



Memorandum

To: Honorable Mayor Jeff Cheney and Members of the Frisco City Council

Cc: Wes Pierson, City Manager
E.A. Hoppe, Assistant City Manager

From: Daniel Ford, Director of Administrative Services

Date: December 5, 2023

Subject: Consider and act upon authorizing the City Manager to execute a Professional Services Agreement with GO Workshop to create a Cultural Affairs Master Plan. (Parks and Recreation/DF)

Action Requested: City Council authorizing the City Manager to execute a Professional Services Agreement with GO Workshop to create a Cultural Affairs Master Plan in the amount of \$75,014.

Background Information: Professional Services Agreement with GO Workshop (dba Civic Arts) as allowed by Local Government Code 252.022 (a) (4). This Agreement provides for a comprehensive plan to grow the arts and culture sector of the City of Frisco as the City continues to grow. Civic Arts will work with the City, stakeholders, and community members to conduct multiple interviews, create focus groups, and conduct community meetings to identify and develop broader goals for arts and culture. The plan will also integrate these goals with broader City of Frisco goals for tourism and downtown development. The total expenditure for this plan is \$75,014.

Financial Considerations: Funds are available through the Parks and Recreation Department FY 2024 operating budget.

Legal Review: Ryan Pittman of Abernathy, Roeder, Boyd & Hullett has reviewed this Professional Services Agreement and approved as to form.

Alternatives: City Council could choose not to approve this Professional Services Agreement at this time.

Supporting Documents: Professional Services Agreement.

Staff Recommendation: Staff recommends approval of this item.