



Selzer Law

Law Office of Jeffrey Seth Selzer, Esq.

October 14, 2022

VIA EMAIL TO: dtrantalis@fortlauderdale.gov

Dean J. Trantalis, Mayor
City Hall, 8th Floor, 100 N. Andrews Avenue
Fort Lauderdale, FL 33311

RE: THE JAMES WINDER LAIRD PARK or THE JAMES WINDER LAIRD ART PARK

Dear Mayor Trantalis:

Thank you for initiating and then attending our recent meeting with Bonnie Barnett to discuss with her the use of the Laird Trust specific bequest of five million (\$5,000,000.00) dollars which is contingent upon having a park named in his honor. Prior to his death you had met with Jim and discussed this matter, and as Trustee of the James Winder Laird Trust I agree with you that the installation of iconic public art pieces at "tunnel top park" would serve well to carry out his intent.

Accordingly, with Bonnie's expertise she has identified, and we are ready to move forward upon approval with two projects hopefully without a great deal of red tape and delay because we do not want to miss the opportunity to bring these iconic public art pieces to Fort Lauderdale. These projects will provide a tremendous impact utilizing less than 25% of the budget.

The first project which you had suggested was a large scale "#FTL" in the public green area of tunnel top. The proposed public sculpture would serve as an iconic gateway to the City and a major tourist attraction while also providing publicity to the City with locals and tourists posting their photos to the hashtag. Bonnie and I met with Roberto Behar of R & R Studios which creates artworks that perform as social sculptures.

The second project which we wish to commit to through Christie's Private Sales is a Marc Quinn piece, the noted British artist, and is a large conch shell representative of the nature of our City as beach town while also being a tourist attraction (to be placed near fountains adjacent to ICON) Both projects are summarized as follows:

BEHAR (proposal attached)



We envision a text-based sculpture spelling the symbol and letters **#FTL** or directly **FTL**. The project is to perform as an instant landmark and bring attention to the Plaza as a place of community encounters. The artwork promotes public participation as an Instagram ready image unique to Fort Lauderdale and simultaneously suggesting the **Freedom To Live or Love** experienced in the city.

We imagine the piece to be approximately 12 feet tall, 20 feet in length and 1 foot deep. The artwork monumental dimensions will ensure the uniqueness of the piece and will enable the project to simultaneously perform as a gateway to Las Olas Boulevard. The artwork budget is \$350,000 including engineering, fabrication, transportation and installation. Foundation cost is separate and to be determined by site conditions and engineering. To ensure the long-lasting performance of the artwork materials are to be similar to already proven materials at our I LOVE YOU (2011) text-based sculpture at the former Young Art Museum in Broward County.

The second project identified which we wish to commit to through Christie's is a Marc Quinn piece, the noted British artist, and is summarized by Bonnie's contact at Christie's (email from Christie's attached) as follows:

QUINN (proposal attached)



The original asking price for the Marc Quinn Broken Sublime (The Hunger) was \$725,000. After negotiation on your behalf, we have landed at an approved selling price of \$650,000 to your client. Please note that this competitive selling price was also thanks to the seller's flexibility. They are enthusiastic that this work will be installed as part of an undisclosed public art project where it will benefit the community and get important exposure. Part of this negotiation process was Christie's taking a reduced commission, as such, the invoice will come directly from the artist's studio to your client with Christie's receiving a commission from the sale. As I am sure you are aware, this is an out of the ordinary practice. We have a close relationship with the artist's studio and are under contract to transact this way with this particular artwork to present you the best deal possible.

Shipping Quote

The sculpture is currently in Europe. The seller was able to source a quote from their shippers, getting an exceptional 20% discount. The estimate for flat rack ocean freight (quayside to Port Everglades only, excluding import fees to the US and applicable taxes, if any) is circa GBP 24,800 – the substantial size of the sculpture in its steel travel frame means that neither a standard container nor an open-top container is viable, so this is the only shipment option. Please note that the original shipping quote sourced by Christie's Art Transport through our recommended fine art shippers was nearly GBP 20,000 more than the current quote.

These two public sculptures amount to approximately \$1,040.00 which is just over 20% of the available funds with additional funds needed to contract for a base for the #FTL which would be sourced out by the artist for our approval. The remaining funds would also be spent on public artwork (some whimsical geared towards children) all with the City's prior approval and an accounting of all funds spent with prior approval. This generous bequest will essentially transform the entire tunnel top area, from tunnel to river, into a beautiful art park, tourist attraction and an exciting gateway to the City.

The need to commit to these projects are time sensitive, so I am seeking written authority to proceed to contract on these pieces directly and also assurance of a naming rights either as JAMES WINDER LAIRD PARK or ART PARK placed on a suitable monument along Las Olas Blvd. at the tunnel top site. This is important to me and the family in assuring that his legacy is properly noted and brought to fruition.

Thank you in advance for your consideration and action on this exciting project for our City.

Best Regards...



BY: JEFFREY SETH SELZER, ESQ.