



CRA BOARD MEETING

“Lead with Love” Bandshell Mosaic Mural Update

October 9, 2025



History and Overview

- Business for the Arts Broward contacted the City of Hollywood in 2024 regarding participating in their countywide “Lead with Love” Mural Project.
- “Lead with Love” Mural Project
 - *“To instill a sense of pride and ownership by all residents for Broward to be a place they **love** to call home and a destination people **love** to visit.”*
 - Running from Fall 2024 to 2027, the project aims to create nine distinctive murals, each in a different city.
 - Partnership between the Community Foundation of Broward and Business for the Arts Broward
 - Current locations include the cities of Ft. Lauderdale, Plantation, and Dania Beach



- The project features original artwork by world-renowned artist Cey Adams.
 - Cey Adams is an American visual artist, graphic designer and author. As a New York native, he emerged from the downtown graffiti movement to exhibit alongside fellow artists Jean-Michel Basquiat and Keith Haring.
 - He was the founding creative director of Def Jam Recordings and is known for his work with the Beastie Boys, LL Cool J, Jay-Z, and Mary J. Blige.
 - Today his practice consists of working with mixed media materials to create large paintings, works on paper, and bright colorful murals, and he has recently collaborated with the Smithsonian, Temple University, Apple, Levi's, Converse, Pabst Blue Ribbon, Foot Locker, YouTube and Google.



- At the August 28, 2024, Commission Meeting, *P-2024-068, A Presentation by Robyn Vegas, Executive Director Business for the Arts of Broward, Inc., regarding the Broward County “Lead with Love” Public Art Project*, was heard and supported.
 - Fee of \$10,000 secures participation in the program
- After searching for an iconic location, staff determined that the most appropriate location that would provide high visibility to large audiences and serve as a “selfie-spot” is the east elevation of the Hollywood Beach Bandshell, and that the mural would be a mosaic.
- Design is an original work of art created solely by the artist
 - Includes up to two revisions and approval of final design before installation
 - Secures Cey Adams’ on-site participation
 - Procurement of mosaic artist to create and install the mural based on the design provided by artist Cey Adams will be a separate expense

Location: East Elevation of Bandshell

- Wall dimensions:
~47' 2" wide x ~17' 8" high
totaling ~833 sq. ft.
- Staircase and railing will be
painted to blend in with the
mural design.





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- Approve the mural as designed
- Provide specific modifications to be incorporated
 - Administratively approved by staff
 - Bring back to CRA Board for approval

Proposed Art – “Ghost” Image



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