

Katie Stensberg, Mural Installation Developer
Scope of Services

SERVICES OFFERED

- Strategic Planning:
 - Goals, objectives, budget and timeline development
 - Wall scouting and building owner contract negotiations
- Artist Selections:
 - Call for artists, jury selection and private invites
 - Contract negotiations and communications
- Installation Coordination:
 - Equipment rental and material handling
 - Wall prep
 - Onsite assistance
- Public Relations and Social Media
- Photography and videography (timelapse and drone)

PROPOSALS AND FEE STRUCTURE

- An a la carte proposal will be provided with identified services and expectations for the scope of the entire project. Not phased out. This will allow the City of West Allis to choose specific services that fit their needs.
- Services will vary in cost, charged per hour with a do not exceed clause.
 - Standard fee is \$55 per hour
 - Varying costs for onsite assistance, wall prep and photography/videography
- West Allis will be billed monthly for services rendered.

EXPERIENCE

- Instrumental in launching WALs 2020, allowing me to improve the program in its second year.
- Helped install over 40 murals during the course of two mural seasons.
- Knowledge in street art happenings and trends.
- Strong understanding of artists and their needs.
- Art advocate with a pulse on the political climate in the Milwaukee-area arts scene.
- Family roots in West Allis that gives me a deep understanding of the community.