

RIVER ARTS DISTRICT COMMITTEE MEETING
CITY OF WISCONSIN DELLS
JULY 31, 2017

Chairperson Freel called the meeting to order at 5:00P.M. Notice of the meeting was provided to the *Dells Events*, WNNO Radio, and posted in accordance with State Statutes.

1. Present: Ald. Mike Freel, Jenifer Dobbs, Danielle Rodwell and Bonnie Hayskar

Excused: Mike Showalter and Tom Lines

Others: Mayor Brian Landers, City Clerk/Coordinator Nancy Holzem, City Planner/Zoning Administrator Chris Tollaksen, Melanie Tallmadge-Sainz, and Ed Legge from the *Dells Events*.
2. Motion by Jenifer Dobbs seconded by Danielle Rodwell to approve the June 26, 2017 meeting minutes. Motion carried unanimously.
3. Update on 2017 Summer Entertainment Schedule & Events. Jenifer reported that the summer entertainment series has been going very well and that she continues to receive positive feedback on it.
4. 100 Broadway Mosaic Art Work Proposal. The committee reviewed 4 mosaic art work proposals (Exhibit A) submitted by Corena Ricks for the retain wall on Broadway in front of the Showboat Saloon. Motion by Danielle seconded by Jenifer to select option #2 and to have Corena Ricks attend the next meeting to show the proposed colors in more detail. Motion carried unanimously. Jenifer stated that the current timeline would entail the painting being done by mid-September and the remaining art work would be done later. The wall will need to be looked at to see if any repairs are needed before the painting starts. Bonnie also asked to see a updated photo showing more of the block to see how the mural will blend in with everything that is there.
5. Raftman's Series Mural. In a slideshow presentation, Chairperson Freel presented six proposed locations for the raftman's series mural. Pros and cons of the locations were discussed. The committee agreed that the mural should be done on some type of boards, then mounted to the building, instead of painting on the building itself. The cost was also discussed and the committee felt that the cost of the mural should be shared with the property/business owner of the building that it goes on if they agree. Bonnie suggested the Olson Paint Store wall as there is more space. Danielle stated that she liked the Dells Boat Company wall as that location is right above the river and would tie into the series. From the audience, Melanie Tallmadge-Sainz agreed with that the location would be beneficial as people could engage with the mural. Others agreed that the location would be nice and visible. Ald. Freel stated that he would reach out to the building owner regarding a mural at that location. No action was needed by the committee. This was information only.

6. Other Art Work Ideas. The committee discussed different ways to bring art into the community such as having local arts seen doing the art work instead of just having it install. Also discussed were other programs that could provide art ideas as well as possible funding sources.
7. The committee briefly discussed funding options (city, BID, grants and donations) for 2018 entertainment and projects. The 2018 budget will need to be approved by the committee in September and presented to the Finance Committee in October.
8. Next meeting was scheduled for Monday, August 28th at 5:00pm.
9. Motion by Jenifer seconded by Danielle to adjourn. Motion carried unanimously and the meeting adjourned at 5:45pm.

Nancy R. Holzem
City Clerk/Coordinator

DELLS RIVER ARTS DISTRICT
CITY OF WISCONSIN DELLS

PUBLIC ART REQUEST FOR PROPOSAL (RFP)

Design, Execution, and Installation of
Outdoor Mural in the Downtown

Announcement Date: 18 September 2017

Deadline for Submission: 15 November 2017

Award Date: 5 January 2018

Completion Date: 15 May 2018

The City of Wisconsin Dells is in the process of a downtown revitalization focused on the arts—visual and performing. The Dells River Arts District (DRAD) extends along Broadway (Hwy 13) from the Wisconsin River eastward for approximately a half mile to Church Street and includes intersecting side streets. Additional information is available at: www.dellsriverartsdistrict.com, including the DRAD Mission Statement.

As part of this program, the City of Wisconsin Dells will be commissioning public works of art to tell the story of the river and the heritage of the Dells. A centerpiece of this effort will be a mural on the east wall of the historic Dells Boat Company building. The mural is to pay tribute to the City's on-going relationship with the Wisconsin River and the magnificent Dells, the unique rock formations that stretch for seven miles along the river's shoreline. The region has been sacred to the Ho-Chunk for thousands of years and the Stand Rock Indian Ceremonial welcomed visitors to this region from 1919 to 1997. The river was also a challenging journey through the Dells for itinerant rafters in the mid-19th century. The fearless men steered logging rafts from the north woods through the treacherous Dells to lumber mills down river. To this day, tour boats that were inspired by the beauty of the region over 150 years ago still ply these waters enchanting travelers. Your opportunity as an artist is to bring this story to life in a mural.

The artwork is to be installed on the east-facing façade of the Dells Boat Company [and must be on solid, removable panels?]. The useable space is defined on the attached drawing. There are also images of the space. The site is located at 107 Broadway, Wisconsin Dells, WI 53965 near The Riverwalk.

BACKGROUND: The City of Wisconsin Dells and the Village of Lake Delton—joined by the scenic Wisconsin River and with a combined population of just over 5500—together market themselves as the Dells. The natural beauty of the Dells has attracted tourists since the mid-1800s and it is the largest tourism destination in the State of Wisconsin. With over 8000 guest rooms, the Dells welcomes over 4 million visitors annually who spend in excess of \$1.4 billion. Downtown Wisconsin Dells wants to increase that revenue by providing a more attractive and entertaining visitor experience.

PROCESS: The commissioned mural artist will be determined by the DRAD Committee, comprised of local government, retail, and tourism professionals. A contract will be awarded based on the artist's creativity, expertise, and ability to deliver, as presented under the guidelines of this RFP. Required documentation must be submitted on a DVD. Artist must include all documentation requested below.

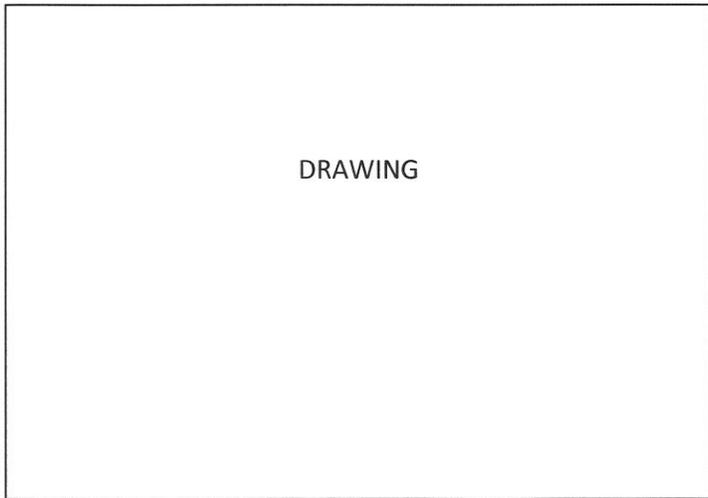
Artists may submit up to three designs with one application, but are not required to do so. Artists must provide complete dimension and materials details.

PAYMENT: The all-inclusive budget for this sculptural work, including artist commission, materials, and installation, is not to exceed \$50,000. Artists are required to include their all-inclusive bid amount with their RFP.

We will award a design fee in the amount of ten percent of the total accepted bid upon artist selection. The artist will then work with the DRAD Committee on final design development and approval prior to commencement of execution. Upon acceptance of the final design by the DRAD Committee and prior to execution, the artist will receive fifty percent of the remaining bid amount, followed by the balance upon completion.

PROMOTION: The City of Wisconsin Dells and Wisconsin Dells Visitor and Convention Bureau (WDVCB) will jointly promote the mural, providing ample opportunity for artist participation in community and media events.

QUESTIONS: Please submit your questions in writing by email to xxxxx@xxxxx.com and include your phone number. Write "River Mural" on the subject line. [Q&As posted to DRAD website?]



REQUIRED INFORMATION

ELIGIBILITY: open to all artists at least 18 years old.

I. *Application.* This application is a downloadable PDF that may be completed offline, saved, and printed. Please send the signed form with your DVD submission.

Name of principal artist _____

Names of additional artists who will work on this mural _____

Studio (if different from above) _____

Address _____

Address _____

City _____ State _____ Zip _____

Tel _____ Email _____

Website(s) _____

Describe your experience creating art for public spaces (summarize) _____

What intrigues you about this opportunity? _____

II. *Resumé*. Attach in PDF format, labeled with your first and last name, e.g., CV_Mackenzie_Doe.

III. *Portfolio*. Attach in PDF format, labeled with your first and last name, e.g., PORT_Mackenzie_Doe.

IV. *References*. Please provide three client references, preferably for public murals. Include name, title, organization, address, telephone, and email.

A. _____

B. _____

C. _____

V. *Proposed Design*. Submit drawings and/or photographs of drawings in PDF or JPG format in a single folder labeled with your first and last name, e.g., DESIGN_Mackenzie_Doe.

Please include this information:

Tentative Title of Work _____

Brief narrative concisely conveying your artistic intent, style, etc. _____

Materials to be used (specific paint brands, etc.) _____

Structure of finished work and installation details (framing, etc.) _____

Suggested maintenance _____

Describe extent of your commitment to community involvement in execution and installation of the mural _____

Proposed all-inclusive bid (all costs, including but not limited to, artist commission, travel-related expenses, site-preparation, materials, execution/installation, and cleanup)

\$ _____

VI. *Timeframe*. Please provide your preferred start and completion dates _____

VII. *Warranties and Rights*. Please read and sign below. No RFP will be accepted without the artist's signature.

I warrant that the design concepts submitted are original works to which I have full legal authority.

I warrant that the materials I will use in the execution of my design will be as described in this RFP with no substitutions or additions without the express authorization of the River Arts District Committee.

I agree to complete the project within the timeframe designated under item VI. *Timeframe*, above.

I understand no further funding is available and the work must be completed within budget.

I agree that, upon completion, ownership of this work made for hire reverts to the City of Wisconsin Dells, including copyright and right to reproduction in any and all forms, including electronic.

Signature

Date

Print name

Title

DEADLINE: All materials must be submitted on a single DVD and be received no later than 4 pm on Friday, 5 January 2018, at

**Wisconsin Dells City Hall
ATTENTION River Arts District Committee
300 LaCrosse Street
Wisconsin Dells, WI 53965**

15 CITIES. 150 FREE CONCERTS.
EXPERIENCE THE POWER OF LEVITT!

The energetic and eclectic sounds of the 2017 Levitt AMP Music Series are now filling the air, bringing you a fun-filled summer and fall of free concerts that give new life to underused public spaces. All Levitt AMP concerts feature incredible artists that satisfy a wide range of musical tastes. So grab your friends, family and neighbors, pack your picnic blankets and lawn chairs, and head over to the Levitt AMP Music Series in your community!

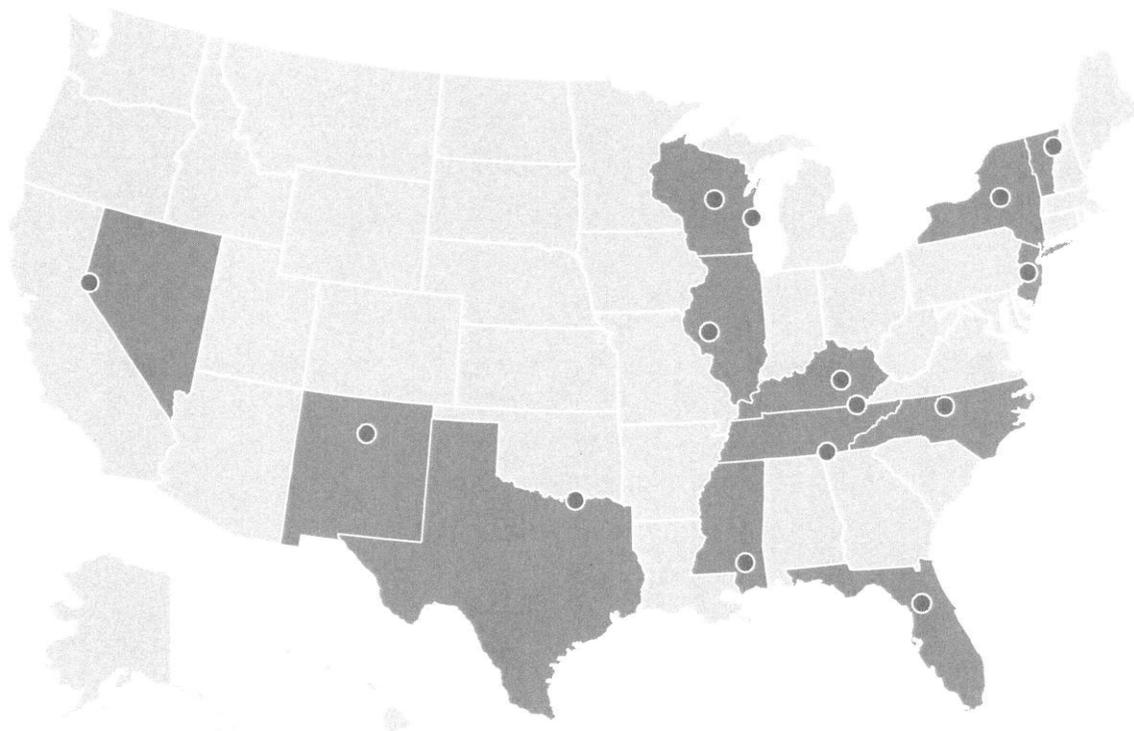
Scroll down to find a Levitt AMP Music Series near you and learn more about bringing Levitt Amp to your town or city!



HOW IT WORKS

Each year, the Levitt Foundation awards \$25K matching grants to up to 15 U.S.-based nonprofits serving small to mid-sized towns and cities to present the Levitt AMP Music Series, 10 free concerts that inject new life into public spaces and create vibrant community destinations. Through online public voting, your votes determine the Top 25 finalists.

ORGANIZATIONS



2018 APPLICATIONS NOW OPEN!

Do you believe in the power of free, live music to bring people together and invigorate community life? Does your town or city have an underused public space that would be ideal for outdoor concerts?

Apply for a 2018 Levitt AMP [Your City] Grant Award! (/apply)

IMPORTANT DATES

June 26: Grant applications available

July 18: Levitt AMP webinar

Aug. 23: Levitt AMP webinar (<https://cc.readytalk.com/r/l7tnrwq24gn7&eom>)

Oct. 2: Grant applications due

Nov. 1-20: Online public voting

Nov. 21 - Dec. 31: Levitt review process



2018 Eligibility Criteria

- Applicant must be a U.S.-based 501(c)(3) nonprofit organization.
- All proposed Levitt AMP [Your City] Music Series must take place in small to mid-sized towns and cities within the United States and its territories with a population of up to 400,000 people, and may be located within a metropolitan area with a population of no more than 1,000,000. For towns or cities located within a metropolitan area with a population of more than 1,000,000, the town or city must be at least 25 miles from the anchor city of the metropolitan area.
- The public space where the free concerts are to be presented must be outdoors, easily accessible to a wide range of socioeconomic groups, and have a lawn-like setting with no fixed seating.
- If a permanent Levitt venue is located in an applicant's state or region, the proposed Levitt AMP site must be located a minimum of 75 miles or more from the existing Levitt venue.
- The entire Levitt AMP [Your City] Music Series must be free to the public, open to all ages, and presented over 10 to 12 consecutive weeks, between May 1, 2018 and October 31, 2018.
- Applicant must display a successful track record of presenting professional quality concerts or community events, or be engaged with an individual or organization that has done so.
- Applicant must demonstrate matching funds, dollar for dollar, from other sources.



May we apply for a Levitt AMP Grant Award to expand or enhance an already existing concert series in our community? Yes. You may apply for a Levitt AMP Grant Award to expand or enhance an already existing concert series such as increasing the number of concerts in the series, expanding the diversity of the music lineup, elevating the caliber of artists presented, and/or activating community engagement strategies. However, the entire concert series must be called the Levitt AMP [Your City] Music Series, it must meet all of the Levitt AMP Eligibility Criteria and it must comply with the Levitt AMP Official Rules.

How does the Levitt Foundation define a “lawn-like” setting? A lawn-like setting is an open space that does not have permanent or fixed seating. While a space may have minimal seating such as park benches along pathways, the majority of the space must be open and conducive to people sitting on picnic blankets and lawn chairs, so that they may easily interact with one another and have a “360” experience, meaning they are able to connect with those in front of, behind, and to each side of where they are sitting. A lawn-like setting allows people to get up and dance freely and children to run freely. While some communities may not have an open and expansive lawn available for their Levitt AMP [Your City] Music Series, a “360” audience experience must be created. A proposed space that only allows for standing and does not allow people to comfortably sit on picnic blankets and lawn chairs will not be a competitive Levitt AMP application.

Are all the concerts of our Levitt AMP [Your City] Music Series required to take place at the same location? Yes. Reflecting Levitt’s mission to transform underused public spaces into welcoming and thriving destinations, all 10 concerts of your Levitt AMP [Your City] Music Series are required to take place at the same location throughout the 10 to 12-week period. The impact of creative placemaking and developing meaningful third spaces in communities stems from consistent use of a public space over a period of time.

How does my organization become a Top 25 finalist? The Top 25 finalists will be determined by an online public voting process taking place between November 1-20, 2017. The 25 applicants that receive the most votes during the online public voting period will be announced as the Top 25 finalists on November 21, 2017. The Levitt Foundation will provide applicants with sample social media posts, a customized image and a press release that can be sent to your contacts asking them to vote for your proposal. Be sure to rally your community and networks—including family, friends

Is our Levitt AMP [Your City] Music Series required to take place as a summer concert series? No. Your Levitt AMP Music Series can be presented during any 10 to 12-week period when weather is optimal in your area for outdoor concerts. Note: the 10 to 12 weeks must be consecutive and must occur between May 1, 2018 and October 31, 2018.

Can our Levitt AMP [Your City] Music Series include the name of another organization or a title sponsor, such as the “Downtown Partnership Levitt AMP [Your City] Music Series” or “XYZ Company Levitt AMP [Your City] Music Series?” No. Every Levitt AMP grant recipient must name their concert series “Levitt AMP [Your City] Music Series.” No other organization or company name may appear in the series name. Presenting organizations and title sponsors can be recognized as follows: “Downtown Partnership presents the Levitt AMP [Your City] Music Series” or “Levitt AMP [Your City] Music Series presented by XYZ Company.” Presenting organizations and title sponsors may not be an alcohol company or brand, including beer, wine, and liquor as well as any alcohol-focused stores or brands of any kind. Note: your Levitt AMP [Your City] Music Series may only have one presenting sponsor, organization, or previous series name associated with the name of the concert series. For example, “XYZ Company presents the Levitt AMP [Your City] Music Series supported by ABC, Inc.” and “Levitt AMP [Your City] Music Series presents Music on Main presented by ABC, Inc.” are not acceptable.

What if it rains or there is threatening weather when a Levitt AMP concert is scheduled to take place? If it is raining or there is threatening weather when a Levitt AMP concert is scheduled to take place, you may move the concert to an indoor location. It is recommended that an alternate indoor location be secured prior to the launch of your Levitt AMP [Your City] Music Series to prevent canceling a concert due to inclement weather.