

Schlitz Park,  
Milwaukee Downtown, BID #21, and  
Downtown Placemaking Task Force

# **Schlitz Park Mural**

## **Request for Proposals (RFP)**

Issue Date: Friday, August 14, 2020  
Submission Deadline: Tuesday, September 15, 2020

## 1. Overview

Schlitz Park representatives, Milwaukee Downtown, BID #21, and the Downtown Placemaking Task Force are issuing this Request for Proposals (RFP) for one of the largest murals in downtown Milwaukee. The 10,000 square-foot mural in the center of the historic Schlitz Park campus is visible to 4,000 daily Schlitz Park employees and countless Milwaukeeans across downtown and along the Milwaukee River. This is a one-of-a-kind opportunity to celebrate the City of Milwaukee and create a timeless reflection of the city's rich brewing heritage including Schlitz Park, once home to the world's largest brewery.

The approximate dimensions of the mural space are 80 feet (length) x 120 feet (width).

### Background

Tanneries and beer built the City of Milwaukee. Schlitz is "the beer that made Milwaukee famous." The brewing industry was formed in the early 1840's on the banks of the Milwaukee River, and in the 1850's, Schlitz Brewing emerged as a major player in the industry.

After a period of rapid growth, Joseph Schlitz Brewing Company built a new brewery at the present location in 1870. The Schlitz brewery would become the world's largest brewery, home to the creation of the "brown bottle" still used by brewers today and "the beer that made Milwaukee famous." Schlitz embodied the Milwaukee spirit of prevailing in the face of adversity, continually creating new products, such as the development of copper-lined wooden boxes in place of iron brew kettles when equipment was difficult to acquire. With new products, came new employment opportunities for thousands of Milwaukeeans. At its peak, the brewery employed 3,000 people.

In 1983, after the brewery was shut down, the Grunau and Sampson families purchased the brewery and spent years repurposing it into the thriving office campus that it is today. Currently home to 4,000 employees, Schlitz Park remains an energetic center of employment, carrying on the spirit of Schlitz Brewing.

In 2019, Crestlight Capital and TPG Real Estate purchased the creative office campus. Working with local partners, new ownership is currently under construction with improvements throughout the office park. These improvements aim to embrace the legacy and storied history of Schlitz as a brewery, but also enrich collaboration and connectivity for the campus' community. Specific changes that are currently underway include: renovations to interior lobbies, common areas and amenities, partnering with F Street to re-open Brown Bottle and enhancing food & beverage options throughout the campus, renewed activation along the Milwaukee River and a new pedestrian plaza connecting buildings at the heart of the campus. Learn more about the redevelopment [here](#).

### Project Objective

The new mural on the Powerhouse wall is an integral piece in Crestlight and TPG's plan to not only invest money but fully embrace the rich history of Schlitz Park and celebrate the legacy that gives so many Wisconsinites nostalgia for being on campus. The mural will not only be a statement for Schlitz Park but a narrative for Milwaukee.

The two goals of the mural are to integrate both:

- (1.) a sense of destination announcing that you have arrived at Schlitz Park through text/logo/imagery, and

- (2.) utilizing the artist’s discretion, celebrate the rich, storied history of Milwaukee and Schlitz Park

Blending the two goals together into one cohesive mural is strongly encouraged.

What is the purpose of the Request for Proposals (RFP)?

This Request for Proposals (RFP) seeks submissions by an individual artist and/or an artist collective. The applicant will be henceforth referred to in this RFP as “Artist.”

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

Finalists will be invited to meet with project liaisons for a site tour. A final selection will be based on the submission that best meets or exceeds the Evaluation outlined in this RFP.

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 Proposals Submission & Selection Guidelines**

RFP Questions

All questions related to this RFP are to be directed by email to Gabe Yeager with Milwaukee Downtown, BID #21 at [GYEAGER@MILWAUKEEDOWNTOWN.COM](mailto:GYEAGER@MILWAUKEEDOWNTOWN.COM) and Lauren Nelson with Schlitz Park at [LNELSON@LPC.COM](mailto:LNELSON@LPC.COM) and must be submitted before **September 8, 2020**.

Closing Date

Electronic submissions are required before 5:00pm on **September 15, 2020** and emailed to [GYEAGER@MILWAUKEEDOWNTOWN.COM](mailto:GYEAGER@MILWAUKEEDOWNTOWN.COM) and [LNELSON@LPC.COM](mailto:LNELSON@LPC.COM) . Submissions should be in one compressed PDF file. The email subject must state: “**Schlitz Park Mural– <<INSERT ARTIST NAME IN ALL UPPERCASE LETTERS>>.**”

Selection Process

All RFP submissions will be reviewed by Schlitz Park representatives and the Downtown Placemaking Task Force.

### 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. Schlitz Park representatives and the Downtown Placemaking Task Force reserve the right to influence the final design to ensure appropriateness for all audiences.

The approximate dimensions of the mural are 80 feet (length) x 120 feet (width).

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: \$50,000

Final Artist will receive a \$50,000 commission in three phased payments, which includes all project expenses, materials, rental equipment, and contingency. Additional incurred costs could include obtaining general liability insurance coverage, a requirement for each project. Staff will assist the final artist in obtaining affordable project insurance.

### **4. RFP Submission Requirements**

- Proposal Statement (up to 250 words). Describe your artistic concept and why you think the Schlitz Park representatives and the Downtown Placemaking Task Force should choose you and/or your team for the Schlitz Park Mural.
- Concept. Provide a proposed mural concept or similar past work for the Schlitz Park Mural. 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 \$50,000 and includes all your proposal's expenses, including execution of mural, materials, rental equipment, general liability insurance coverage and contingency (if applicable). A detailed budget is only required for the five (5) finalists.

### **5. Evaluation**

Schlitz Park representatives and 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 realm, including durability and maintainability
- Final design responds to the historic architecture and character of Schlitz Park and the significant role of Schlitz Brewery and beer and brewing in Milwaukee
- Final design should create a "sense of arrival" to Schlitz Park

- Artist is willing to collaborate with Schlitz Park representatives and the Downtown Placemaking Task Force to alter final design proposal
- Artist's ability to work in Milwaukee, Wisconsin region.

## **6. Tentative Project Timeline**

August 14, 2020: RFP launched

September 8, 2020: All questions related to this RFP submitted by 5:00pm CST

September 15, 2020: RFP submissions must be received by 5:00pm CST

September 16, 2020: Start of internal review

Week of September 21, 2020: Submissions reviewed, may select up to five (5) submissions for interviews

Late September 2020: Final artist selected with Milwaukee Downtown's approval

Late September through October 2020 Mural installation as weather permits

NOTE: Schlitz Park representatives and the Downtown Placemaking Task Force reserve 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 October 2020, and as weather permits.