

Milwaukee Downtown Placemaking Task Force &
Milwaukee Downtown, BID #21

Jefferson Street Pedestrian Tunnel Mural Project 2018

Mural Invitational Request for Qualifications (RFQ)

Issue Date: Wednesday, May 30, 2018
Submission Deadline: Friday, June 15, 2018
Issued by: Matt Dorner, Economic Development Director
Milwaukee Downtown, BID #21
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1. Overview

Building on the success of Milwaukee Downtown, Business Improvement District #21's public art initiatives, the Jefferson Street Pedestrian Tunnel Mural Project is a collaboration with Milwaukee Downtown, BID #21, Historic Third Ward Association, and other stakeholders, to enhance the connectivity between the Central Business District and Historic Third Ward, while enhancing the sense of place and unique identity of the downtown environment.

Project Objective

The Jefferson Street Pedestrian Tunnel Mural Project will enhance the Central Business District's connection with the Historic Third Ward, by enlivening a key pedestrian passageway with a permanent mural installation. The mural, developed by an individual artist or artist collective, will brighten the passage and enhance the public realm environment into a vibrant, pedestrian-friendly urban arts experience for downtown employees, residents, and visitors alike.

What is the purpose of this Request for Qualifications (RFQ)?

This Request for Qualifications (RFQ) seeks submissions by individual artists and/or teams of individual artists. The applicant artist or team of artists will be referred to in this RFQ as "Artist".

From this RFQ process, up to three (3) finalists, will be selected by the Downtown Placemaking Task Force to develop design proposals. Each finalist will receive a \$500 stipend to develop their final design proposal.

Finalists will be invited to meet with project liaisons and participate in a site-tour. The Downtown Placemaking Task Force will make a final selection based on the proposal that best meets or exceeds the Artist Evaluation outlined in this RFQ.

What is the Downtown Placemaking Task Force?

The purpose of the Milwaukee Downtown Placemaking Task Force is to:

1. Stimulate exceptional experiences in urban design and public arts
 - Enhance the aesthetic environment and sense of place of Downtown Milwaukee through vibrant, engaging, and high-quality public art.
 - Engage with qualified and experienced local, national and international artists.
 - Surprise and delight pedestrians through public art and to encourage connectivity and walkability.
2. Build Downtown's identity through the enhancement of space and place
 - Lead community dialogue between property owners, stakeholders, artists, and community members
 - Respect the creative rights of artists and maintain the integrity of public art installed in downtown Milwaukee.

2. Request for Qualifications Submission & Selection Guidelines

- **RFQ Questions**

All questions related to this RFQ are to be directed by email to Gabriel Yeager with Milwaukee Downtown, BID #21 at gyeager@milwaukeedowntown.com. All questions must be submitted no later than Friday, June 8, 2018. All answers will be available to the public via www.milwaukeedowntown.com on Monday, June 11, 2018.

- **Closing Date**

Electronic submissions are required before **5:00 p.m. CST on Friday, June 15, 2018** and sent to gyeager@milwaukeedowntown.com. Submissions should be in one, single compressed PDF file. The email subject must state: "Jefferson Street Mural RFQ Submission." Hard-copy submissions are optional and must be directed to Gabriel Yeager and delivered to the Milwaukee Downtown office address listed on the cover page of the RFQ.

- **Selection Process**

All RFQ submissions will be reviewed and finalists will be selected by the Downtown Placemaking Task Force and other project stakeholders. Potential sponsors, partners, and adjacent property-owners may also be invited to review and assist in the selection process.

- **Adjustments to Design Concept**

Artists submitting proposals should be aware that the Downtown Placemaking Task Force reserves the right to require changes to the design to ensure appropriateness for all audiences.

Final murals will be approximately 50 feet in length (2 walls), 9 feet in height (2 walls), and 13.5 feet wide (ceiling). See **Exhibit A** for a photograph depicting the site dimensions.

A field review/measurement of the mural surface is required by the selected Artist to determine the exact specifications of the mural surface prior to final installation. Each mural surface may vary in texture, size, and material. The selected Artist is responsible for responding to the differences in wall material, texture, and size.

- **Location**

The mural project is located on the inside walls of the Jefferson Street pedestrian tunnel, connecting the Central Business District and Historic Third Ward, under 1-794 between Clybourn Street and St. Paul Avenue. See **Exhibit B** for a photograph depicting the site. Final mural proposals should be flexible/adapt in size depending on the determined final location.

3. Payment/Budget

- **Project Budget:** \$25,000

- Final Artist will receive a \$25,000 commission, which includes all project expenses, materials, surface preparation, contingency, and travel (if applicable).

4. RFQ Submission Requirements

- **Proposal Statement** (up to 500 words). Describe your artistic concept and why you think the Downtown Placemaking Task Force should choose you and/or your team for the Jefferson Street Pedestrian Tunnel Mural Project.
 - What excites you about the project?
 - What are the strengths that you can bring to the project?
 - What is the estimated timeframe to complete the project if you were to be selected?
- **Current Resume.** Note, teams and/or collaborative groups may submit a combined resume.
- **Previous Work Examples.** (Photographs of previous work encouraged.)
- **References.** Name, address, email and phone number for three (3) professional references.
- **Budget.** Statement acknowledging the project's total budget cannot exceed \$25,000 and includes all of your project's expenses, materials, surface preparation, contingency, and travel (if applicable). A final budget is not required for this RFQ.

5. Final Artist Evaluation

The Downtown Placemaking Task Force may select up to three (3) Artists that respond to this RFQ to submit final design proposals. The final design proposals will be evaluated based on the following:

- Proven ability to execute high-quality murals in the public right-of-way, including durability and maintainability.
- Proven experience in street art installations and working with various entities.
- Previous original work engages with pedestrians and encourages positive digital media response.
- Final design brightens the passage through the use of color.
- Final design is an innovative and vibrant response to the existing cultural context of the site.
- Artist is willing to collaborate with the Downtown Placemaking Task Force to alter final design proposal.
- Artist's diversity and regionality will be taken into consideration.

6. Tentative Project Timeline

- **May 30, 2018** – Mural Invitational RFQ launched
- **June 8, 2018** – All questions related to this RFQ must be received by 5:00 PM CST
- **June 15, 2018** – RFQ submissions must be received by 5:00 PM CST
- **Week of June 18, 2018** – RFQ Submission Review Meeting
- **Week of June 25, 2018** – All applicants will be notified and up to three (3) finalists may be selected
- **Week of July 9, 2018** – Final mural proposals must be submitted by 5:00 PM CST
- **Mid-July** - Final muralist selected by Downtown Placemaking Task Force consensus

NOTE: The Downtown Placemaking Task Force reserves the right to modify this project timeline, if deemed necessary. All applications will be notified if timeline changes are made. Final mural installation will tentatively begin by August 2018.

Exhibit A

Mural Surface Dimensions.



Exhibit B

Site Overview.



Jefferson Street only provides pedestrian and bicycle access under I-794 (not vehicular). Employees from other major corporations use the pedestrian underpass to access under I-794 surface parking lots and others further south in the Historic Third Ward.

View Looking South Into Pedestrian Tunnel (below).



View Looking North Into Pedestrian Tunnel (below).



Questions/Answers

The questions below were submitted by interested applicants by Friday, June 8, 2018 at 5:00 PM. For further questions, please contact Gabriel Yeager at gyeager@milwaukeedowntown.com.

1. Is it permissible to include/paint the exterior walls leading to the tunnel in the design/activation plan?

At this time, the project's budget is allocated to commission a mural on the inside walls of the Jefferson Street pedestrian tunnel. Future or supplement projects could entertain the possibility of murals located on the outside of the Jefferson Street pedestrian tunnel.

2. Would sending two resumes, and two sets of images and references, in a single application be too much material for the committee to review?

In your team's cover letter, please indicate that there are two artists submitting one submission. The Downtown Placemaking Task Force will review individual artist's resumes/previous work, with the understanding that the individual artists will work together to create one, immersive street art experience.

3. I'd be interested in sending a proposal, however, I am fully booked this year for murals. Would an installation on spring 2019 be possible?

Please submit to this Request for Qualification as the Downtown Placemaking Task Force considers future public art projects in 2019. As stated in this Request for Qualification, the goal is to implement the Jefferson Street pedestrian tunnel mural project in 2018.