



THE SUNRISE CITY

FORT PIERCE
CITY MANAGER'S OFFICE
Florida

TO : Honorable Mayor and Members of the City Commission

FROM : Arts and Culture Advisory Board

RE : Recommendations

DATE : December 17, 2024

Sponsorship Request for the Highwaymen Festival

The Board recommends approving a sponsorship request from the Original Florida Hall of Fame Highwaymen Inc. to sponsor the City of Fort Pierce Highwaymen Festival for an amount not to exceed \$20,000. This sponsorship, to be funded through the Arts-in-Public Places Fund, supports a partnership between the Highwaymen organization and the City to plan and coordinate this event, which has been successfully held in past years. The festival provides an excellent opportunity to educate the public and commemorate the life and legacy of the Highwaymen while celebrating their impact on the City of Fort Pierce community. The first Highwaymen Festival was held in **2018**. It has since become an annual event residents and visitors look forward to celebrating along the Treasure Coast and beyond.

Funding Request a Highwaymen Museum Mural

The Board recommends that staff be directed to move forward with soliciting bids to paint a mural on the east exterior wall of the Highwaymen Museum, for future funding consideration through the Art in Public Places Program. Situated in the Lincoln Park Historic District, the museum will serve as a valuable cultural gathering space and contribute to the revitalization of this historic area. For many years, the citizens of Fort Pierce have long desired a museum to honor the legacy of these local African American artists. During the annual Florida Highwaymen Festival, this community-based, grassroots museum will move into its own home, showcasing their art, stories, and historical significance.

These recommendations align with the following City goal:

Goal 5: Enjoy Our Community – Value the arts and culture as a community asset.