

The FRAME Update

Parks, Arts & Culture Committee
January 24, 2024



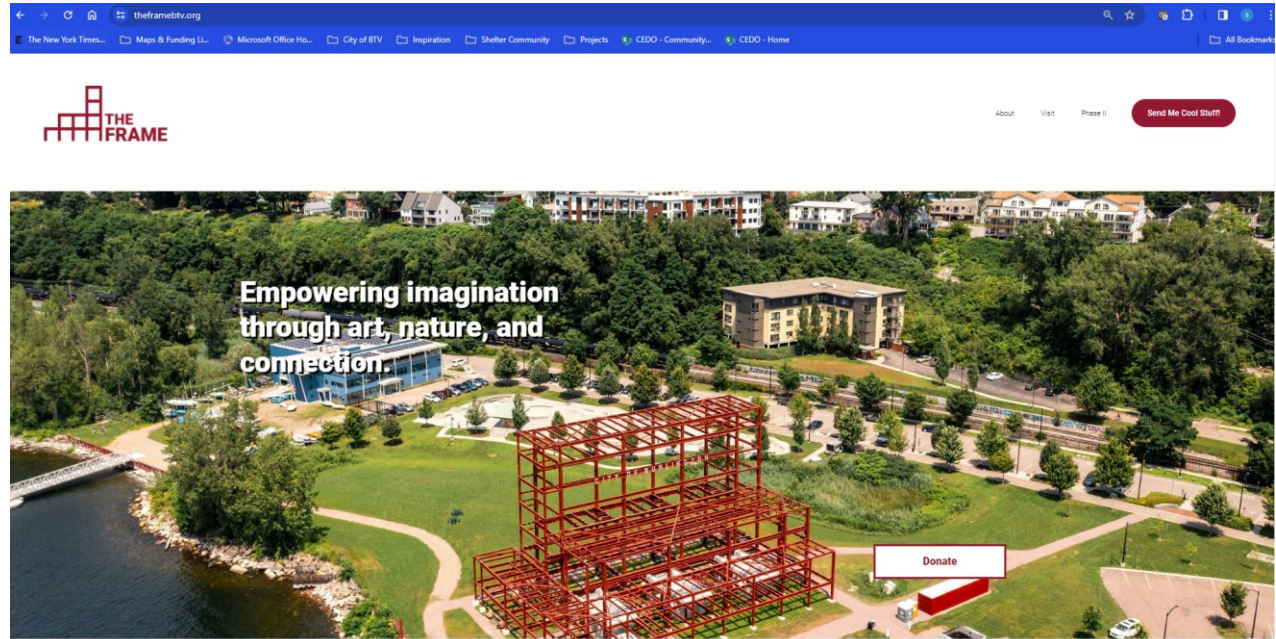
Friends of The FRAME: 2023 Programming & Activations

Phase 2 Vision

Next Steps

Friends of The FRAME

Organized to facilitate the sustained use of The Frame as an inclusive, ever-evolving public space, Friends of The Frame endeavors to present high-quality public programming, support ongoing stewardship, and empower local creativity in all of its forms.



Friends of The FRAME PILOT

the City is interested in piloting the Friends of Frame concept that has been proposed to provide dedicated and ongoing support of the FRAME as a public amenity and destination. Friends of FRAME is an independent entity that is organized to support and advance the community offerings, activities and special projects at the FRAME. The pilot phase will allow Friends of FRAME to build a foundation of relationships and sponsors and programming experience at the FRAME with financial and staff support from the City. At the same time it will provide the activation and programming approved by the City to celebrate this new chapter at the Moran site and build support for future phases.

- Friends of The Frame / City of Burlington Contract, 7/11/2022

FRAME Pilot & Better Places grant

Free public amenities

- + Bench swings, including a wheelchair accessible swing
- + WiFi hotspot
- + Picnic tables
- + Public restroom pilot with Burlington-based Wasted*

Art & activation

- + Illuminated “The FRAME” signage
- + Comprehensive historical information panels
- + Interactive community chalkboard
- + “Blue Alchemy” art installation
- + All-ages lawn games

Infrastructural support

- + Shipping container for secure onsite storage
- + Packed gravel path network
- + Custom temporary event fence system



FRAME Pilot - Events & Community

Movie Nights at The FRAME

- + 11 scheduled events, 6 rainouts
- + When weather was nice, the typical crowd was 50-100+
- + Food & beverage vendors
- + BCA team assisted with projection and sound
- + No security incidents
- + Learned a lot!

Blue Alchemy Opening

- + ~50-60 people over the course of the evening
- + Live music (sound was actually pretty good)
- + First event with no BCA assistance

Heartsong Aerial Arts Pop-Ups

Joy Riders & Vermont Skate Society Meetups

Betty's Bikes

- + Lease with BPRW



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Phase 2 Vision

Next Steps

Phase 2 Vision - Taking the Frame from 'Safe' to Spectacular

Goals:

- + Improve accessibility and enjoyment for all ages and abilities
- + Create opportunities for year-round activation of the Frame and waterfront
- + Strengthen connectivity with adjacent destinations and park spaces
- + Build upon what people are already doing at the Frame
- + Introduce new public amenities that compliment those in nearby areas

PHASE II CONCEPTUAL DESIGN & SCOPING MVVA TEAM PROPOSAL

We would be honored to work with City Project Team to create a public realm that elevates the experience of the Frame and secures a bold transformation of Burlington's northern waterfront park system. Thank you for considering our team and please let us know if you have any questions about our proposal.

Yours Truly,



Matthew Urbanski, Principal
Michael Van Valkenburgh Associates, Inc.

Phase 2 Vision – Public Engagement

Public Meeting – September 13, 2023 (50+)
UVM Design Innovation Class
BHS City & Lake Semester Class
Post Card & Online Survey

Survey Distribution

ONLINE

Postcard QR Code
Front Porch Forum
CEDO Website
MVVA Instagram
FoTF Social Media
Seven Days Ad
QR Code On-site

PRINT

Miller Center
Leddy Arena
ONE Community Center
Fletcher Free Library
645 Pine
King Street Youth Center
Leddy Beach Bites
Movie Nights at the Frame



Phase 2 Vision – Public Engagement: Postcards

Imagine a place with...

What are you excited about coming to life at The Moran Frame?
Check off your favorites & leave a comment on the back of this card. Results will be shared with the Design Team and at the first Public Meeting later this year!



Waterfront Seating



Public Art



Water Play



Waterfront Grilling



Unique Open Space



Fun for All Ages



Views up High



Vendors/Markets



Fun for All Seasons



Concerts/Theater



Restrooms/Pavilion



Connections



More Plantings



Neighborhood Park



Fun for All Abilities



68
Postcards
Returned

















Phase 2 Vision – Public Engagement: Online Survey

<https://thj79m9ottl.typeform.com/to/RuOuLpFr>

502
(and counting)
Online
Survey
Responses

1 → What are you most excited about coming to life at The Frame?

Choose as many as you like

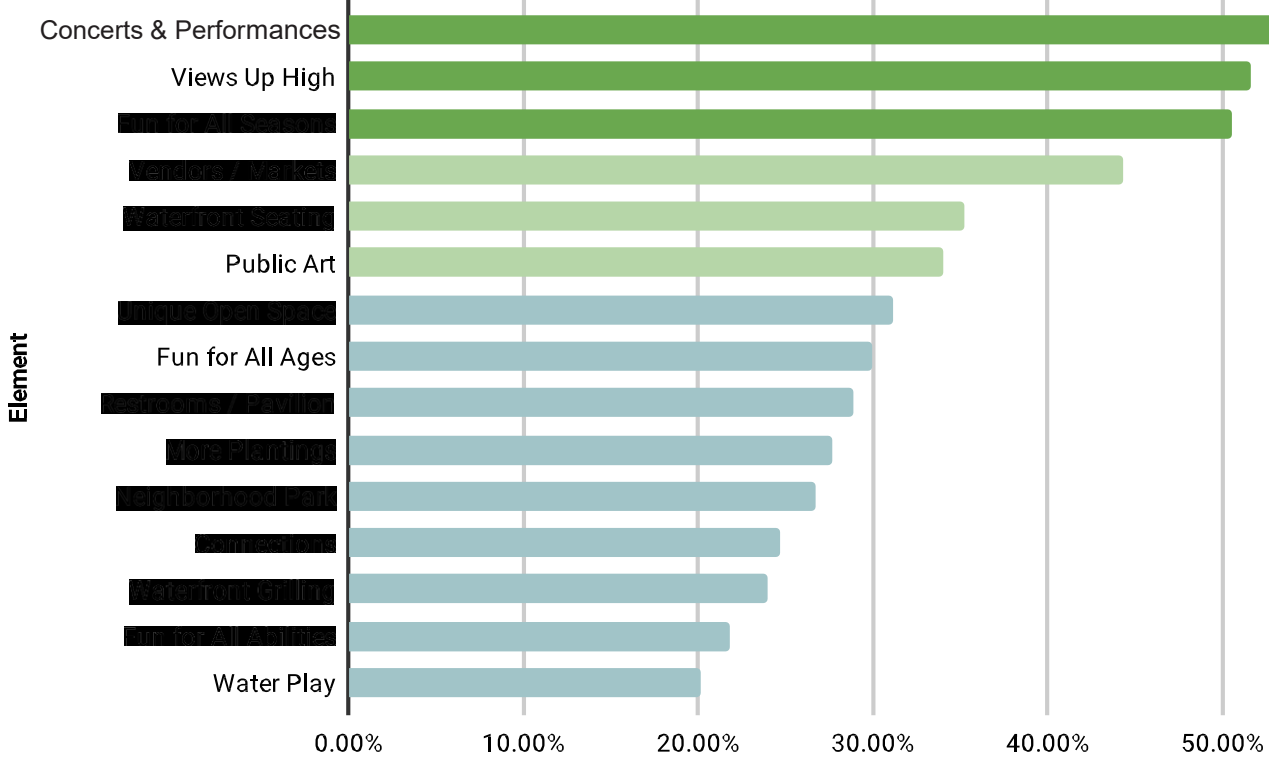
 <p>A Waterfront Grilling & Picnic Celebrations</p>	 <p>B Amenities with Multi-Seasonal Appeal</p>	 <p>C Park Paths Connected to Adjacent Neighborhoods</p>	 <p>D Moments of Connection for All Ages & Abilities</p>
 <p>E New Ways to Engage with the Lake</p>	 <p>F Site-Specific Art & Moments of Expression Outdoors</p>	 <p>G Interactive Water Features (Non-Lake)</p>	 <p>H Unique Open Spaces with Panoramic Views</p>
 <p>I Play Spaces for All Ages and Abilities</p>	 <p>J Being Elevated Up into the Frame & Landscape</p>	 <p>K Food & Beverage Vendors/Markets</p>	 <p>L Concerts & Performances, Day or Night</p>
 <p>M Park Pavilion with Restrooms & Information</p>	 <p>N Connectivity with Surrounding Park Spaces</p>	 <p>O Integration of The Frame & Landscape</p>	 <p>P Other</p>

OK ✓

Survey Responses (550+)

	Online	Post Cards	Total Respondents
TOTAL	486	64	550

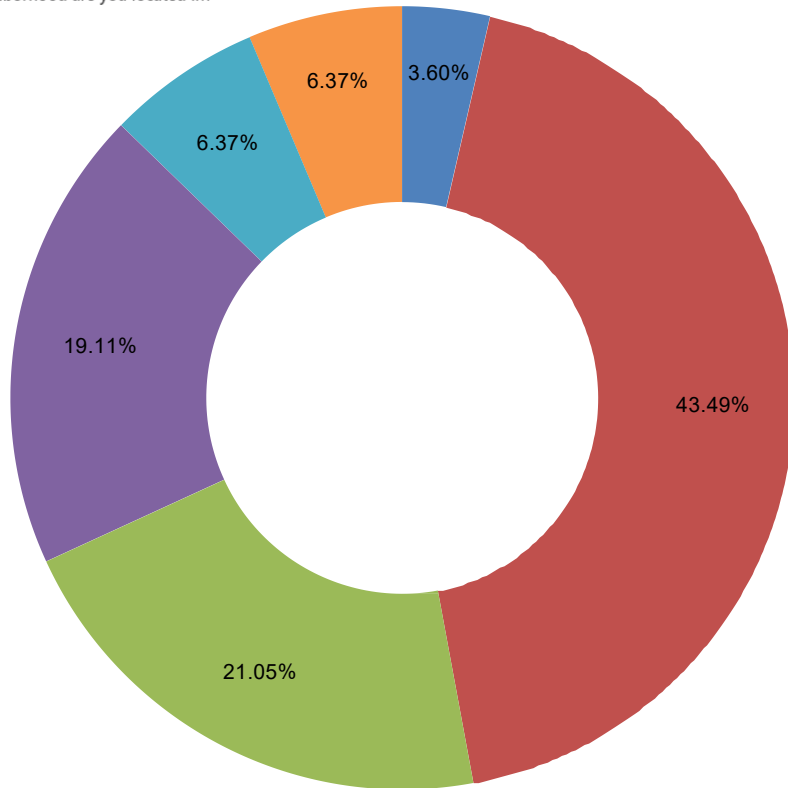
1 What are you most excited about coming to life at The Frame?



Legend: Online (Dark Bar), Post Cards (Light Bar)

Survey Respondents by Neighborhood

2 Which neighborhood are you located in?

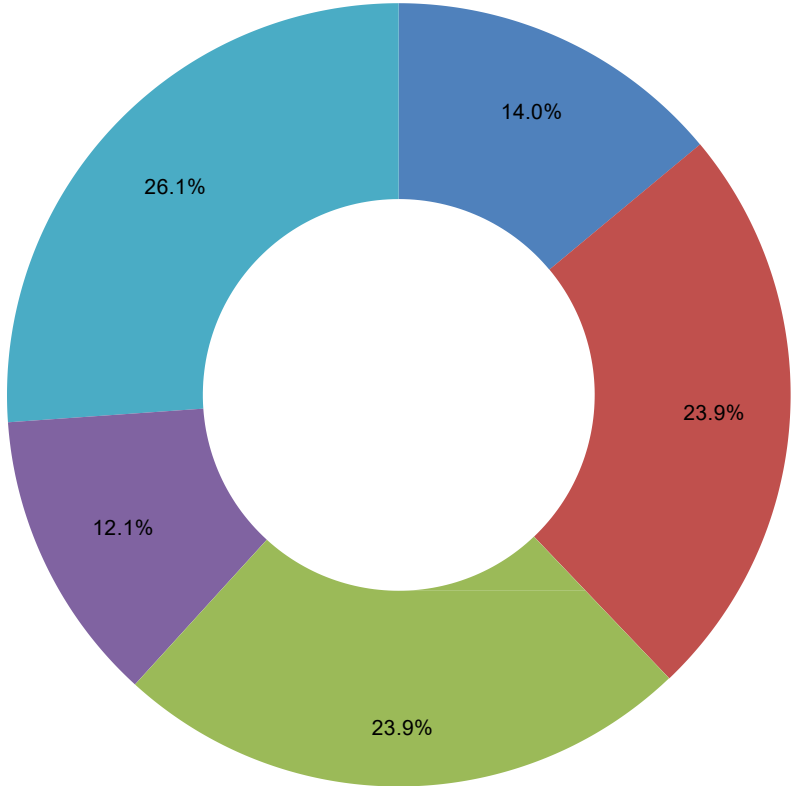


- Centennial Woods / Riverside
- Downtown / Old North End / Waterfront
- New North End
- South End
- Hill Section / University Housing
- Burlington (no neighborhood provided)

Note: This information was only available for online survey responses, not the postcards (so about 12% of the total respondents are omitted).

Main Takeaway: The most responses were from Downtown, the Old North End, and the Waterfront. These neighborhoods are represented almost 2:1 compared to their population percentage of Burlington.

Burlington Population by Neighborhood (2020)



- Centennial Woods / Riverside
- Downtown / Old North End / Waterfront
- New North End
- South End
- Hill Section / University Housing

Census data showing the % of Burlington's population in each neighborhood.

This is intended as a comparison tool to show how closely our "Burlington-based Survey Respondents by Neighborhood" percentages align with the actual population distribution in a certain neighborhood.

Note: This information was only available for online survey responses, not the postcards (so about 12% of the total respondents are omitted).

Main Takeaway: We received a disproportionately high number of responses from the South End.

Phase 2 Vision



JOIN US
Public Open
House
February 8th
3pm – 5pm

Burlington
City Arts
2nd Floor

Friends of The FRAME: 2023 Programming & Activations

Phase 2 Vision

Next Steps

- **Phase 1B**
- **Friends of The FRAME**
Programming & Activations
Phase 2 Capital Campaign



Explore feasibility
of Phase 2 vision

Phase 1B

Phase 1B is a near-term construction phase. The scope of work is a response to lessons learned over the past two years and public feedback gathered during 2023 and is intended to dovetail with the scope proposed for Phase 2.

FOCUS: the ability to host a variety of public events & performances, and vendor infrastructure.

Other items that Phase 1B is likely to include:

- + Connections / anchor points for the large-scale inflatable movie screen
- + Demolition of the “shelves” on the existing concrete pedestals & other misc. concrete repairs
- + A seasonal overhead cover system for vendor areas
- + Water connection(s) at vendor areas
- + Structural steel modifications @ Level 1 to accommodate portable stage at ground level
- + Paved connection to the Burlington Greenway
- + Clean up / Safety at boat hoist and water’s edge

Friends of The FRAME: Programming & Activations

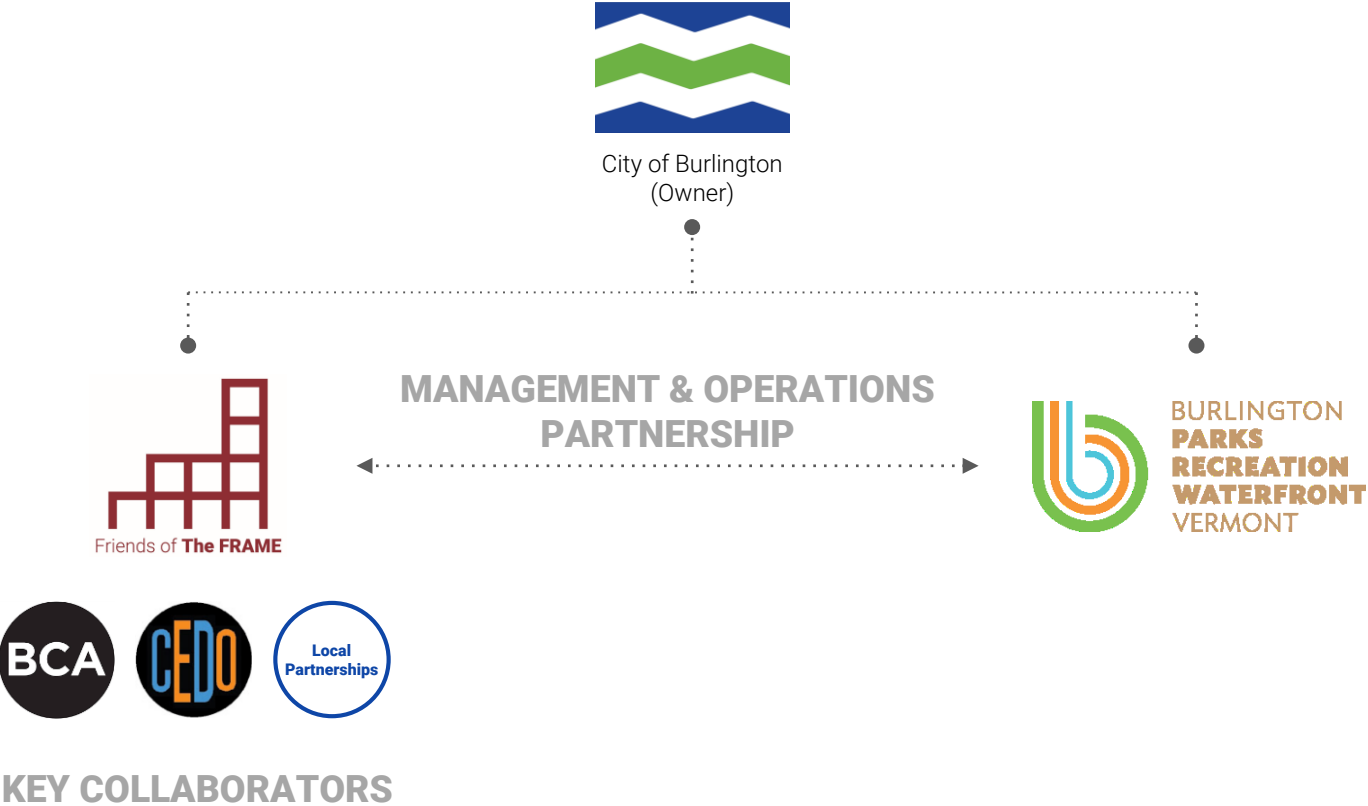
Contract with Friends of Frame to provide programming & activations for the next two summers, including:

- + Movie Nights
- + Live Performances
- + Public Art & Placemaking
- + Marketing & Engagement
- + Public Restrooms in partnership with **wasted*** (Burlington-based startup providing sustainable waste management solutions)

Friends of The FRAME: Phase 2 Capital Campaign

- + Friends of The FRAME, with the support of the City, would hire an experienced fundraising consultant, or team of consultants, to develop and implement a capital campaign strategy. This would include a private fundraising effort and grant writing effort.
- + Friends of The FRAME would facilitate and host a private “speakeasy-style” experience for potential donors and/or project champions to review conceptual design materials (physical model, renderings, cost estimate, precedent images, diagrams, etc.)
- + Prioritize finding “project champions” early on. These would generally be influential, well-connected individuals that may or may not be potential donors themselves. Some may be eventual partners (e.g. Higher Ground). This will help further legitimize the campaign and build momentum before any formal asks are made.
- + We would present the complete vision when courting donors, but we will also be able to communicate the “standalone” value of certain components. Breaking down the project this way, while largely unrealistic in terms of construction phasing, can make the full project value more digestible.
- + Anticipated timeline of 12-18 months (January 2024 - July 2025)
- + **Goal = raise enough capital to support the construction of, at a minimum, the “Essential Elements” of the Phase 2 concept**

Long-Term Management Structure



DRAFT Budget Summary

Sources

Phase 1A Remaining	\$500,000
ARPA Infrastructure	\$600,000
CDBG	\$100,000
Frame Pilot Remaining	\$4,000

Total \$1,204,000

Uses

Friends of The FRAME 2024 & 2025	\$65,000
Phase 1B	\$600,000
Phase 2 Capital Campaign Feasibility Study	\$40,000
Phase 2 Project	\$499,000

Total \$1,204,000

