

**To the Mayor and Members of the City Council****October 14, 2025**

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SUBJECT: COMMUNITY PARTNERSHIP FUND – RIVERSIDE ARTS DISTRICT HERITAGE MURAL

This Informal Report is provided to inform on the City Manager's Office (CMO) recommendation to appropriate Community Partnership Funds in the amount of \$15,000.00 to support the creation of the Riverside Arts District Heritage Mural along Race Street as a part of the Fiscal Year 2026 budget.

Overview of the Community Partnership Fund and the Riverside Arts District Mural*Community Partnership Fund*

The Community Partnership Fund aims to foster community investment, improve local services, and address specific community needs. Requests for Community Partnership Funds are evaluated based on predetermined criteria, including alignment with municipal strategic vision and priorities, impact on community well-being, feasibility, sustainability, and evidence of community support.

Riverside Arts District Mural

The Riverside Arts District (RAD) is a non-profit organization that celebrates community through arts and culture in Riverside since 2012. RAD is responsible for many commercial district activations along Race Street, including promoting the district, its development, and driving traffic to the local businesses.

As a part of RAD's efforts, they are raising funds for the creation of a new heritage celebration mural to welcome visitors and residents at the west end of Race Street at Carniceria La Superior (700 N Sylvania Avenue and Race Street). The mural is designed to help with:

- Preserving and celebrating the Hispanic culture, heritage and history of the area;
- Promoting economic vitality of the business corridor by increasing visitor traffic and enhancing district branding;
- Strengthening of the area's identity as an arts and cultural destination, and
- Providing an opportunity to enhance resident and business pride and collaboration.

The mural will include historical references to Riverside's development, symbols and imagery meaningful to residents, and contemporary design elements promoting the arts district. The mural will also celebrate Hispanic cultural traditions and contributions.

RAD has selected Fort Worth resident and artist Juan Valazquez, a well-established muralist across North Texas who has completed over 150 murals, for his talent and intimate knowledge of the community and history.



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- Assets created by these partnerships will belong to the City upon completion unless otherwise noted. The Riverside Arts District Heritage Mural will be located on private property and will not come into City ownership.

Recommendation to Award Community Partnership Funds

Staff evaluated the request for \$15,000.00 matching funds to install the Riverside Arts District Heritage Mural at 700 N. Sylvania Avenue and determined that the request met program criteria. As such, staff recommends approving the request for Community Partnership Funds.

For further questions, please contact Jessica Rogers, Economic Development, at (817)-392-2663 or Martha Collins, Economic Development, at (817) 392-2663.

**Jesus “Jay” Chapa
City Manager**