

Milwaukee Downtown, BID #21,
Downtown Placemaking Task Force and
The Avenue

2nd Street Skywalk Mural 2020

Request for Qualifications (RFQ)

Issue Date: Tuesday, January 7, 2020
Submission Deadline: Friday, February 14, 2020
Issued by: Gabe Yeager, Downtown Environment Specialist
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1. Overview

As part of Westown’s revitalization, Milwaukee Downtown, BID #21 has partnered with private-properties to install large-scale, district-defining murals. In partnership with The Avenue and 3rd Street Market Hall, Milwaukee Downtown, BID #21 and the Downtown Placemaking Task Force issue a Request for Qualifications (RFQ) for a new mural located on the south-facing façade of the 2nd Street skywalk at 275 W. Wisconsin Avenue. The 2nd Street skywalk connects the Plankinton Clover Apartments and 3rd Street Market Hall buildings, between Wisconsin Avenue to the north and Michigan Street to the south.

This first-of-its-kind mural in downtown Milwaukee will strengthen pedestrian connectivity between existing parking structures and soon-to-open attractions, such as the Milwaukee Symphony Orchestra Center and 3rd Street Market Hall. The approximate dimensions of the mural space are 92 feet wide by 15 feet high.

The 2nd Street skywalk mural will complement the vision for 2nd Street, which calls for additional pedestrian amenities, including public art and seating, between Michigan Street and Postman Square.

Westown Statistics

- 32,000+ downtown residents and growing, with the highest concentration of recent residential development in the Westown neighborhood
- 83,490 employees working downtown daily
- 67,000+ college students in the greater downtown area
- 3.25+ million annual visitors to Westown venues
- \$1 billion+ of recently completed or under-construction investment in Westown
- 28 years is the Westown resident average age

Project Objective

The 2nd Street skywalk’s south-facade offers a unique surface for creativity. This mural will set a new tone for 2nd Street’s public realm and enhance walkability between existing parking structures and new attractions. The mural is part of a growing portfolio of placemaking projects led by Milwaukee Downtown, BID #21 in recent years, including enhancements at Postman Square in 2019 and “Heart & Sol” by Mauricio Ramirez (2019), “Westown in Bloom” by Emma Daisy Gertel (2019), “Migration” by Katie Batten and Janson Rapisarda (2018), and over a dozen utility box murals by Mauricio Ramirez on Wisconsin Avenue (2017 – 2019).

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

This Request for Qualification (RFQ) seeks submissions by an individual artist and/or an artist collective located in the Milwaukee, Wisconsin region. The applicant will be henceforth referred to in this RFQ as “Artist.”

From the RFQ process, up to five (5) submissions may be selected by the Downtown Placemaking Task Force and presented the opportunity to interview with the Downtown Placemaking Task Force and further refine design proposals.

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

What is the Downtown Placemaking Force?

The purpose of the Milwaukee Downtown Placemaking Force is to:

Stimulate exceptional experiences in the downtown environment through public art

- Enhance the aesthetic environment and sense of place of downtown through vibrant, engaging and high-quality public art
- Engage with qualified and experienced local, national and international artists
- Surprise and delight pedestrians through new public art installations and encourage connectivity and walkability

Build downtown's identity through the enhancement of 'third spaces'

- Lead community dialogue between property-owners, stakeholders, artists and community members to enhance downtown's public realm
- 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 Gabe Yeager with Milwaukee Downtown, BID #21 at gyeager@milwaukeedowntown.com. All questions must be submitted before February 12, 2020.

- **Closing Date**

Electronic submissions are required before 5:00pm on Friday, February 14, 2020 and emailed to gyeager@milwaukeedowntown.com. Submissions should be in one compressed PDF file. The email subject must state: "2nd Street Skywalk Mural Submission – <<INSERT ARTIST NAME IN ALL UPPERCASE LETTERS>>." Hard-copies are optional and can be mailed or delivered to the address listed on the cover of this RFQ.

- **Selection Process**

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

- **Adjustment to Design Concept**

The final design of the mural will be heavily influenced by the Artist's initial proposal, but subject to modifications based on neighborhood engagement. The Downtown Placemaking Task Force reserves the right to influence the final design to ensure appropriateness for all audiences.

The approximate dimensions of the mural are 15 ft. (height) x 92 ft. (length).

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

3. Payment/Budget

- **Project Budget: \$25,000**
 - Final Artist will receive a \$25,000 commission in three phased payments, which includes all project expenses, materials, surface preparation, neighborhood engagement and contingency. Additional incurred costs could include permit fees for street closures during installation.

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 2nd Street skywalk mural.
- **Concept.** Provide a proposed mural concept or similar past work for the 2nd Street skywalk. Include your estimated time of installation if you were selected.
- **Current Resume.** Note, teams may submit a combined resume.
- **Previous Work Examples.** (Photographs of previous work encouraged)
- **References.** Name, address, email and phone number of up to three (3) professional references.
- **Budget.** Statement acknowledging the project's total budget cannot exceed \$25,000 and includes all your proposal's expenses, including implementation of neighborhood engagement strategy, execution of mural, materials, surface preparation, permit fees, road barricades and contingency (if applicable). A detailed budget is only required for the five finalists.

5. Evaluation

The Downtown Placemaking Task Force may select up to five (5) submissions that meet or exceed the following evaluation criteria.

- Proven ability to execute high-quality murals in the public right-of-way, including durability and maintainability
- Proven experience in street art installations, including working with various entities
- Previous original work engages with pedestrians
- Final design responds to the urban environment
- Artist is willing to collaborate with the Downtown Placemaking Task Force to alter final design proposal
- Artist resides in Milwaukee, Wisconsin region.

6. Tentative Project Timeline

- **January 7, 2020:** RFQ launched
- **February 12, 2020:** All questions related to this RFQ must be submitted by 5:00pm CST
- **February 14, 2020:** RFQ submissions must be received by 5:00pm CST
- **Week of March 1, 2020:** Downtown Placemaking Task Force begins internal review
- **Week of March 8, 2020:** Downtown Placemaking Force reviews submissions, may select up to five (5) submissions for interviews

- **Week of March 15, 2020:** Final artist selected by Downtown Placemaking Task Force consensus
- **Early May 2020:** Mural Installation as weather permits
- **June 1, 2020:** Tentative ribbon-cutting ceremony

NOTE: The Downtown Placemaking Task Force reserves the right to modify this project timeline, if deemed necessary. All applicants will be notified if timeline changes are made. Mural installation is expected in May 2020, and as weather permits.

Exhibit: Location

