

..Title

Resolution to consider an Artscape Grant for a proposed mural located at 1436 S. 92 St., submitted by Samantha Schneider, Owner, The Bread Pedalers.

..Body

WHEREAS, the City of West Allis offers a grant program funded thru its West Allis Artscape Leadership Group; and,

WHEREAS, Samantha Schneider d/b/a, The Bread Pedalers, owner of the property located at 1436 S. 92 St., applied for an Artscape grant for a proposed mural; and,

WHEREAS, one of the goals of the Artscape program is to increase the visual character of the city in a positive way and to catalyze additional creativity, vitality and interest in West Allis, which this project appears to do; and,

WHEREAS, the applicant is planning to place a mural at the cost of \$8,700 on the north side of the building (Exhibit A); and,

WHEREAS, the West Allis Artscape Leadership Group has the authority, thru Resolution number 2019-0420 to award grant dollars towards mission worthy projects;

WHEREAS, the West Allis Artscape Leadership Group has previously discussed funding mural projects up to 50% of the estimated costs;

WHEREAS, the estimated cost of this mural is \$8,700 and 50% of that cost would equate to a grant amount of \$4,350.

NOW, THEREFORE, BE IT RESOLVED by the West Allis Artscape Leadership Group that the Artscape Grant proposal contract, a copy of which is attached hereto and made a part hereof, be and is hereby approved.

BE IT FURTHER RESOLVED that the Executive Director of Economic Development, or his designee, be and is hereby authorized to execute and deliver the aforesaid Contract on behalf of the City.

BE IT FURTHER RESOLVED that the City Attorney be and is hereby authorized to make such non-substantive changes, modifications, additions and deletions to and from the various provisions of the contract, including any and all attachments, exhibits, addendums and amendments, as may be necessary and proper to correct inconsistencies, eliminate ambiguity and otherwise clarify and supplement said provisions to preserve and maintain the general intent thereof, and to prepare and deliver such other and further documents as may be reasonably necessary to complete the transactions contemplated therein.

BE IT FURTHER RESOLVED that an amount up to \$4,350, be appropriated from the West Allis Artscape Program to pay the liability that will be incurred under the contract by the City of West Allis.

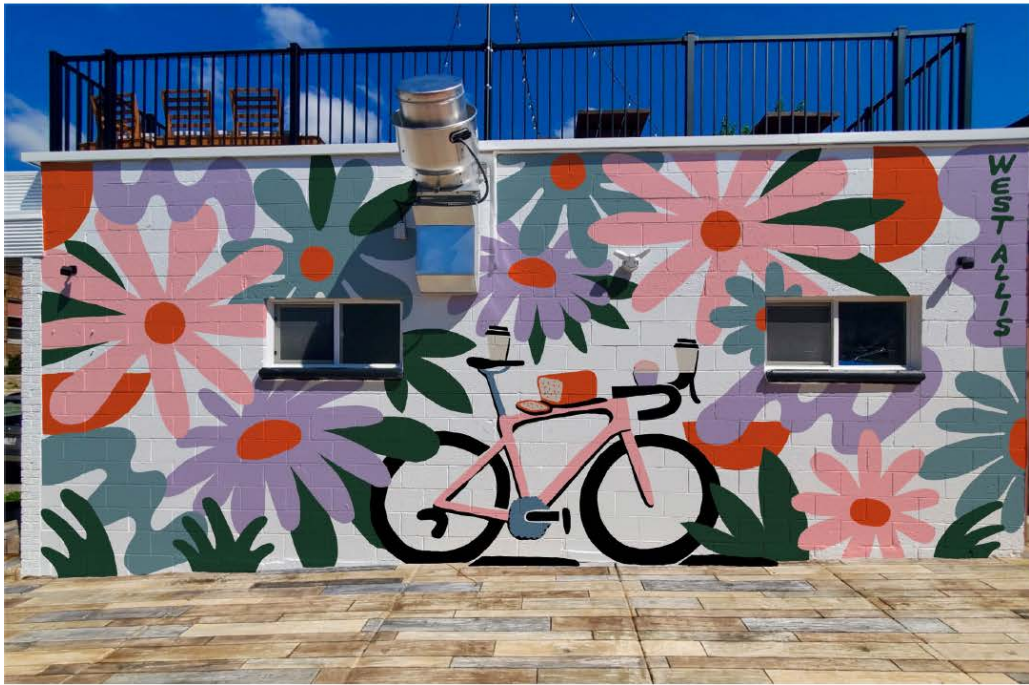
BE IT FURTHER RESOLVED that the Mayor is authorized, on behalf of the Artscape Leadership Group, to execute the aforesaid agreement documents.
City of West Allis

Dan Devine
Mayor, City of West Allis

cc: Economic Development
Finance Department

EXHIBIT A

THE BREAD PEDALERS – Mockup



Notes

The objective of the mural is to pair elements of West Allis and this new venture by the Schneider sisters.

- Highlighting West Allis within the mural on a wall with high visibility to traffic + pedestrians

- Accessible for photographs by visitors

- Abstract floral pattern inspired by the native purple coneflower and smooth aster that could be found at the historic Farmer's Market.

- Specialized bicycle similar to what the Schneider sisters race on.

- Coffee, loaf of bread, and cupcake to nod to The Bread Pedalers without being too heavy handed.