

DISTRICT MURAL OPERATIONS GUIDE

From rendering to reality, this is our guide to make Downtown Milwaukee a mural mecca

Milwaukee Downtown, BID #21 | January 2020



WELCOME

Greetings!

Have a wall that could use some pizzazz? It may be the perfect canvas for Downtown's next mural project. Since 2017, Milwaukee Downtown, Business Improvement District (BID) #21 and the Downtown Placemaking Task Force have commissioned five large-scale mural projects, ranging in size and complexity from utility boxes to 5,000 sq. ft. walls! No project is too large, or small, for our team to bring to fruition.

Downtown is experiencing a noticeable uptick in public art with a big economic impact and return on property-owner investment. Since 2017, Downtown has funded \$149,500 in new mural projects, with over half of investment from the private sector or grants.

As we build trust with community partners for new public art projects, now is the opportune time to create an even greater sense of efficiency. The purpose of our District Mural Operations Guide is to walk you through our decision-making process, step-by-step, from concept to reality.

In 2020, we will bolster our Downtown mural program with the creation of a mural webpage, featuring previous project profiles and new District Mural Map, available on our website at www.milwaukeedowntown.com.

Plus, we've streamlined with new property-owner and artist contracts, and have created a master template for Request for Qualifications (RFQ) to find the perfect artist. For these reasons, Milwaukee Downtown, BID #21's mural-making strategy has caught both local and national attention - from peer organizations and artists alike!

With civic engagement at our core, we're excited to partner with you to beautify our neighborhood. So, ready to get started?

Together, let's paint the town!

Beth Weirick

CEO

Milwaukee Downtown, BID #21

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Milwaukee Downtown, BID #21

PROJECT

Project Approval Process

1

Good news! Your proposal meets our criteria and staff has suggested to advance the project for funding consideration from BID #21's Executive Committee and Board of Directors. The approval process may take between one and two-months, depending on when the project was first approved by BID #21 staff.

During this time, staff will draft a formal request to utilize Economic Development Special Project funding to support up to 50% of the mural project's cost and execute a Memorandum of Understanding with the property-owner to formalize the relationship.

3

Have a wall that could use some T.L.C?

Ready to get started? Your wall may be the perfect canvas for Downtown's next colorful mural. If you are interested in vibrant neighborhood enhancements and fostering a deeper sense of connection between your building and the community, let us know!

Milwaukee Downtown, BID #21 staff and the Downtown Placemaking Task Force will review project proposals on a case-by-case basis and evaluate if it is a good fit for our District Mural Arts Program.

Preference will be given to highly visible surfaces in the public right-of-way, unobstructed by billboards, advertisements or other buildings, and the property-owner has expressed willingness to help fund efforts and collaborate with the Downtown Placemaking Task Force on the artist section.

Milwaukee Downtown's Economic Development Special Project Funding cannot be used to support murals seen as advertisements or logos for companies, as additional approvals are required from the City of Milwaukee.

2

Selecting an Artist

Congratulations! The Board of Directors have approved funding to support your mural project and it's time to find an artist. Milwaukee Downtown, BID #21 staff and the Downtown Placemaking Task Force will issue a public Request for Qualifications (RFQ), which will be available online at www.milwaukeedowntown.com.

The RFQ will be available for artist submissions for approximately one month, and then closed for review by the Downtown Placemaking Task Force.

As the property-owner, you are invited to have one-vote in the review process. An artist will be selected within two-weeks after the RFQ closes,



TIMELINE

Community Engagement and Dialogue

We want to get this right. That's why we host community dialogue sessions in our neighborhoods. In the past, we've hosted panel discussions at Black Cat Alley, public luncheons with the artist and even popped-up at neighborhood events to cultivate and fuel ideas and inspiration.

This community engagement and dialogue process may take up to two weeks, and the outcome is worthwhile. This process ensures the mural responds to its environment and deepens the community's appreciation for the final artwork.

5

Time to Celebrate!

It's time to celebrate! We'll pull out all the stops and coordinate a community ribbon-cutting celebration and press conference.

This is your time to shine and reintroduce your property to the community. We'll even supply the coffee, donuts and musician!

Working with Artists Mural Installation Process

Time to paint the town! Now that the artist has received feedback on the design from community members, and the artwork has been approved by the Downtown Placemaking Task Force and property-owner, it's time to start the installation.

A BID #21 staff member will serve as the project manager for the project, which may include helping the artist secure insurance, equipment rentals, public relations and permits.

4

6

