball Asphalt Art Project



Enhancing Public Space through Art, Community, and Play

Project Plan Next Steps

- Consensus from Parks and Recreation Advisory Board
- Public survey for input and support
- City Council approval of location and budget ← **WE ARE HERE**
- Call for artist qualifications
- Select artist
- Engage with local basketball community for insight to inform design
- Arts Commission approves design; share with Parks and Recreation
- Installation process may include community involvement opportunities
- Community opening event and media opportunity



Questions?