



## **2020 Public Mural Program Proposal**

### **ArtScape in West Allis**

**Presented by:**

**Wallpapered City, LLC**

Stacey Williams-Ng, Director

Submitted Monday, September 30, 2019

Response to meeting on Monday, September 16, 2019

*\*mural pictured above by Ivan Roque on North Avenue in East Tosa, WI: a 2019 Wallpapered City project*

ATTN: Shaun Mueller  
City Planner  
City of West Allis  
7525 W Greenfield Avenue  
West Allis, WI 53214

CC: Mayor Dan Devine

September 30, 2019

To our friends in West Allis,

On behalf of my team of producers, I would like to thank you for embarking on a public art project. Judi and I enjoyed having the opportunity to come out and visit City Hall, to meet Mayor Dan Devine and the ArtScape committee, and to have such an interesting discussion on the benefits of a public art program.

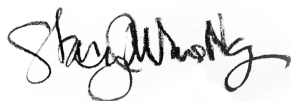
Wallpapered City is well known for our work in Milwaukee doing work of this nature. 2019 was an exciting year for us, having just installed not only the first inaugural corridor of the North Avenue Mural Arts District ("NoMAD") in Wauwatosa, but also Case Maclain's monumental mural "The Unsung Hero," a six-story work of art in the Historic Third Ward for which we received international attention. We are the founders of Black Cat Alley on the East Side, a destination that we are still the ongoing program managers for, and which enjoys the reputation for being one of Milwaukee's top tourist destinations. Already we have given tours of it to visiting journalists on a junket for next year's DNC event, because they have it as a stop on Milwaukee's "must-see" itinerary.

As you can tell, we are very proud of our work. Street art is more than just paint on walls, and it's certainly not the "graffiti" that some people take it to be. Mural art can serve as one of the most powerful forms of urban renewal, and is a way to instill community pride of place. It can be one of the deciding factors in tourism, and one of the reasons that young families decide that a neighborhood is livable and friendly, versus not.

Our specialty is not only the logistics and installation of murals, but the planning and strategy of how to do them right. We can help with everything from the budget planning to the artist search; from the business negotiations to the painting and clean-up.

Given the high impact and visibility of mural projects, the success rate is quite high, as is community support. Public art makes people happy. We are honored to have been invited to come and meet with you, and we thank you for considering our proposal.

Sincerely,



Stacey Williams-Ng, Director (414) 477-7282 • [stacey@wallpapered.city](mailto:stacey@wallpapered.city)

## 1. Overview

This proposal is to request that you consider our services to help you plan and manage a mural arts program for the City of West Allis to begin its inaugural year in late summer of 2020, and continue annually to grow and flourish every summer after that, creating destinations throughout West Allis for public art.

We understand that you have already begun this process with the beginnings of an Artscape committee and the intentions to fund an Artscape program, and your city wishes to see West Allis grow into a place that people recognize as something “more than just State Fair,” and as a fun and thriving place to live for young families. We heard from you that you would like murals and public art installations to be a draw for residents and visitors alike, to see beauty and modernity in West Allis.

We have created some of the best mural art experiences in the City of Milwaukee, and we would like to exceed your expectations on this and help you plan, budget for, and implement a community art project to be proud of in West Allis.



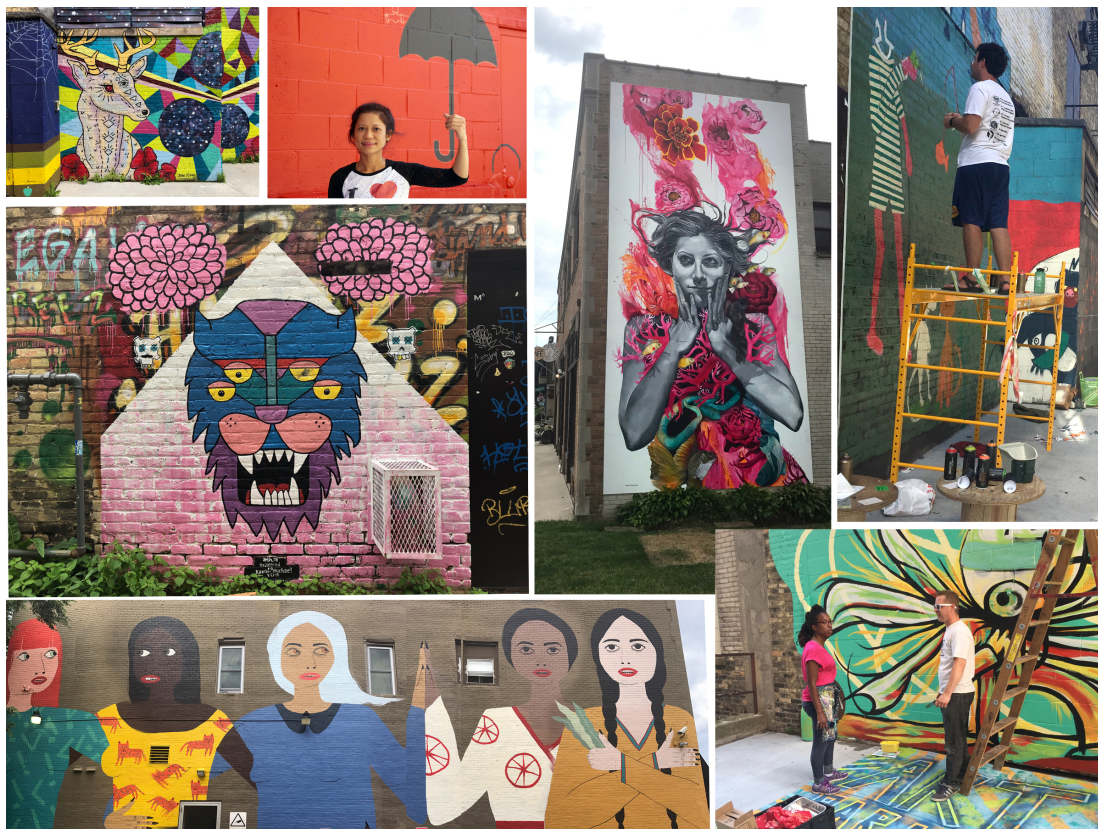


## 2. Related Experience

Our agency, Wallpapered City, is the force behind Black Cat Alley, Milwaukee's best known public art project, and one of our city's top ten tourist destinations. It is cited as one of our city's most photographed locales—even for weddings—and a nationally known place, even though it has only existed only since 2016, and cost less than \$100,000 to create. We created it initially, and we are also trusted by the East Side BID to maintain/program it each year.

We successfully installed the first inaugural corridor of the North Avenue Mural Arts District ("NoMAD") in Wauwatosa in 2019, which included 7 new murals sponsored by the Tourism Commission, Wallpapered City, Visit Milwaukee, private and corporate donors. Of the 8 artists, 2 were Milwaukee-based, 1 was from Ireland, 1 from Liberia (by way of Maryland), 2 from Chicago, 1 from Florida, 1 from Ohio. The project, even in its short life of a few weeks, has already received overwhelmingly positive press and community support.

We are also behind Bay View's Kinnickinnic murals, which we installed successfully in 2017, and will be entrusted with Brady Street's extensive public arts program in 2019. New Land Enterprises, the owners of the Oriental Theater, the Urbanite, Crosstown Collective, and other high-end commercial properties, trust us to handle most all of their commercial art installations and acquisitions. We have done mural art for Radio Milwaukee 88.9 and Pabst Brewing as well.





### 3. About Us

We invite you to visit our web site, <https://wallpapered.city>, to learn more about our work, our team bios and experience. By visiting our Instagram account, you'll see some of the cities our management team has visited to research different mural arts programs, and see how we've educated ourselves about the value of public arts programs.



@wallpaperedcity



## 4. Working Approach in Phases

Following is an overview of our process.

**Phase I: Project Scope and Vision.** This is where we ask you what you really want in a mural project. This process May take anywhere from two to four weeks depending on your needs and your committee's working style.

Based on the criteria set out by your City committee, the WPC team will conduct a search for qualified artists and bring in a curated selection of artists for the committee to choose from.

1. **Vision planning and scope.** Wallpapered City team will meet with your committee to discuss and refine the goals and scope of the project.
2. **Artist scouting.** WPC will review and interview artists, soliciting proposals, in search of artists who fit the needs of this project.
3. **Naming/branding the project.** WPC will help you to brainstorm an identity for this destination so people will have a "brand" by which to call this new arts destination.

### Deliverables for Phase I:

- Project scope
  - Call for artists
  - Project name for the City of West Allis PR
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**Phase II: Negotiations and Planning.** This is the toughest part of the project, but this is where we have the most unique experience in our field, ensuring all parties are communicating clearly and professionally. This is the phase where we clarify exactly which artists are going to paint what on which walls, and when.

This Phase of the project may take several weeks, depending on the efficiency (or lack thereof) of the legal process. We do our best to keep this process on track, as facilitators. Our talent here lies in our ability to keep all the stakeholders engaged and working together towards a common goal to make this job happen. Plan for at least two months.

1. **Assistance with Wall Owner Negotiations.** Although we cannot officially help with your legal contracts because we are not legal counsel, we have experience working with copyright negotiations and can show the City's lawyers, and/or the building owners' lawyers, some examples of legal clauses that we recommend for a variety of circumstances. *Note that we cannot hand over whole legal contracts.*
2. **Artist jurying.** WPC has professional experience with artist selections and community jurying procedures and can create and facilitate an effective jury process in order to ensure that a fair and excellent selection of artists are chosen to represent the community in the project.
3. **Artist negotiations.** WPC will negotiate costs with artist(s) to bring the overall cost within budget. Accommodations and materials budgets planned.
4. **Identity design.** We can design a logo, set up social media and posters to hang up



around town in order to create some buzz around the project, and build a groundswell of community involvement. *Note that the costs of printing, media buys and other advertising have not been factored in to our budget here—only our design time.*

Deliverables for Phase II:

- Walls and artists secured and matched
- A destination identity/brand
- Positive press and social media
- Artists vetted, juried and secured for project
- Clear next steps and a game plan for the project

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**Phase III: Installations and Promotions.** This is where we make the murals! Most murals can be painted within seven working days, depending on rain. Do not ever plan an outdoor mural in Wisconsin after mid-October or before mid-May.

1. **Mural making.** By the time the artist is on site making the mural, everyone knows what will be painted on that site, and on what schedule that artist will be paid. WPC will make sure the artists have everything they need and are well cared for in terms of materials and accommodations. The City will have already approved a color sketch of the mural.
2. **Volunteer and artist coordination.** Our team will make sure that on-site, everyone knows where to (legally) dispose of their paints, where to use the bathroom, where to park their lifts at the end of the day, and where to charge their cell phones. A big part of what we like to discuss in Phase I is how all this will work on-site, and then we will manage it for you when the time comes.
3. **Media appearances and PR.** We are happy to take interviews with the media, or to set up interviews for the tourism board/mural artists/high school art teacher/star art student to get their moment on local TV as much as possible. We always try to find good stories to get highlighted in local media and call up our contacts to get those pieces featured when we can.
4. **(Optional) project documentation.** We recommend budgeting and planning early for a modest filmmaking crew, as well as photography, so that all aspects of the project are documented for PR as well as posterity. Having high-energy film clips and share-able media is crucial for the widespread success of a project like this. Time-lapse film clips are great, as are documentary-style clips.

Deliverables for Phase III:

- Murals
- Positive press and social media
- Documentation such as film clips and photographs
- NOT INCLUDED: This proposal does not include the planning of a larger event with such things as catering/food trucks, children's activities, face painting, a craft fair and so forth, although if the City would like to plan something like that in tandem with this effort, we can propose that separately.

## 5. Proposed Budget

There are many variables in the budget equation of a mural project, such as weather, fickle building owners, and unknown legal issues, so a perfect and final budget is not possible at this early juncture. There are dependencies out of our control in a project such as this. Below is our very best budget proposal based on what we know at this time, based on our experience with other projects and artists. As with everything in life, there are always places for economizing.

We have two hourly rates: \$80/hour for management and \$40/hour for admin. A blended rate of \$60 is inserted if multiple team members are on job.

### Phase I: Project Scope and Vision. Approximately 2-4 weeks

Item	Hours	Rate	Estimate
Vision planning and scope	20	80	\$1600
Artist scouting	12	60	\$720
Naming and branding	20	80	\$1600
Admin and comms	12	60	\$720
Team development (internal communications @WPC)	6	60	\$360

Approx Cost Phase I: ~ \$5,000

### Phase II: Negotiations and Planning. Approximately 4-6 weeks

Item	Hours	Rate	Estimate
Wall owner negotiations	30	60	\$1800
Artist jurying	40	60	\$2400
Artist negotiations (WPC professional fees for time spent)	10	80	\$800
Identity design package	60	80	\$4800
Write 2 press releases	8	60	\$480
Admin and comms	12	60	\$720
Team development (internal communications @WPC)	6	60	\$360

Approx Cost Phase II: ~ \$11,300

(Phase III, next page)



### Phase III: Installations and Promotions. Approximately 4 weeks

Item	Hours	Rate	Estimate
Mural installations, on site coordination with artists	40	60	\$1200
Mural installations, coordination with client, volunteers	40	60	\$1800
Artist mural fee: <b>Local Pro Artist</b>	N/A	\$3000	\$3000
Artist mural fee: <b>Local Pro Artist</b>	N/A	\$3000	\$3000
Artist mural fee: <b>Student Artist Group</b>	N/A	--- \$0 ---	0
Artist mural fee: <b>Invited National Artist, TBD cost</b>	N/A	~ \$7K	\$7000
Artist mural fee: <b>Invited National Artist, TBD cost</b>	N/A	~ \$7K	\$7000
Paints and other materials, <u>very rough guess</u> @1,000 per mural	N/A		\$5,000
PR and media coordination	8	80	\$480
Logistics and team management	12	60	\$720
Admin and comms	12	60	\$360
Team development (internal communications @WPC)	6	60	\$180

Approx Cost Phase III: ~ \$30,000

Optional: Budget \$5,000 for video and photography documentation for posterity and viral promotion: + \$5,000

### Total with all items included:

Item	Estimate
Phase I: Project scope and vision	\$5,000
Phase II: Negotiations and planning	\$8,000–\$11,000
Phase III: Installations and promotions with 4-5 Milwaukee murals	~\$20,000 – \$30,000
Bring in an out of town artist (w/ flights and hotel)	Another \$7,000 – \$10K
Get a videographer, or add an event to it	Another \$5,000
	40,000 – 65,000

### Assumptions:

- *Subsequent years should cost substantially less in professional fees/planning than inaugural years, because of economies of scale and progress.*
- *Artist fees may rise in subsequent years if the size of the event grows in popularity. For example, the Denver “Crush Walls” event which once began with only a handful of artists hosted 88 artists in 2019.... But only because its sponsorships have grown with it.*
- *Billing will be based on actual hours spent. If work on project threatens to creep beyond scope, client would be notified in writing for permission to continue before additional hours were accrued or invoiced.*
- *Wallpapered City bills for travel and expenses as well as time. Client and vendor will agree upon nature of expenses, and Client will be notified of all expenses for approval before purchased.*
- *Client understands that projects of this nature are in constant threat of weather and other forces beyond Wallpapered City’s control.*