

**CITY OF MIRAMAR  
PROPOSED CITY COMMISSION AGENDA ITEM**

**Meeting Date:** May 7, 2025

**Presenter's Name and Title:** Shana Coombs, Chief Operations Officer and Alicia Ayum, Director of Procurement

**Prepared By:** Shana Coombs, Chief Operations Officer

**Temp. Reso. Number:** 8416

**Item Description:** Temp. Reso. #R8416, approving the purchase of creative consultancy services for painting and application of a mural to the City's water tower from Evoca1 Art, LLC. in the amount of \$107,350. (Shana Coombs, Chief Operations Officer and Alicia Ayum, Director of Procurement)

Consent ☒ Resolution ☐ Ordinance ☐ Quasi-Judicial ☐ Public Hearing ☐

**Instructions for the Office of the City Clerk:** N/A

**Public Notice** – As required by the Sec. \_\_\_\_ of the City Code and/or Sec. \_\_\_\_, Florida Statutes, public notice for this item was provided as follows: on \_\_\_\_\_ in a \_\_\_\_\_ ad in the \_\_\_\_\_; by the posting the property on \_\_\_\_\_ and/or by sending mailed notice to property owners within \_\_\_\_ feet of the property on \_\_\_\_\_  
(fill in all that apply)

Special Voting Requirement – As required by Sec. \_\_\_\_\_, of the City Code and/or Sec. \_\_\_\_\_, Florida Statutes, approval of this item requires a \_\_\_\_\_ (unanimous, 4/5ths etc.) vote by the City Commission.

**Fiscal Impact:** Yes ☒ No ☐

**REMARKS:** Funds totaling \$108,000 is available in Account No. 410-55-550-536-000-603400 entitled "Contract Svc-Other".


**Content:**

- Agenda Item Memo from the City Manager to City Commission
- Resolution TR8416
- Attachment(s)
  - Attachment 1: Proposal from Evoca1 Art, LLC.



**CITY OF MIRAMAR  
INTEROFFICE MEMORANDUM**

**TO:** Mayor, Vice Mayor, & City Commissioners

**FROM:** Dr. Roy L. Virgin, City Manager 

**BY:** Shana Coombs, Chief Operations Officer

**DATE:** May 1, 2025

**RE:** Temp. Reso. No. 8416, approving the purchase of creative consultancy services for public arts from Evoca1 Art, LLC. in the amount of \$107,350.

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**RECOMMENDATION:** The City Manager recommends approval of Temp. Reso. No. 8416, approving the purchase of creative consultancy services for painting and application of a mural to the City's water tower from Evoca1 Art, LLC. in the amount of \$107,350.

**ISSUE:** Pursuant to Section 2-412(a)(1) of the Code, City Commission approval is necessary for a purchase or combined purchases by a single City department for commodities or services exceeding \$75,000 from the same person or entity in a fiscal year. This purchase is exempt from the competitive bidding process under Section 2-413(11) (p), Works of art for museum and public display of the City's Procurement Code.

**BACKGROUND:** The City of Miramar is celebrating its 70<sup>th</sup> anniversary this year. As part of the activities to commemorate this momentous milestone, the City is seeking to paint a mural on the water tower located at 6900 Miramar Parkway, which is one of the City's historic sites. After the completion of the mural, an unveiling event will be scheduled.

**DISCUSSION:** The proposal from Evoca1 Art, LLC. is for the painting of a mural on the water tower. The scope of work includes surface preparation, priming, mural application and anti-graffiti protective topcoat. The estimated timeframe for completion is 3 – 4 weeks.

**ANALYSIS:** Funds totaling \$108,000 is available in Account No. 410-55-550-536-000-603400 entitled "Contract Svc-Other".

**CITY OF MIRAMAR  
MIRAMAR, FLORIDA**

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF MIRAMAR, FLORIDA, AUTHORIZING THE PURCHASE OF CREATIVE CONSULTANCY SERVICES FOR PAINTING AND APPLICATION OF A MURAL TO THE CITY'S WATER TOWER, FROM EVOCA1 ART, LLC. IN THE AMOUNT OF \$107,350; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS,** The City of Miramar is celebrating its 70th anniversary this year; and

**WHEREAS,** As part of the activities to commemorate the City's 70<sup>th</sup> Anniversary, the City is seeking to paint a mural on the water tower; and

**WHEREAS,** The water tower located at 6900 Miramar Parkway was constructed in 1958 and is considered an historic site; and

**WHEREAS,** Pursuant to Section 2-412(a)(1) of the Code, City Commission approval is necessary for a purchase or combined purchases by a single City department for commodities or services exceeding \$75,000 from the same person or entity in a fiscal year; and

**WHEREAS,** This purchase is exempt from the competitive bidding process under Section 2-413(11) (p), "*Works of art for museum and public display*", of the City's Procurement Code; and

**WHEREAS,** The City Manager recommends that the City Commission approves the purchase of creative consultancy services for the painting and application of a mural on the City's water tower from Evoca1 Art, LLC. in the amount of \$107,350; and

Reso. No. \_\_\_\_\_

**WHEREAS**, The City Commission deems it to be in the best interest of the citizens and residents of the City of Miramar to approve the purchase of creative consultancy services for the painting and application of a mural to the City's water tower, from Evoca1 Art, LLC. in the amount of \$107,350; and

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF MIRAMAR, FLORIDA AS FOLLOWS:**

**Section 1:** That the foregoing "WHEREAS" clauses are ratified and confirmed as being true and correct and are made a specific part of this Resolution.

**Section 2:** That the City Commission approves the purchase of creative consultancy services for the painting and application of a mural to the City's water tower from Evoca1 Art, LLC. in the amount of \$107,350.

**Section 3:** That the City Manager is authorized to execute any appropriate agreements if needed.

**Section 4:** That the appropriate City officials are authorized to do all things necessary and expedient in order to carry out the aims of this Resolution.

Temp. Reso. No. 8416

4/30/25

5/1/25

**PASSED AND ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Mayor, Wayne M. Messam

\_\_\_\_\_  
Vice Mayor, Yvette Colbourne

ATTEST:

\_\_\_\_\_  
City Clerk, Denise A. Gibbs

I HEREBY CERTIFY that I have approved  
this RESOLUTION as to form:

\_\_\_\_\_  
City Attorney,  
Austin Pamies Norris Weeks Powell, PLLC

**Requested by Administration**

Commissioner Maxwell B. Chambers

Commissioner Avril Cherasard

Vice Mayor Yvette Colbourne

Commissioner Carson Edwards

Mayor Wayne M. Messam

**Voted**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# ***Mass + Nomads.***

CREATIVE CONSULTANCY  
FOR PUBLIC ARTS  
STRATEGIES.





**EVOCA1-  
CREATIVE  
STUDIO**

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**Prepared by :**

**ELIO MERCADO \ EVOCAL**

info@evocal.com | www.evocal.com

**Prepared for :**

**KASSANDRA LINDSAY**

klindsay@miramarfl.gov

**04.23.2025**



# Brief.

MIRAMAR WATER TANK - MIRAMAR, FL

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**Brief.**  
**Create.**  
**Development.**

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# PROJECT.



## MIRAMAR WATER TANK - MIRAMAR, FL

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**Mural:**

MIRAMAR WATER TANK

**Location:**

6900 Miramar Parkway, Miramar, FL 33023

**Height:** 135 ft

**Diameter:** Approximately 80 to 100 feet

**BONUS: Suggested Mural.**

If Possible and agreed on, will include this front inclosure to the scope of work. We will design and paint it the mural and have it **included in the cost.**



# PROCESS.



## MIRAMAR WATER TANK - MIRAMAR, FL

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BELOW IS A SUMMARY OF THE PROPOSED STEPS AND TREATMENT FOR PAINTING A MURAL ON THE MIRAMAR WATER TANK:

### SURFACE PREPARATION

Existing coatings will be evaluated. Any rusted areas will be power-tool cleaned, spot-primed, and the surface cleaned in accordance with SSPC-SPI (solvent cleaning standards).

### PRIMING

We will apply Tnemec Series 135 Chembuild, a high-build epoxy primer designed for optimal adhesion over existing coatings and marginally prepared steel.

### MURAL APPLICATION

The mural will be painted using professional-grade acrylic mural paints (such as Behr ultra, Golden Mural Paints or Nova Color), selected for their weather resistance, UV stability, and color retention.

### ANTI- GRAFFITI Protective Topcoat

Once complete, the mural will be sealed with Tnemec Series 700 HydroFlon, a fluoropolymer polyurethane finish that offers long-term gloss and color retention and exceptional protection against UV and environmental exposure. We will also apply a layer of Sherwin William 2k Anti-Graffiti coating along walk way.

# EQUIPMENT.



## MIRAMAR WATER TANK - MIRAMAR, FL

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FOR THE SUCCESSFUL EXECUTION OF THE MURAL ON THE MIRAMAR WATER TANK, THE FOLLOWING EQUIPMENT WILL BE REQUIRED:

### BOOM LIFT (ARTICULATING OR TELESCOPIC)

To safely access all areas of the tank, including the curved and elevated surfaces. Lift height should accommodate work up to approximately 150 feet.

### FALL PROTECTION GEAR

Safety harnesses and rigging systems compliant with OSHA standards for all personnel operating at heights.

### AIRLESS SPRAY EQUIPMENT / PAINT SPRAYERS

For applying primer and topcoat efficiently on large surface areas. Mural details may be applied by brush or smaller sprayers.

### GENERATOR (IF ON-SITE POWER IS UNAVAILABLE)

To power sprayers, lifts, and lighting, especially if work extends into low-light hours.

All equipment will be operated by trained professionals, with proper safety protocols in place.



# INSTALLATION & RESPONSIBILITY



## MIRAMAR WATER TANK - MIRAMAR, FL

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### INSTALLATION & MATERIALS

Provide all labor, materials, and equipment necessary for the production and installation of the artwork mural.

Ensure installation does not alter, damage, or compromise the water tower's structural integrity or functionality.

Adhere to all applicable safety standards, building codes, and regulatory requirements during installation.

### ARTIST RESPONSIBILITY

Maintain all required insurance coverage to perform work on the water tower, including liability and worker's compensation, as applicable.

Complete the installation within the timeframe specified by the City. The artist must promptly notify the City of any anticipated delays or issues that may impact the agreed-upon schedule.

Participate in up to two (2) design review meetings (in person or virtual) to discuss installation logistics and receive feedback.

Provide a comprehensive written maintenance and care plan for the mural/ wrap, covering a minimum period of five (5) years.



# ESTIMATED COST FOR PRODUCTION.



## MIRAMAR WATER TANK - MIRAMAR, FL

### Item.

Artist and Production Fee	\$68,000
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Materials	\$18,500
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Equipment Rental - 3x Boom lifts	\$20,850
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### Subtotal.

UV protective and Anti Graffiti Clear Coating	Included
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<b>Total.</b>	<b>\$107,350</b>
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**PROJECT TIMELINE:** ESTIMATED 3 - 4 Weeks.

**MIRAMAR WATER TANK - MIRAMAR, FL**

**PAYMENT TERMS & CONDITIONS.**

Payment conditions for the production of the commissioned artwork shall be as follows.

<b>Milestone 1</b>	Deposit upon signed agreement and to initiate Production.	\$ 53,675
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<b>Milestone 2</b>	Due upon painting completion.	\$ 53,675
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<b>TOTAL.</b>		<b>\$ 107,350</b>
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**CONDITIONS**

In the event of a project cancellation by the Client of the commissioned work prior to the start of production, a 20% cancellation fee will be due and payable to the Artist. If the Client cancels once the Artist begins the painting process, a 100% cancellation fee will be due and payable to the Artist (to include 100% reimbursement for any and all materials purchased up to the date of cancellation).



# FULL SERVICE CREATIVE STUDIO

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# EXPERTISE + CAPABILITY.

**Consult - Strategize - Plan - Development.**

**MURAL PRODUCTION**

**ART INSTALLATIONS**

**PRODUCT DESIGN**

**CREATIVE CONSULTATION**

**PROJECT DEVELOPMENT**

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# ABOUT OUR STUDIO.





## A BRIEF HISTORY OF OUR STUDIO.

Mass and Nomads was founded by international artist Elio Mercado, also known as, Evocal, Through Mass and Nomads, Evocal Functions as a production studio, which focuses on Collaborating with Clients to deliver creative solutions.

Our specialty is to develop and produce interior and exterior mural work, art installations and product design. We also offer curation of art festivals, and events that can enhance neighborhoods, while ensuring a professional experience with developers, independent businesses and private clients.

# Studio.



# TEAM.

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## **Elio Mercado / Evocal.**

Founder Mass and Nomads.

Elio Mercado / aka Evocal, is a fine artist, muralist and sculptor based out of Broward County, Florida. As a self-taught artist, Evocal began by methodically studying the old master's works and techniques, while carefully absorbing subtleties in contrast, proportion and composition.

Over the years, Evocal has completed myriad projects including large-scale public art murals, domestic and international city and county projects, private commissions and large corporate projects. He has collaborated with notable companies and organizations such as the Microsoft, Google, Facebook, American Express, The History Channel, NBC and Lincoln Motor Company University of Florida, The Boys and Girls Club, Starbucks and many more.

Evocal's creative mission is to design artwork that turns spaces into experiences, while improving our day to day livability. Today, he continues to hone his craft and share his vision around the globe.



## **Meliza Diaz.**

Studio Manager

## **Luis Delgado**

Project Manager

## **Tsukaza Endo**

Project Manager

## **Mario Ramírez**

Documentation  
@tostfilms

## **Social.**

@evocal  
@Massandnomads

## **Email.**

info@massandnomads.com





# MURAL PROJECTS CREATED AROUND THE WORLD.



**UNITED ARAB EMIRATES  
AUSTRIA  
BRAZIL  
ARGENTINA  
GERMANY  
MEXICO  
PERU  
AUSTRALIA**

**AND MANY OTHER COUNTRIES.**

# Our Capabilities.

## CONCEPTUALIZATION & CONSULTANCY

MURAL CURATION THROUGH A NETWORK OF ARTISTS

DISCOVERY & DEVELOPMENT OF CULTURAL VISIONS FOR CITIES AND CLIENTS

CITY-WIDE PUBLIC ART TO REINVIGORATE PUBLIC AREAS AND IMPROVE LIVABILITY.

## INSTALLATIONS AND PRODUCTION

MENTORSHIP THROUGH WORKSHOPS & EDUCATION EXPERIENCES WITH WORLD CLASS MURALISTS TO EMPOWER THE YOUTH

PARTNERSHIPS FOR POTENTIAL UNDERWRITING OF COSTS

CONTENT DEVELOPMENT FOR WEB AND SOCIAL MEDIA

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**We Are CREATIVES transforming COMMUNITIES.  
We turn SPACES into EXPERIENCES.**

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### **Consultation and Strategy.**

We Work with clients to develop a curatorial strategies and collaborates with renowned artists to create and deliver site-specific works in the public space

### **Planning.**

We create a detailed logistic plan for the production of each project and adjust to the clients expectation.

### **Management.**

Our studio has worked and managed some of the worlds leading artist. We assist and manage artists to ensure they are able to create in their most productive enviroment.

### **Production.**

Securing all necessary equipment and tailoring each project. collaborating artist's receive guidance and know-how from our team of experts.

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**NOTABLE CLIENTS.**

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# Clients.

## CURRICULUM VITAE - PROJECTS

### 2024

Designflex - City of Hallandale, FL  
 Art Oasis Mural Fest - City of Clearwater, FL  
 Solaris - City of Hallandale, FL

### 2023

Civic Cultural Center Mural - Commission for City of Miramar, FL  
 Legacy Written in Truth, Indianapolis, Indiana

### 2022

Seawalls Emeryville | Emeryville, California  
 RAW Project - Jose Diego | Miami, Florida  
 Here Always | Wynwood – Miami, Florida  
 Habitat Restore | Ft. Lauderdale, Florida  
 Wassers / HBRA | Hallandale Beach, Florida

### 2021

Heart and Soul Park | West Palm Beach, Florida  
 Artserve / HBRA | Hallandale Beach, Florida  
 Lime Design | Hollywood, Florida

### 2020

Beyondwalls | Lynn, Massachusetts  
 Rhouse Flamingos | Wynwood – Miami, Florida

### 2019

Alem Da Rua Mural Festival | Pecem, Brazil  
 Despierta Mural Project | Huancayo, Peru  
 Hot Corner Mural | City of Athens, Georgia  
 Rudy | City of Erie Mural | Erie, Pennsylvania  
 NUMU | Otavolo, Ecuador  
 Plaza Trinitaria | Santo Domingo, Dominican Republic

### 2018

FORM Silos Project | Pingrub, Australia  
 Poisson Pour Diner | Boulogne Sur Mer, France  
 Aldar Horses Mural | Yas Island - Abu Dhabi, UAE  
 Dubai Metro Mural | Dubai, UAE  
 Tug a war | Long Beach Convention center, Long Beach California  
 Tirapiedras | Hoy Villa Francisca - Santo Domingo, DR  
 Unrest | | Long Beach Museum, Long Beach, California  
 University of Florida | St. Petersburg, Florida

### 2017

PowWow Hawaii | Honolulu  
 Seawalls | Pangeaseed - Miami, Florida

### 2016

Artesano Project | Sam Pedro, Dominican Republic  
 Festiwall | Ragusa, Italy  
 Eid al-Fitr | Aldar commission Mural - Adbu Dhabi, UAE  
 Identity | Collaboration with the History Channel – Miami, Florida

### 2015

352Walls | Gainesville, Florida  
 Shine Mural Festival | St. Petersburg Florida  
 Boarddripper | Queretaro, Mexico  
 Inoperable Curates | Inoperable – Vienna, Austria  
 Wall Poetry | Urban Nation/Iceland Airwaves - Reykjavik, Iceland  
 Richmond Mural Project - Richmond, Virginia  
 Project M/8 | Urban Nation – Berlin, Germany  
 IPAF - Holbox, Mexico  
 Constructo - Mexico City, Mexico

### 2014

Dilla Stay Shining | JDilla Foundation/Nature Sounds - Miami, Florida  
 Festival Latinoamericano - Lima, Peru  
 Indeleble - Mexico City, Mexico  
 Living Streets art Festival - Graz, Austria  
 Djerbahood - GALERIE ITINERRANCE - Djerba, Tunisia  
 Santiago Mural - Santiago, Dominican Republic  
 RayaEra - Santo Domingo, Dominican Republic  
 Avenue Concept - Providence, Rhode Island

### 2013

Festival Equilibrio - Tarapoto, Peru  
 Cash Cans and Candy | Galerie Ernst Hilger - Vienna, Austria  
 Del Toro Mural - Miami, Florida  
 Rio San Juan Mural - Rio San Juan, Dominican Republic  
 Color Machines - Montreal, Canada  
 The House Project - Lima, Peru  
 Mural Project – Buenos Aires, Argentina  
 Lincoln Motor Company | Hello Again Tour - Miami, Florida  
 Downtown Hollywood Mural Project - Hollywood, Florida  
 Rummel Hummel | Inoperable Gallery - Vienna, Austria  
 Filling Station Lofts Murals - Miami, Florida  
 American Express - Small Business - Miami Art Week - Miami, Florida  
 Microsoft Windows | 1MSQFT - Miami Art Week - Miami, Florida

### 2012

The Factory Walls | Miami Art Week - Miami, Florida

# CV



## REFERENCES

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### **Sybille Welter**

Administrator of Public Art and Culture  
City of West Palm Beach

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401 Clematis Street  
West Palm Beach, FL 33401  
Direct: 561.822.1521  
scwelter@wpb.org

#### **PROJECT**

Heart and Soul Park, Jazz Legend Mosaics,  
West Palm Beach, FL

### **Robyn Vegas**

Executive Director | Business for the  
Arts of BROWARD

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201 East Las Olas Boulevard, Suite 1900  
Fort Lauderdale, FL 33301-4442  
954.940.4933  
rvegas@bfabroward.org

#### **PROJECT**

Habitat Restore – Beloved Community Mural,  
Ft. Lauderdale, FL

### **LESLIE FORDHAM**

Public Art & Design Administrator  
Broward County Cultural Division

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100 S. Andrews Ave., Fort Lauderdale, 33301  
OFFICE 954-357-7532 | FAX 954-357-5769 |  
BROWARD.ORG/ARTS  
LFORDHAM@broward.org

#### **PROJECT**

Hot Corner Mural, Legacy, Athens, GA



**Drawn to You** - Seawalls - California 2022



**Designflex** - Hallandale Beach, Florida 2024





Wassers / HBRA | Hallandale Beach, Florida 2022



SOLARIS - Hallandale Beach, Florida 2024



SELECTED WORKS



SOLARIS - Hallandale Beach, Florida 2024



**Client**

City of West Palm Beach

**Project**

Heart & Soul - Custom tile mosaic murals.

**Year**

2019

# Work.





Heart & Soul - Custom tile mosaic murals.



**Process**

Hand cut tile mural.

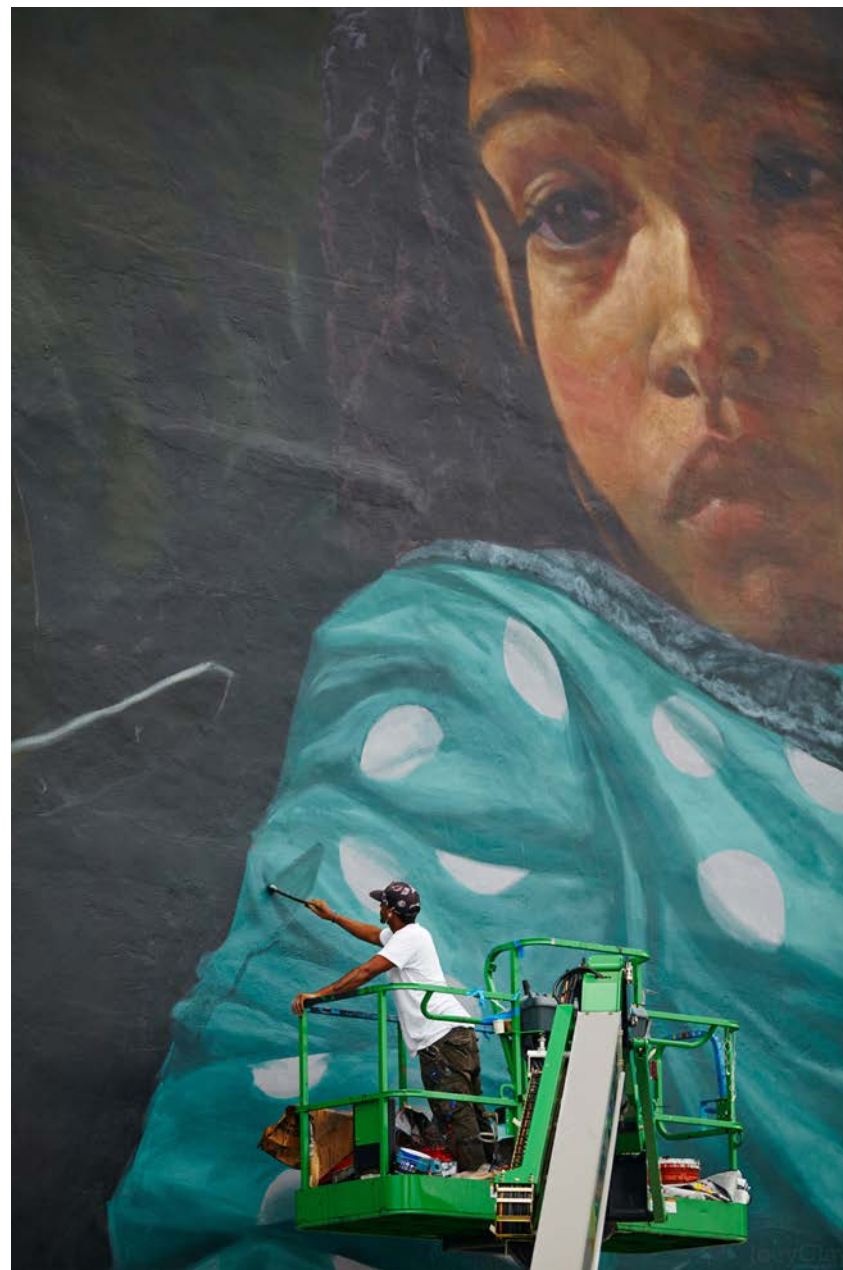




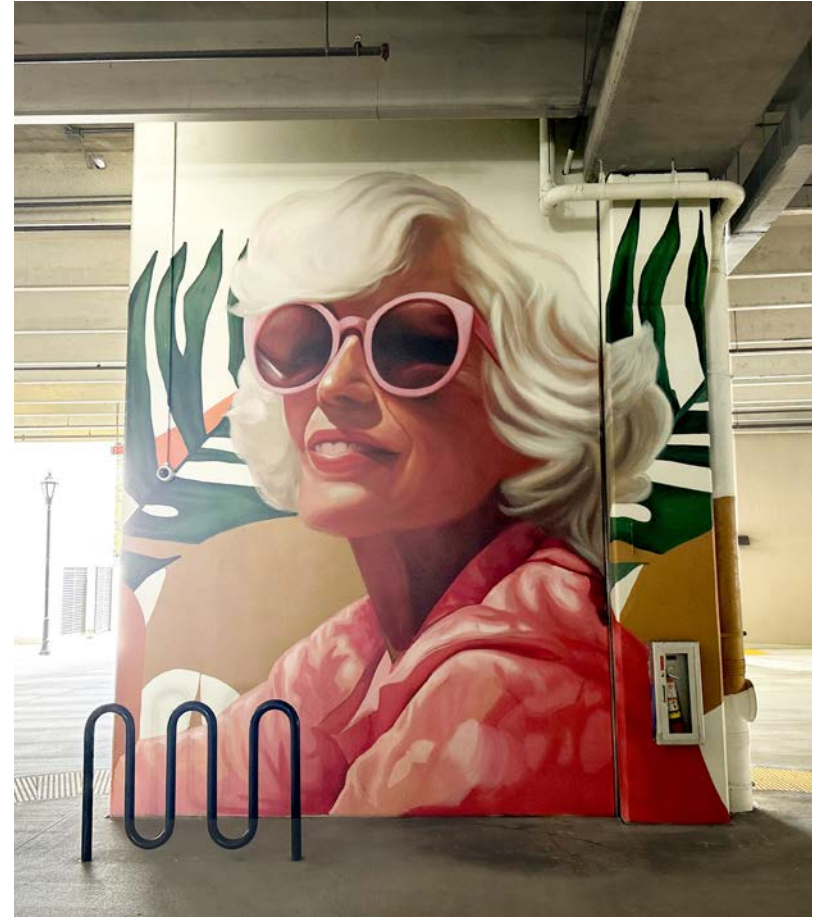


CASE - Produced for The City of Hallandale Beach





## SELECTED WORKS





**Eliau- Liquid** - Produced for the City of Abu Dhabi





Art Oasis Mural Fest - City of clearwater, FL





# Confidentiality

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The information contained in this document, is the property of its intended recipient and is strictly private and confidential. It is disclosed to the client on the basis that the client shall:

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2. Not use it for any other purposes whatsoever.
3. Not by any means, copy or part with possession of it, or any part of it.
4. Not use any creative ideas, marketing strategies, figures, financial spread sheets, computations or recommendations contained, without the express permission of the authors and the payment of suitable remuneration.
5. Take all steps necessary to prevent it from being disclosed to, or coming to the attention of any party other than those employees of the client that need to see it for the purposes of the assessment referred to in 1 above: and, return it to the joint authors forthwith upon request.

**Thanks for your interest.**

***Mass + Nomads***

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