



AGENDA OF THE GREEN BAY PUBLIC ARTS COMMISSION

WEDNESDAY, JULY 22, 2020, 8:00 AM

Telephonic Meeting

Public may also view at

www.youtube.com/CityOfGreenBay

A. Zoom Meeting Information.

- I. This item contains documents which provide call in information and instructions for the Zoom Meeting.

B. Roll Call.

- I. Members: Kelli Strickland - Chair, Alex Zacarias - Vice-Chair, Ald. Lynn Gerlach, Matt Buchanan and Kent Hutchison
2. Liaison Representatives: Beth Lemke from Neville Museum, Paul Grall from Civic Symphony and Matt Vanden Boomen from Imperial Supplies.

C. Approval of the Agenda.

- I. Approval of the agenda for the July 22, 2020, meeting of the Green Bay Public Arts Commission.

D. Approval of Minutes.

- I. Approval of the minutes from the April 22, 2020, meeting of the Green Bay Public Arts Commission.

E. Regular Business.

- I. Consideration with possible action on the selection of a project concept developed by staff to be located at Danz Park. The selected concept will then be developed into an RFP to find an artist to fabricate the art piece.

2. Consideration with possible action to approve the mural design presented by Astor Park Neighborhood Association to be placed on the east wall of the S. Monroe and E. Mason Street underpass.
3. Consideration with possible action to select a finalist for the Alley Transformation Project from the redeveloped designs for the new location at 112 N. Adams Street.

F. Informational.

1. Coordinator's Report and Project Updates.
2. Next Meeting: August 26, 2020.

G. Adjournment.

- 1) THIS MEETING IS RECORDED: THE VIDEO OF THIS MEETING AND MINUTES ARE AVAILABLE ONLINE AT www.greenbaywi.gov
- 2) ACCESSIBILITY: Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 3) QUORUM: Please take notice that a majority or quorum of the Common Council will attend this Green Bay Public Arts Commission meeting and will constitute a meeting of the Common Council for purposes of discussion and information gathering relative to this agenda.
- 4) REPRESENTATION: The party requesting the communication, or their representative, should be present at this meeting.

Virtual Meeting Instructions



Public Arts Commission for 7-22-20

Zoom Meeting Information

Join Zoom Meeting

<https://us02web.zoom.us/j/82966200148?pwd=UitPemc5NjVYSW4vWkg5M0h0ajdnUT09>

Meeting ID: 829 6620 0148

Password: 908910

One tap mobile

+19292056099,,82966200148#,,1#,908910# US (New York)

+13017158592,,82966200148#,,1#,908910# US (Germantown)

Dial by your location

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

Meeting ID: 829 6620 0148

Password: 908910

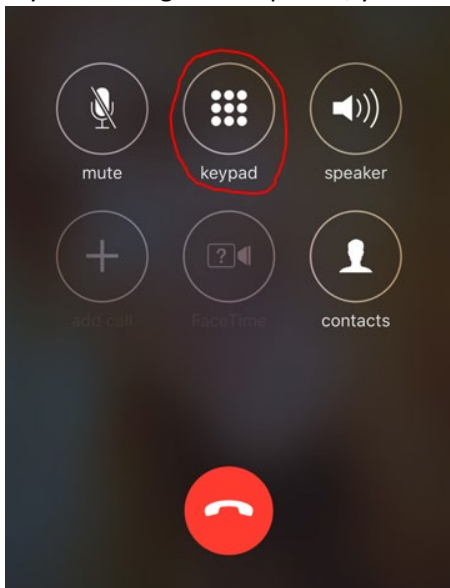
Find your local number: <https://us02web.zoom.us/j/82966200148?pwd=UitPemc5NjVYSW4vWkg5M0h0ajdnUT09>

Additional Information

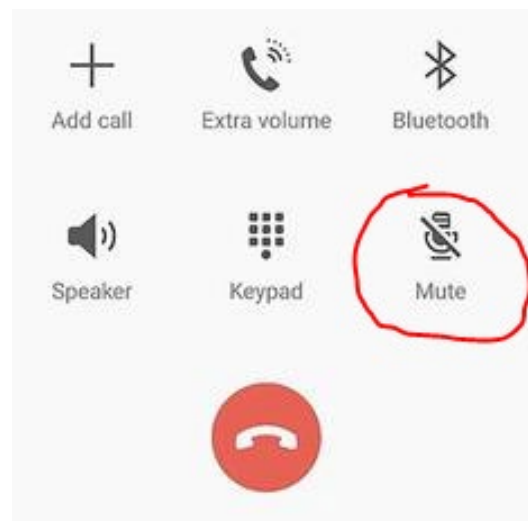
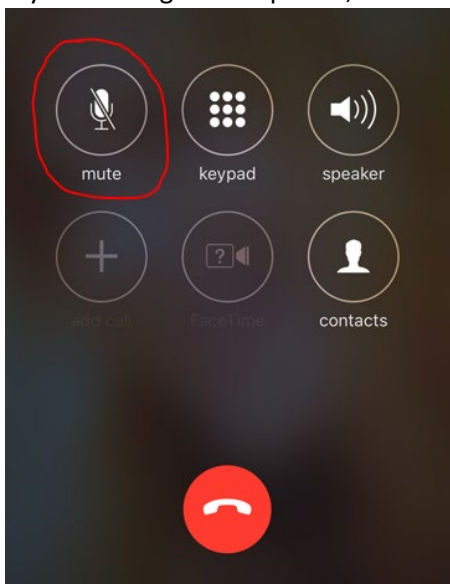
1. Wisconsin Open Meetings Law still applies
 - a. Persons interested in speaking to an item must give their name and address
 - b. Committee/Commission/Board members will still follow *Roberts Rules of Order*
2. All zoom meetings will have a password in the instructions. Please enter when prompted.
3. Please log into the Zoom meeting 10 minutes before the meeting starts to ensure proper technology is working.
 - a. If you are a Board Member, please log into [CivicClerk](#) with a computer, laptop, or tablet device.
4. Once you are in the meeting please mute yourselves.
 - a. You may unmute yourself when you are called upon to speak.
5. Waiting room
 - a. When you call in, all callers/participants will be placed in a “waiting room.”
 - b. Persons on the agenda will be admitted to the meeting, and then once the item is concluded, the host will permanently mute you from the meeting (you can still hear the meeting).
6. Using Zoom with a tablet or computer
 - a. Tablet—you will be asked to sign in. Download the app either with the Apple Store or the Play Store
 - b. Computer—you will be asked to sign in. You may download the app or click on the link to open Zoom in your browser.
7. Registering
 - a. The host may ask you to register for the meeting. A registration link will be sent to you along with the invite. You’ll receive another email confirming that you’re registered for the meeting.
 - b. If you’re using a phone, your registration will still be tied to an email.
8. Raising your hand
 - a. Committee members—you can either use CivicClerk and request to speak or you can “raise your hand” in the zoom meeting (you’d need to use a computer or tablet) to let the host know you’d like to speak. You can also un-mute yourselves and start speaking.
 - b. Persons on the agenda—you can “raise your hand” but you’d need to use a computer. You will be allowed to speak, per Wisconsin Open Meetings Rules, once the committee has “opened the floor for interested parties to speak.” Once the committee is finished with your agenda item, the host will mute you permanently, unless the committee opens the floor again.
9. What devices should I use?
 - a. Smart phone (please see more detailed instructions on page 3)
 - b. Land line
 - c. Tablet—well in advance of the meeting, please download the Zoom Meeting app before you join a meeting by using either the Apple Store or the Play Store. You will be asked to input your name, thus identifying you for the meeting. You’ll also be asked to verify your email.
 - d. Computer—well in advance of the meeting, please download the Zoom Meeting app, but you can also click on a link to open the Zoom Meeting in your browser. You will be asked to input your name, thus identifying you for the meeting.
 - e. For tablet and computer users—if you download the app you will be asked to verify your email.
10. Zoom etiquette
 - a. Muting yourselves when you’re not talking will prevent your background noise from interfering with others’ ability to listen to and participate in the meeting.
 - b. If you’re using a telephone, please identify yourself with your phone number and name before you speak. Zoom meeting hosts can see only your telephone number and will ask you to identify yourselves.
11. Closed session
 - a. Persons in the Zoom meeting will be put into a waiting room while the committee meets in Closed Session. Participants will be admitted back into the Zoom meeting once the committee reconvenes in Open Session.
 - b. Persons watching live on YouTube will see a gray screen with the City logo during closed session.
12. Persons interested in listening to the meeting can go to www.youtube.com/CityofGreenBay

Calling into the Zoom meeting using a smartphone

1. Dial the phone number listed at the beginning of this document.
2. When prompted, enter the Meeting ID number followed by #
 - a. If you're using a smartphone, you can access the keypad by clicking "Keypad" on your screen



3. Once you are in the meeting, notify the meeting host that you are in and state your name.
4. If you do not need to talk, please make sure your phone is on **Mute**
 - a. If you're using a smartphone, look at your screen and click the Mute button



- b. If you're using a computer, you should see a Mute button in the Zoom application





MINUTES OF THE GREEN BAY PUBLIC ARTS COMMISSION

WEDNESDAY, APRIL 22, 2020, 8:00 AM

Telephonic Meeting

public may also view at

www.youtube.com/CityOfGreenBay

A. VIRTUAL MEETING INFORMATION

I. Please find information to join this meeting via Zoom along with instructions.

B. ROLL CALL.

I. Members: Kelli Strickland - Chair, Alex Zacarias - Vice-Chair, Ald. Randy Scannell, Matt Buchanan and Kent Hutchison

Present: Matt Buchanan, Kent Hutchison, Kelli Strickland, and Alex Zacarias, Excused: Randy Scannell

2. Liaison Representatives: Beth Lemke from Neville Museum, Paul Grall from Civic Symphony and Matt Vanden Boomen from Imperial Supplies.

Present: Beth Lemke, Paul Grall, and Matt Vanden Boomen

C. APPROVAL OF THE AGENDA.

I. Approval of the agenda for the April 22, 2020, meeting of the Green Bay Public Arts Commission.

Moved by Kent Hutchison, seconded by Matt Buchanan to approve the agenda. Motion carried.
Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Kelli Strickland, No- None, Abstain- None

D. APPROVAL OF MINUTES.

I. Approval of the minutes from the January 22, 2020, meeting of the Green Bay Public Arts Commission.

Moved by Alex Zacarias, seconded by Kent Hutchison to approve the minutes. Motion carried.
Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Kelli Strickland, No- None, Abstain- None

E. REGULAR BUSINESS.

I. Consideration with possible action to determine whether to allow the current applicants for the Alley Transformation Project to alter their designs for the Bodart location to adhere to updated alley guidelines and/or proceed in finding a new alley to house one of the proposed designs as currently presented.

Moved by Kent Hutchison, seconded by Alex Zacarias to open the floor for discussion. Motion carried.

Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Kelli Strickland, No- None, Abstain- None

Moved by Alex Zacarias, seconded by Kent Hutchison to close the floor for discussion. Motion carried.

Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Kelli Strickland, No- None, Abstain- None

Moved by Matt Buchanan, seconded by Alex Zacarias to defer a decision for two weeks while staff investigates additional alley locations. Motion carried.

Yes- Alex Zacarias, Matt Buchanan, Kelli Strickland, No- None, Abstain- Kent Hutchison

F. INFORMATIONAL.

I. Chairperson's Report and Project Updates.

Kelli Strickland provided the Chairperson's Report and Project Updates.

2. Coordinator's Report and Project Updates.

Laura Schley presented the Coordinator's Report and Project Updates.

3. Financial Report.

Laura Schley presented the Financial Report.

4. Next meeting: Wednesday, May 27, 2020.

Discussion occurred on a special meeting prior to May 27, 2020.

G. ADJOURNMENT.

Moved by Kent Hutchison, seconded by Matt Buchanan to adjourn. Motion carried.

Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Kelli Strickland, No- None, Abstain- None



Report to the
Public Arts Commission
of the City of Green Bay

MEETING DATE

July 22, 2020

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # E.1

Consideration with possible action on the selection of a project concept developed by staff to be located at Danz Park. The selected concept will then be developed into an RFP to find an artist to fabricate the art piece.

BACKGROUND

The Redevelopment Authority approved utilizing \$15,000 towards the creation of an art piece at Danz Park to coincide with additional site development. Project funds must be spent before November 2020. Department of Community and Economic Development(DCED) staff has worked with Parks, Recreation & Forestry staff to develop three different project options for this location.

Upon the GBPAC's approval of a concept, DCED and Parks staff will develop and release an RFP to find an artist to create the proposed project.

RECOMMENDATION

Staff is recommending the selection of one project to move forward in the RFP process.

FISCAL IMPACT

ATTACHMENTS

- I. Danz Park CDBG Beautification Options 1-3

Proposed CDBG Beautification Project	Project Option #	Available Funds
Artistic Seating	I	\$15,000

Project Overview

Project #I proposes the creation of unique and artistic seating to be placed within the center of the Danz Park 100 trees memorial.

The purpose of this project will be to provide a resting space for people to sit and become immersed within the 100 trees memorial. The artwork should have a focus on natural elements and trees.

Materials: Unlimited. Artists will be offered the opportunity to utilize a driftwood supply that the Parks Department has access to.

Duration of project: 5 - 10 years

Size Estimate: Footprint will measure roughly 4' x 8'

Project Inspiration

 Greenville Whisper Bench by Jim Gallucci	 Artist Unknown
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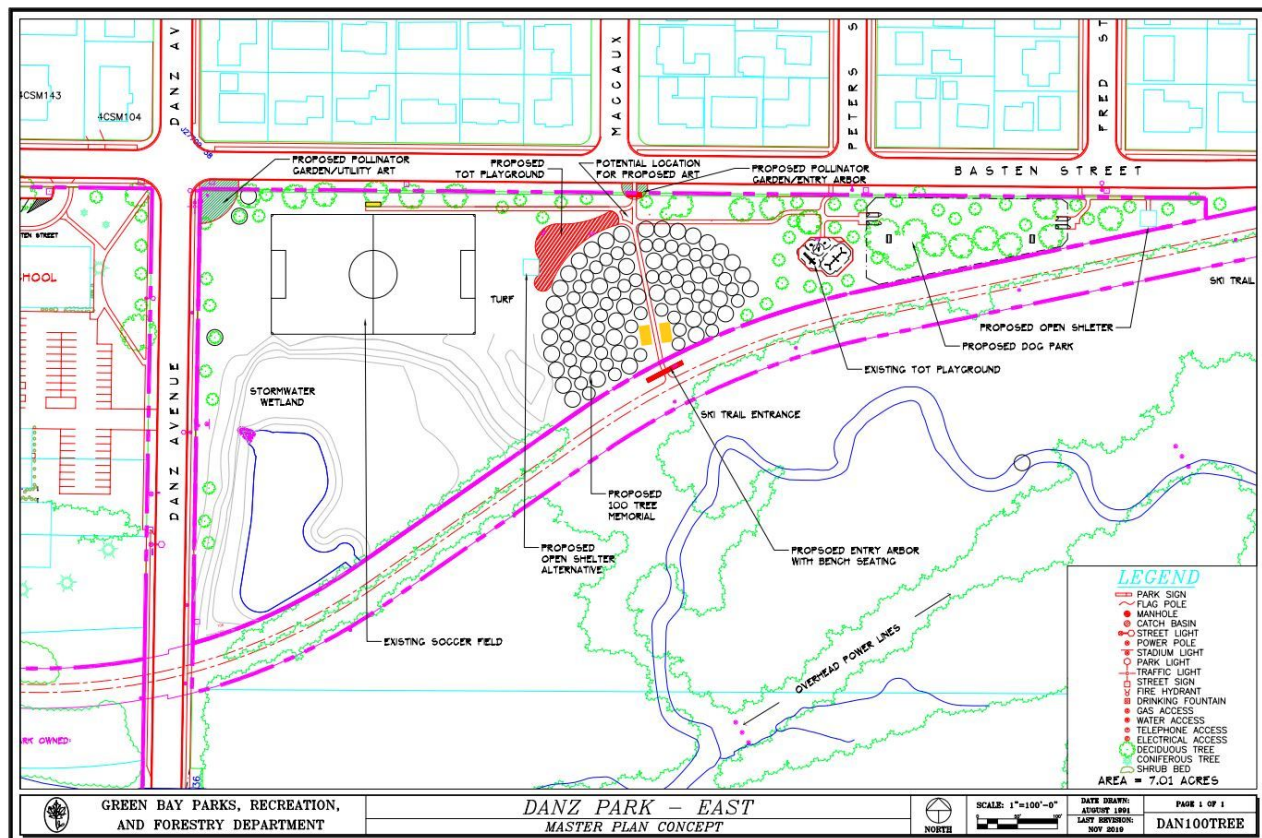


Untitled by Jeff Uitto



Looped In, created by ISA

Potential Location - (highlighted in yellow)



Proposed CDBG Beautification Project	Project Option #	Available Funds
Sculpture	2	\$15,000

Project Overview

Project #2 proposes the creation of a sculpture to be located at a pathway intersection on the north side of the park. The green space measuring roughly 20' x 20' will be visible from both Basten and Maccaux Street. The artwork should have a focus on natural elements and trees to function cohesively with the 100 Trees Memorial.

Materials: Unlimited. Artists will be offered the opportunity to utilize a driftwood supply that the Parks Department has access to.

Duration of project: 10+ years

Size: Must fit within 20' x 20' greenspace.

Project Inspiration

 Stinger by Casey Schachner	 Salmon by Travis Foreman
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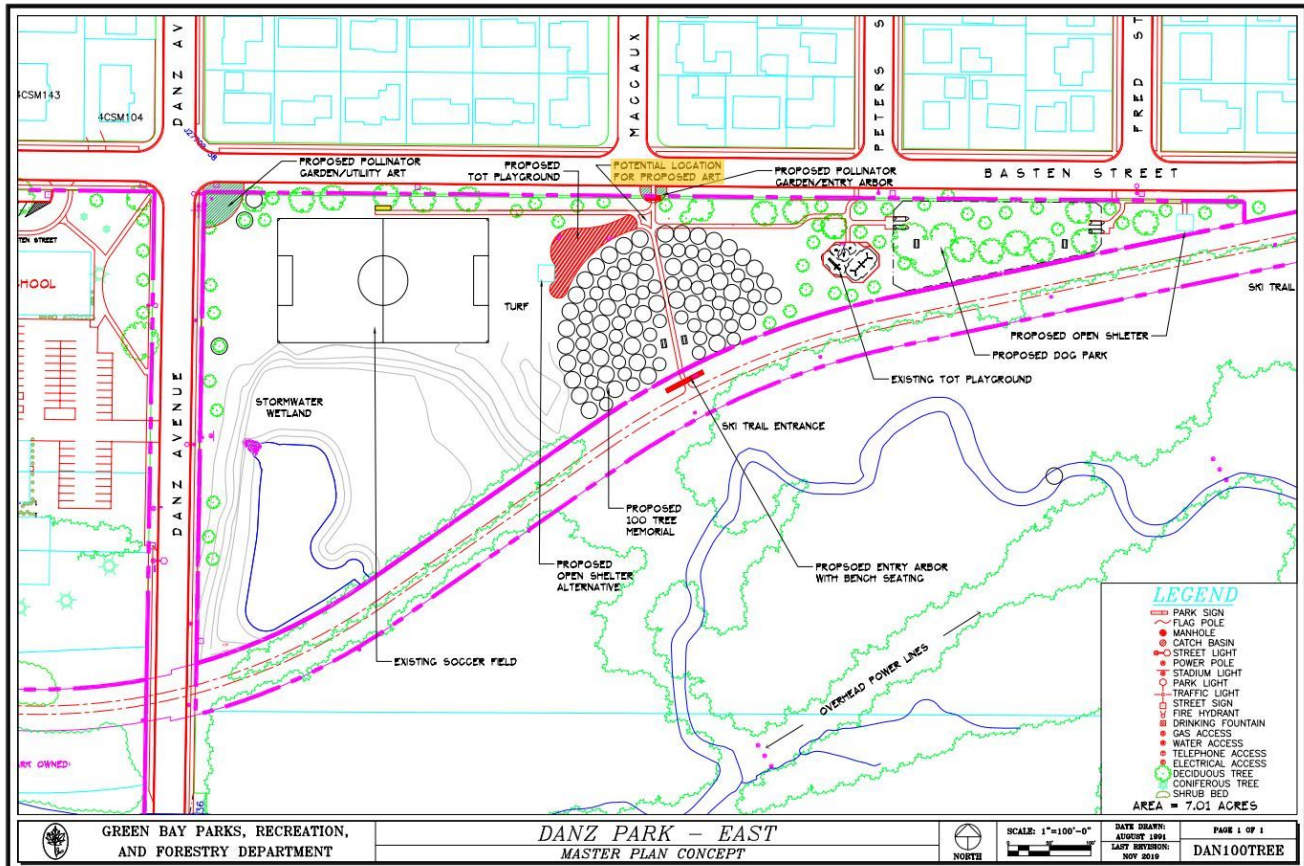


Symbiosis by Richard Herzog



Spectra by Scott Shubin

Potential Location - (highlighted in yellow)



Proposed CDBG Beautification Project

Project Option

Available Funds

Sculptural Entryway/Gateway

3

\$15,000

Project Overview

Project #3 proposes the creation of a sculptural entryway to be located on the south side of park facing the Fox River Trail.

The purpose of this project will be to signify the “entrance” into the 100 Tree Memorial. take an ordinary overlooked space within Green Bay and transform it into something unique and interesting. Project materials are essentially limitless, but should have a focus on natural elements and trees to function cohesively with the 100 Trees Memorial.

Materials: Unlimited. Artists will be offered the opportunity to utilize a driftwood supply that the Parks Department has access to.

Duration of project: 5 – 10+ years

Size Estimate: Varies but must have a walkable area of at least 36” wide and if overhead elements are created must have a clearance of at least 90” tall.

Project Inspiration



Digital Archway by Jim Gallucci



Arbor Winds by Catherine Widgery



Gateway by Jaakko Pernu



Tory's Comet by Harry Gordon

Potential Location - (highlighted in yellow)

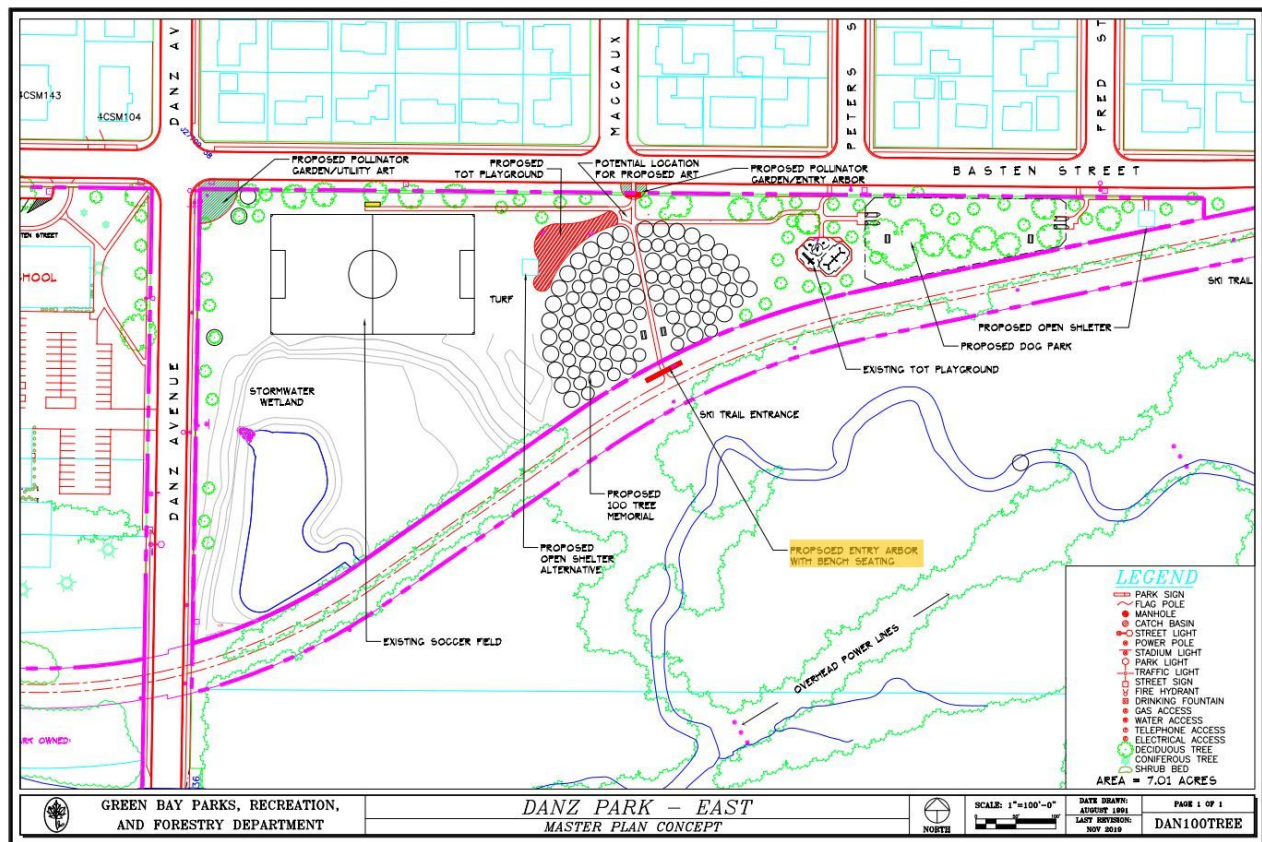


Photo of Parks Department driftwood supply





Report to the
Public Arts Commission
of the City of Green Bay

MEETING DATE

July 22, 2020

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # E.2

Consideration with possible action to approve the mural design presented by Astor Park Neighborhood Association to be placed on the east wall of the S. Monroe and E. Mason Street underpass.

BACKGROUND

The Astor Park Neighborhood Association (ANA) is commissioning the creation of a mural on the east side of the Mason Street underpass on S. Monroe Street. The goal of the ANA is to create public art that conveys a piece of the story of Green Bay's history while welcoming all to the neighborhood that the pass adjoins. The ANA requested the piece represent the values and traditions of the community and celebrate its history.

The Mason Street underpass is the property of the Department of Public Works (DPW). DPW is requesting design approval from the GBPAC prior to allowing the artwork to be placed.

RECOMMENDATION

Staff is recommending approval of the Astor Park Neighborhood Association mural design proposed for the east wall of the Mason Street underpass on S. Monroe Street.

FISCAL IMPACT

ATTACHMENTS

- I. Astor Neighborhood Association Mural Design Proposal

East wall of South Monroe and East Mason underpass currently.



Mural design proposed for the east wall of South Monroe and East Mason underpass.



'Foxtrot'

This mural design features a large 'Welcome to Astor' message along with a fox walking towards the neighborhood. The design highlights and promotes the name and brand of Astor, references local wildlife, the Fox River, fur trading, and celebrates our resilience in winter.



Report to the
Public Arts Commission
of the City of Green Bay

MEETING DATE

July 22, 2020

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # E.3

Consideration with possible action to select a finalist for the Alley Transformation Project from the redeveloped designs for the new location at 112 N. Adams Street.

BACKGROUND

The Alleyway Transformation Project was initially slated to be installed within an alley on Bodart Street. Due to updated site requirements, a new location was required.

The new project site is located within the greenspace between 112 N. Adams Street and 305 E. Walnut Street within the Downtown Historic District. New site requirements developed by Department of Community & Economic Development staff, Public Works staff, Wisconsin Public Service, and the property owner. Artists were updated with the new site requirements and invited to redesign their proposals for the new space.

Five options were resubmitted and the Landmarks Commission reviewed these during their July 13, 2020, meeting. The Landmarks Commission approved of the project as a concept with the provision that nothing be attached to either building. Landmarks Commission determined that options A, C, & D had no impact on the buildings while options B & E presented some negative impacts to the buildings historic appearance and integrity. The Artists of options B & E were able to redevelop their designs to adhere to the Landmarks Commissions provision.

RECOMMENDATION

Staff is recommending the selection of one project be awarded the Alleyway Transformation Project.

FISCAL IMPACT

ATTACHMENTS

1. Updated Alleyway Site Specs - Adams Street
2. Certificate of Appropriateness (COA 20-18), Approval Letter
3. Concept A: Salva-Jelly Bloom
4. Concept B: The Beat of Green Bay
5. Concept C: Wish Walk
6. Concept D: Lift Off
7. Concept E: The Urban Garden
8. Original Alleyway Transformation RFP - Bodart Street

Updated Alley Transformation Site Specs - Adams Street

The new site is located within one of Green Bay's historical districts situated at the property of 112 N. Adams St. between the buildings of 112 N. Adams St. and 305 E. Walnut St. Below is a brief background on the history of these buildings along with some unique architectural characteristics.

108-112 N. Adams: The darker-red brick building.

Wisconsin Telephone Co. (1904/1922)

Built in 1904, this Romanesque-inspired building was purpose-built as the Wisconsin Telephone Company's office and exchange and served in that capacity for well over four decades. The symmetric front façade is the product of an addition constructed in 1922 and executed to show no obvious evidence that the building was once significantly narrower.

The south façade (facing the greenspace), which was added as part of the 1922 alterations, is finished in much the same way as the building's front, with a center section of four arched windows in the first story, a cornice, five rectangular windows in the second story, brick dentils, and parapet. At the left and right ends of the south façade are solid vertical paneled brick walls, each with a rectangle of brick relief work with small limestone blocks at the corners.

Major additions were constructed in 1912, 1922, 1931, and 1947; some of which are visible only from the alley and rear parking lots. These additions closely follow the style of the original portion of the building.

305 E. Walnut : The cream-brick building.

Northern Building (1930)

Please note: It is advised that nothing be attached to this building. The below description is simply for providing further context to the area. If you wish to attach work to this building, please reach out the Laura Schley first to discuss.

Constructed for the Northern Finance Company, this building was designed by the Foeller, Schober, and Berners firm and constructed by the Selmer Company. At six stories in height, this is one of Green Bay's few historic examples of a large office building, and its Art Deco style is one of the city's most elaborate with regard to details and material quality. This commercial office building once had a high concentration of insurance agents, lawyers, physicians, dentists, and real estate professionals. The building underwent renovations in 1994 to become government offices for Brown County, but a high degree of exterior design integrity has been maintained.

The north façade (facing the greenspace) is brick. Most of the windows openings on the north façade have been filled with brick, but the bay closest to N. Adams Street retains two windows per floor in the second through sixth floors. All upper-story windows have been replaced with modern 1/1 types.

Items to Consider when designing for the Space

- This is a walkway utilized by employees and patrons. People must be able to move through the space easily. A minimum clearance of 80" high and 36" wide must be maintained throughout the walkway.
- Nothing should be built to fully block sight from the windows, and nothing should be built that can swing into and/or damage windows.
- These are historic buildings within a historic district. It is encouraged that artwork is designed to complement the historic qualities of the building. The Green Bay Landmarks Commission has advised that it is preferable any artwork be designed to be installed on independent footings within the greenspace. Any artwork designed to be installed on the facade of the building and/or roof must be properly anchored within the mortar joints and must not disturb or stain the brick. All designs are subject to review and approval from the Green Bay Landmarks Commission before final approval from the Green Bay Public Arts Commission.
- If artwork is designed to attach to the wall, it is encouraged that artwork only be attached to the red brick building (112 N. Adams).
- During the winter the east portion of this space is utilized for snow storage from the parking lot. It is recommended that the footprint of anything designed within the greenspace remain within the 24' x 24' area. See the last image for the highlighted area: **Aerial of Space (24 x 24 footprint highlighted).**
- No portion of the artwork may overhang or be constructed into the sidewalk.
- No paint may be applied to the walls. If a painting is proposed it must be attached to a canvas/artboard, or other such material and then mounted to the wall anchored into the mortar joints.
- Current plantings/landscaping can be altered.
- To contact the City of Green Bay's Historic Preservation Specialist for more information contact Jason Flatt at wjflatt@new.rr.com
- To contact the property owner for further information call or email Noel Halvorsen at noel@nwgreenbay.org or 920.448.3075.
- For additional site measurements or other questions please contact Laura Schley at laurasc@greenbaywi.gov or 920-574-7473(cell).

Front view of space (looking East)



Front Detail of space (looking East)



Side view of 112 N. Adams



Detail of ground treatment



Back view of space (looking West)



Aerial of Space (24 x 24 footprint highlighted)





City of Green Bay
Department of Community and Economic Development

July 15, 2020

Laura Schley
100 N Jefferson Street
Green Bay, WI 54301

Sent Via E-Mail (laurasc@greenbaywi.gov)

Re: Certificate of Appropriateness, Approval

Dear Applicant:

Please be informed that the City of Green Bay's Landmark Commission has approved the Certificate of Appropriateness (COA) for the proposed sculpture project at 112 N Adams Street, subject to the following condition:

I. No attachment to the building is allowed under this COA.

Please note that this approval expires one year from the date of this COA. If the project as described above has not been started by the above date, a new COA will be required. Any changes to the project should be reported to the Landmark Commission's staff prior to work being done. If substantial changes are proposed, a new COA may be required.

Any permits required for your project as required by the City's Municipal Code can now be applied for. For questions regarding building permits, please contact our Inspection Division at (920) 448-3300.

Sincerely,

Stephanie Hummel, AICP
Planner II

Project Title	Concept	Location
Salva-Jelly Bloom	A	112 N. Adams St.

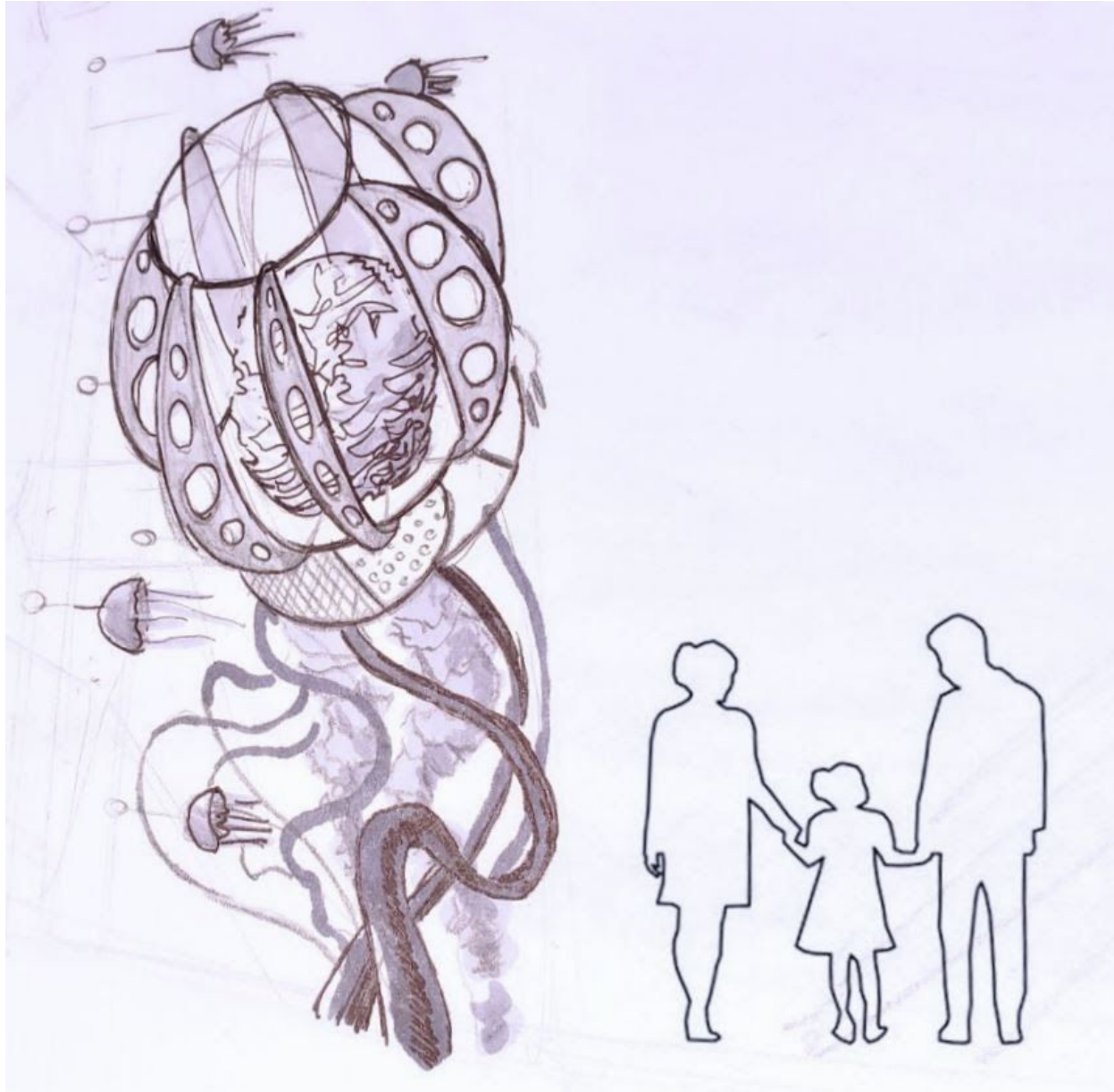
Project Description

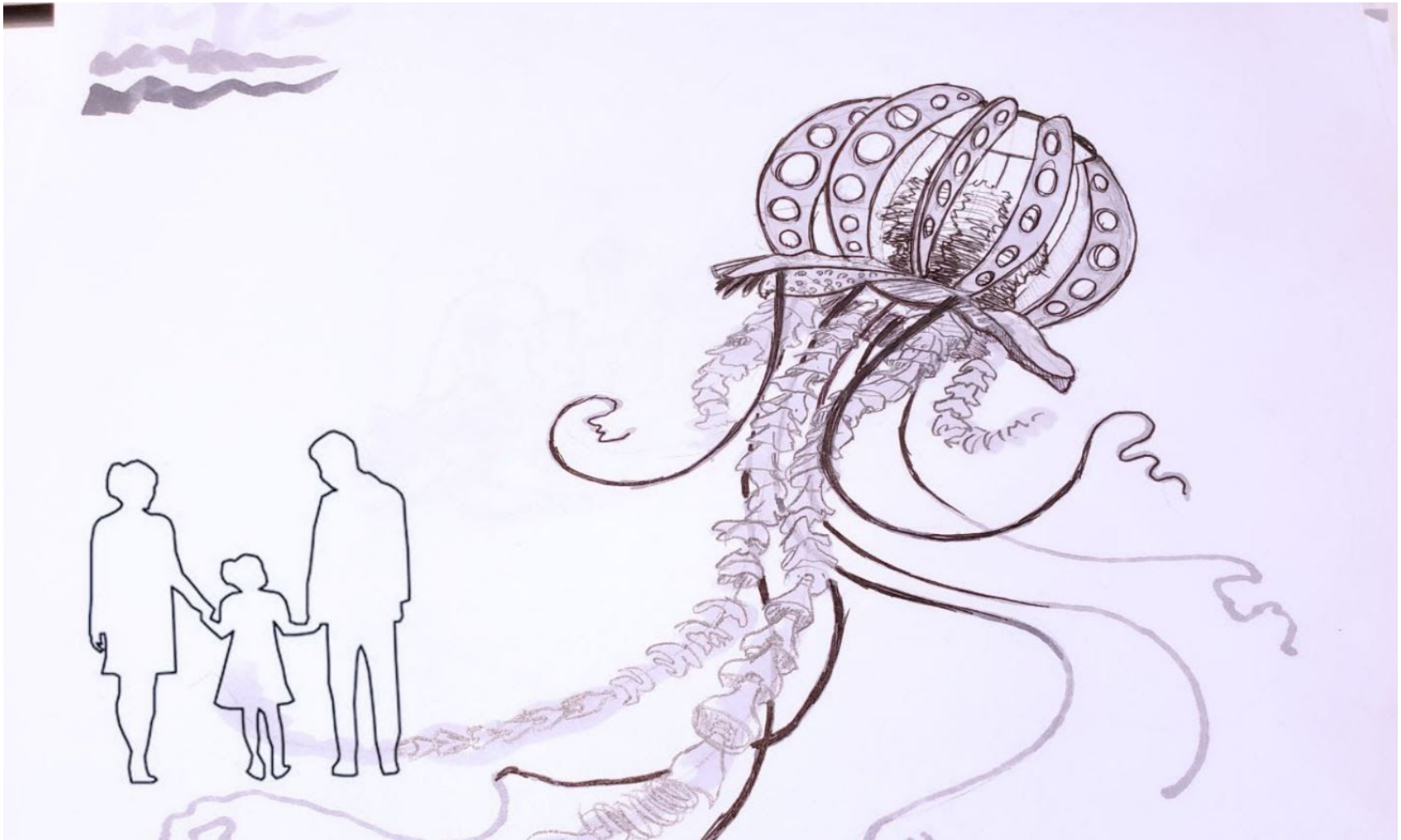
These are larger than life jellyfish and midwestern industrial-inspired creations. They will be made of several found and reclaimed objects, steel, wood, plastic, and recycled plastic bags and bottles. *I will light the pieces with solar-powered LEDs. The intent is that this becomes a youth & community engagement project where folks donate their discarded plastic and/or create their own jellyfish inspired creature out of reclaimed/recycled plastic elements to be hung along with the larger sculptures.

The sculpture will be roughly 20' in diameter by 24' long. It will be constructed of steel, up cycled plastic, wood and acrylic. The steel panels will be primed and finished in hammered metal and color-shifting enamel spray paints. The interior of the main spherical head or bell of the creatures will have a smaller central ball of plastic bags and bottles LED-lit from the inside and appear to glow and alternate in color. The long thin tentacles will have a light rigid core wrapped in foam tubing. **The long larger more floral in nature, oral arms or stingers, will be simulated with a combination of plastic bags and bottles strung and secured to long rods. These will also be LED-lit and appear to glow and alternate in color.

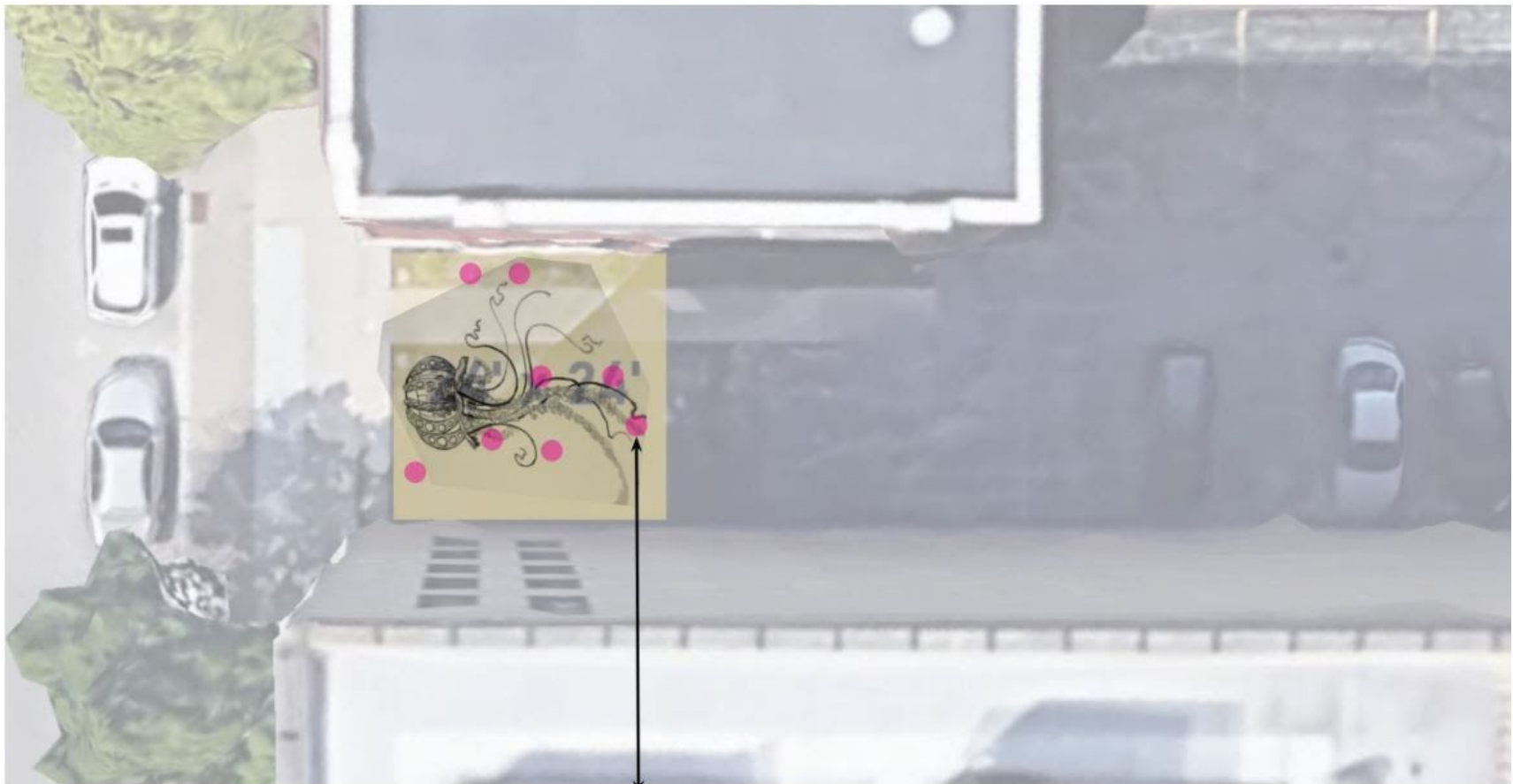
*Solar power, if possible to have a southern facing panel in the alley space with direct sunlight, otherwise I would request power by run to the space. The programming done will have an atomic clock-like element so that the lights will come on at dusk and go off around bar close or agreed-upon time.

**length & size will depend on plastic bag and bottle collection/donations.







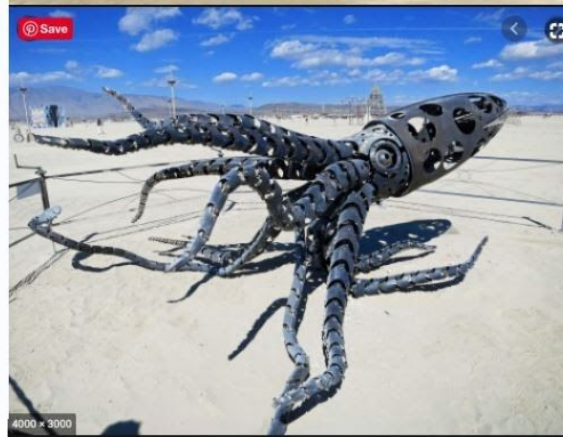


COMMUNITY ENGAGEMENT
 teams of students and/or community members can create a jellyfish out of reclaimed/recycled plastic for inclusion in the installation

INSPIRATION →



PLACEMENT & ENGAGEMENT



Proposed Budget

Source	Amount	Confirmed/Projected
Redevelopment Authority of Green Bay	\$27,000	Confirmed

Total Project Income

TOTAL INCOME	\$27,000
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(Please indicate via checkbox below if awarded funds will be used for the expense listed.)

PROJECT EXPENSES

Supplies/Materials	Amount	Check Off
Steel - cross members, tube, and rod	\$3000	
LEDs	\$1000	
Solar Panels	\$1200	
Batteries	\$2000	
Plywood	\$2000	
Finishes	\$1000	
Fasteners & Misc	\$250	
TOTAL		

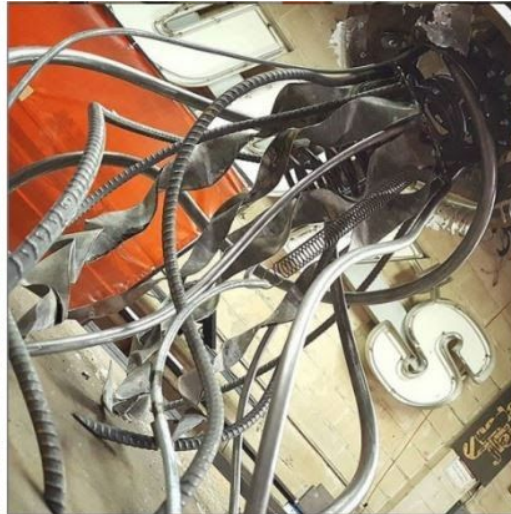
Services/Fees/Rentals	Amount	Check Off
LED engineering & programming	\$2300	
Lift rentals	\$1500	
Tube bending	\$500	
Truck rental	\$500	
Paid labor	\$1000	
Travel, Lodging & Meals	\$750	
TOTAL		

Artist Fees	Amount	Check Off
	\$10,000	
TOTAL	\$27,000	

Total Expenses must equal Total Income

TOTAL EXPENSES	\$27,000
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Previous Work



Project Title	Concept	Location
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The Beat of Green Bay

B

112 N. Adams St.

Project Description

An immersive installation that will truly get you and give you a unique interactive experience in sight and sound only the city can provide. This amazing and vibrant Green space project will catch your attention as you walk or drive down the city streets. The eye catching Art deco sculpture made of artistically manipulated metal peaks your curiosity. As you enter to investigate this sculpture you will see a docking station in the art deco inspired radio that you can put your cell phone in and by using a music App on it you make the Green space come alive with sound to listen to while you investigate more or just relax on a bench or picnic table to also view the Grand musical art mural. Maybe dance maybe sing or just take a selfie with this cool thing. After you have taken in all that you can make sure to grab your phone as you leave send out a tweet, Hashtag, or Instagram.

The proposed art piece is an interactive metal sculpture and musical themed mural that we feel will reach out to all citizens of Green Bay and the surrounding area. Our intention is that it will provide enjoyment, inspiration, and understanding of the true meaning of what new and exciting just around the corner of our beautiful little Big city of Green Bay.

The submission can follow any timeline the city requires with reasonable lead tie and open communication with the project lead person.





Proposed Budget

PROJECT INCOME Applicants may attach budget details **IN ADDITION** to this template

Source	Amount	Confirmed/Projected
Redevelopment Authority of Green Bay	\$27,000.00	Confirmed
TOTAL INCOME	\$27,000.000	

(Please indicate via checkbox below if awarded funds will be used for the expense listed.)

PROJECT EXPENSES	Amount	Check Off
Supplies/Materials		
See Attachment A - Alleyway Project Mural Budget	\$5,155.00	yes
See Attachment B - SKT Quote	\$6,871.00	yes
Material Contingency 5% of budget	\$1,350.00	yes
TOTAL	\$13,376	
Services/Fees/Rentals	Amount	Check Off
Sandblast and paint (Quality Sandblasting)	\$1,000	yes
Transportation of sculpture	\$1,000	yes
Crane service (Barlament Erection Crane Rentals) \$150.00 HR X 2	\$300	yes
Concrete footing and slab	\$3000	yes
Contingency 5% of budget	\$1,350	yes
TOTAL	\$6650	
Artist Fees	Amount	Check Off
Team Progressive Cord - Art Design	\$3,974	yes
Project Management	\$3,000	yes
TOTAL	\$6,974	

Total Expenses must equal Total Income

TOTAL EXPENSES	\$27,000	
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ATTACHMENT "A"
Alleyway Project Mural Budget

Paint-13 gallons exterior acrylic @ \$50 per gallon	\$ 650
Sealant-3 gallons @ \$42 per gallon	\$ 126
Artist Fees	
wash/scrape wall (1 week approx)@\$30/hr	\$1,200
painting labor-8 hr days (2 wks approx)@\$35/hr	\$2,800
errands to purchase supplies	\$ 50
Extra hands- helper's labor (approx)- @\$10/hr	\$ 120
Commuting Fuel-15 days approx=360 miles round trip(20 gallons)	\$ 25
Supplies	
Paint Trays (6)	\$ 10
Tape (6 large rolls)	\$ 26
Brushes- (24 pack of foam), 6 (4" natural brushes)	\$ 51
-use of personal small brushes	\$ 20
Plastic Drop Cloth	\$ 20
Roller Heads (9)	\$ 23
Paint Rollers	
Tele-handle 2 @ \$13 each	\$ 26
Short 2@ \$4 each	<u>\$ 8</u>
Total	\$5,155

S.K.T.**DESIGN &
MANUFACTURING****Quotation**

Company Address
1783 Grant St. DE PERE, WI 54115
(920)632-3594

Date 7/15/2020
Quotation # 1234
Customer ID sculpture

Quotation For
Jerome Brunette
Art Work
AlleyWay Transformation Project GreenBay, WI 54302
xxx-xxxx

Quotation valid until: 9/29/2020
Prepared by: Kory

Comments or Special Instructions

Quotation For potential work

Salesperson	P.O. Number	Ship Date	F.O.B. Point	Terms
Kory	ART 123	Quote		Due on receipt

Quantity	Description	Unit Price	Taxable?	Amount
5	4x2x3/16 wall a 500 rectangle steel tube	\$ 164.00	Yes	\$ 820.00
3	3/4" x #9 Expanded Metal Flat(A36) 1PC 48" X 96"	\$ 84.00	Yes	\$ 252.00
2	12ga mild steel sheet	\$ 220.00	Yes	\$ 440.00
1	3/4" THICK Plate. (A36) 1PC. 14" X 10"	\$ 100.00	Yes	\$ 100.00
1	1"x 4" 6061 Alum. Flat 1pc. 1FT	\$ 32.00	Yes	\$ 32.00
1	1/2"x 4" 6061 Alum. Flat 1pc. 1FT	\$ 17.00	Yes	\$ 17.00
1	12 ga. 304/L #4 finish 48 x 120	\$ 800.00	Yes	\$ 800.00
1	French horn	\$ 100.00		\$ 100.00
1	Misc. Hardware (Anchor bolts, Nuts & Bolts)	\$ 150.00	Yes	\$ 150.00
1	WELD WIRE: .035 70S-6 30 LB SPOOL	\$ 60.00	Yes	\$ 60.00
				\$ 2,771.00

LABOR	Description	HR. PRICE	Taxable?	AMOUNT
BURN	5 HRS CNC CUTTING	\$ 50.00		\$ 250.00
FORM	20 HRS ROLL &PRESS WORK	\$ 50.00		\$ 1,000.00
PREP	5 HRS MATERIAL HANDLING AND GRINDING	\$ 50.00		\$ 250.00
WELD	40 HRS	\$ 50.00		\$ 2,000.00
CLEAN	5 HRS BLENDING AND CLEAN OF WELD	\$ 50.00		\$ 250.00
MACH.	3.5 HRS MACHINING OF PARTS	\$ 100.00		\$ 350.00
SUBTOTAL				\$ 4,100.00
				\$ 6,871.00

Thank you for your business!

Previous Work

The Slice of Thought, Acrylic on canvas, 180' x 48'



Clean Planet, Acrylic paint, papier mache, bottles







Project Title	Concept	Location
Wish Walk	C	112 N. Adams St.

Project Description

I found inspiration in The Wizard of Oz as a unifying theme to bringing these elements together in a shared story of community that speaks to our current civic challenges. In a stay-at-home public health crisis, the concept of There's No Place Like Home, takes on new meaning. Culture and civic life add color to our world, but how can we take this moment to envision a more equitable and brighter future for the place we call home?

Wish Walk provides a parallel path to the sidewalk which currently exists in the parklet. It offers passersby the opportunity to choose between the ordinary or the extraordinary in their route forward, a nod to the possibility of imagination and inspiration which can be found in everyday life if you choose to look for it. The new additional pathway will be formed of yellow bricks, enhanced through the hopeful addition of leafy foliage grounding the installation in green and gold, symbolizing the city of Green Bay and idealized Emerald City-version of civic life.

The story of the Wizard of Oz details the characters journey to find the missing pieces required to make them whole. This moment of challenge and pause in everyday life offers a moment to dream and discover. As part of Wish Walk, I would like to work with the Green Bay Public Arts Commission to coordinate a community outreach campaign asking "What wishes do the citizens of Green Bay have for their city?" In a state of social distancing this would be done via a submission form on a dedicated project website, social media, or the greenbaywi.gov page.

Select submissions would be included in the installation design and painted on the yellow bricks, providing a way for visitors to view and discover the wishes of others and gather a sense of the collective community intentions. I am cheered by the particular thought of government employees traversing the space with these daily inspiring reminders of their constituents wishes serving to propel them forward in their work.

The main structure of the installation consists of a series of seven archways spanning the yellow-brick sidewalk. Together these arches represent each color beam of a rainbow. However, to compliment the historic nature of the surrounding building styles each steel archway will be coated with a palate will be pulled from art nouveau-inspired ROYGBIV hues.

Each colored archway will be anchored into the ground via concrete and rebar footing. A waterproof solar lighting panel will be installed at the exterior top of each archway. This piece will be connected to a weather resistant and commercial grade led light and motion sensor, installed on the underside of each archway. In the evenings the light will be activated via the motion sensor and illuminate the underside of the archway. Each light will correspond to the archway color, so that as people traverse underneath the arches they will leave a trail of colored light behind them.

Rainbows are a universal symbol of hope and equity. These deconstructed rainbow hues seek to communicate the value of inclusion within community. It is the diversity of people and experiences that give color to civic life, no matter how great the challenges ahead. Rainbows are a reward and appear at the end of rough weather. Wish Walk inspires hope for the Green Bay community that we can all discover our "Somewhere Over the Rainbow" together in the Emerald City they call home.

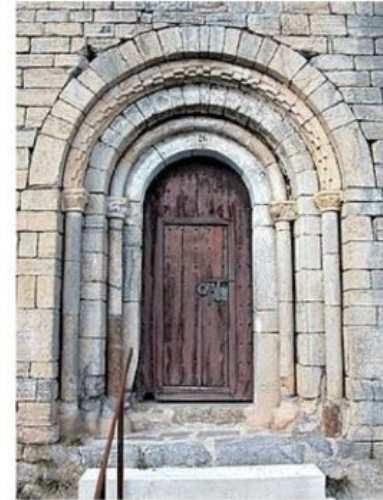
CONCEPT INSPIRATION



Architecture- I was struck by the varied building designs surrounding the installation site and considered the artwork and space between as a means to connect and compliment the diverse styles of each; 108 – 112 N. Adams Romanesque architectural style and 305 Walnut's Art Nouveau facades. **Arches remain an architectural feature of both Art Nouveau and Romanesque designs,** which inspired the gateway shapes. Additionally, **both buildings present brick facades,** which are reflected in the installation.

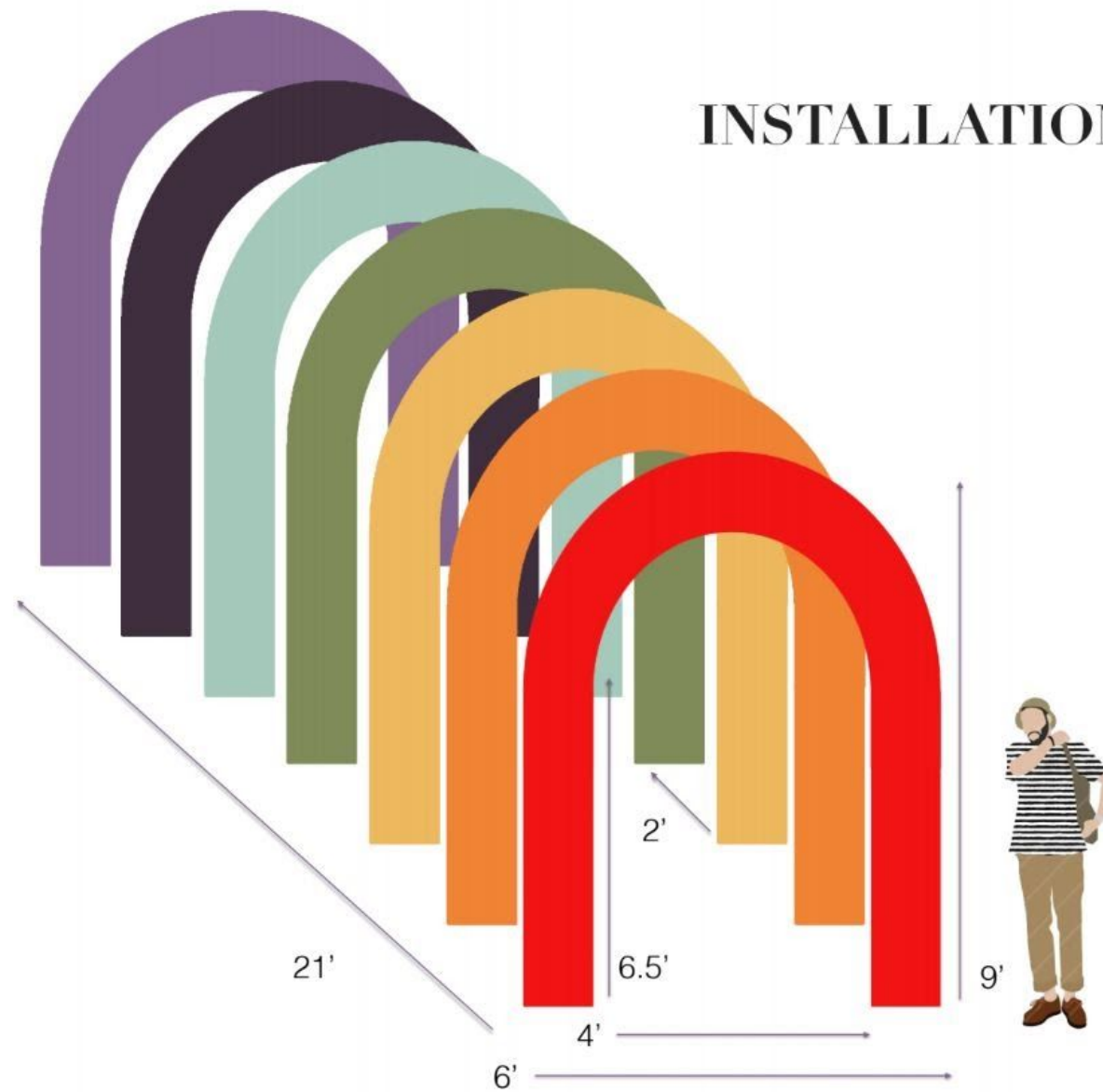
Color - Color plays an important part in the identify of Green Bay. **Green and Gold**, symbolizing community pride and sportsmanship, Blue for the Bay. Brown signifying the County division. I wanted the installation to utilize color, both within these literal references and as a figurative symbol of **equitable civic spaces.**

Communication – After learning that the 108-112 N. Adams served as the longtime home for the Wisconsin Telephone Company, I sought to bring a **sense of communication and storytelling** into the space. And with 305 Walnut serving as the office for government employees, I questioned how can art be used in a way to **give voice to community constituents** and share their stories.



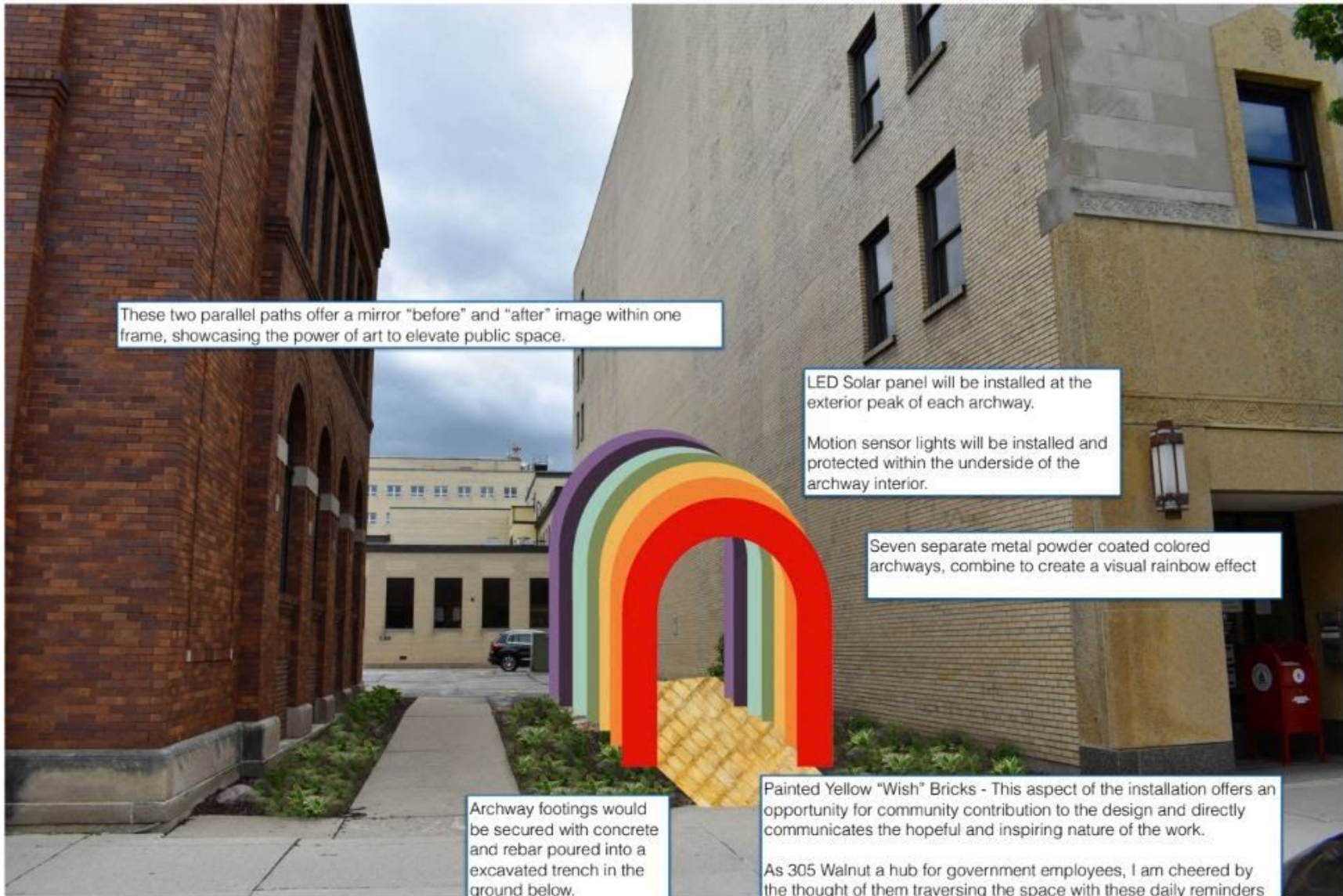


INSTALLATION ANATOMY





DAY VIEW



These two parallel paths offer a mirror "before" and "after" image within one frame, showcasing the power of art to elevate public space.

LED Solar panel will be installed at the exterior peak of each archway.

Motion sensor lights will be installed and protected within the underside of the archway interior.

Seven separate metal powder coated colored archways, combine to create a visual rainbow effect

Archway footings would be secured with concrete and rebar poured into a excavated trench in the ground below.

*Depth to be determined following structural engineering review.

Painted Yellow "Wish" Bricks - This aspect of the installation offers an opportunity for community contribution to the design and directly communicates the hopeful and inspiring nature of the work.

As 305 Walnut a hub for government employees, I am cheered by the thought of them traversing the space with these daily reminders of the wishes of their constituents serving to propel them forward in their work.

DAY VIEW

COURAGE



NIGHT FRONT VIEW- LIGHT ACTIVATION



NIGHT FRONT VIEW- FULL LIGHT PEOPLE

Proposed Budget

Source	Amount	Confirmed/Projected
Redevelopment Authority of Green Bay	\$27,000	Confirmed

Total Project Income

TOTAL INCOME	\$27,000
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(Please indicate via checkbox below if awarded funds will be used for the expense listed.)

PROJECT EXPENSES

Supplies/Materials	Amount	Check Off
Bricks	1,300	x
Commercial Grade Led Lighting / Sensors+ Solar Panels	3,000	x
Brick Paint + Painting Supplies	1,150	x
Metal + Materials	8,000	x
TOTAL	13,450	

Services/Fees/Rentals	Amount	Check Off
Brick Installation	1,500	x
Fabrication + Powder Coating	6,000	x
Installation Team, Travel + Accommodations	2,400	x
Community Outreach Project Website	250	x
Structural Engineer Installation Review	500	x
TOTAL	10,650	

Artist Fees	Amount	Check Off
Artist Fee	2,900	x
TOTAL	2,900	

Total Expenses must equal Total Income

TOTAL EXPENSES	27,000
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Burning Man, Black Rock City



Interactive Sculpture

CLOUD SWING

Cloud Swing is a series of swings suspended from glowing cloud structures, in which color and light are created as people engage with the artwork and swing through the air. If a swing is unoccupied, the cloud above it will emanate a steady white glow, which shines downward and illuminates the empty swing as an invitation to passersby. But when someone begins to swing, the transformation begins, and the white glow is replaced by vibrant colors that become more saturated as the swing moves faster. The goal is to provide nostalgic joy and connect participants to magic and wonder in everyday experiences.



Public Art

KARMA CALLS

Karma Calls revitalized decommissioned pay phone boxes with illuminated messages of happiness, hustle, and hope in an effort to encourage an aura or inspiration, action, and positivity in public space. The work elevates and beautifies obsolete urban infrastructure as an asset, visually showing the concept of karma: what you create in the world is what you receive in return.



Private Commission

MAJESTIC MOOSE

Majestic Moose is a site-specific installation which was created as an illuminated homage to the spirit of Canadian culture. This illuminated sculpture offered a vibrant and ambient glow with dynamic washes of color rotating from the interior of the Moose form.



Community Project

Bright, Alight

A reimagined oversized light bright, in which participants added to a community-created mural, with designs formed by custom-made LED lights that participants constructed on site and then added to the mural design.

Project Title	Concept	Location
Lift Off	D	112 N. Adams St.

Project Description

The alleyway on Adams Street is between two exquisite buildings that represent important periods of architecture, and it is a fantastic location to showcase a permanent public art installation in the city of Green Bay. I propose two free-standing sculptures that will complement the existing gardens and sit on either side of the serpentine walkway. The historic buildings will serve as their backdrops.

The pair of sculptures were conceived with the Art Deco and Romanesque elements of the environment in mind. Both will be fabricated from solid 1" aluminum and will be 4' in diameter at their bases. The sculpture closest to the cream-colored brick building will be 12' high. The sculpture closer to the alley sidewalk will be 8' high. While the design of both sculptures is similar, one will have a 3:1 ratio and the second will have a 2:1 ratio. Each is distinctly different, yet they are clearly a pair. The geometry is important given the architecture in the setting.

As was the case in my proposal for the original alleyway, the materials that I use will showcase the negative cut (or off-fall) from manufacturers in our region. Manufacturing is an important part of our community, and I include these pieces to pay homage to our vital manufacturing sector. The implementation of parts from northeastern Wisconsin manufacturers also solidifies the bridge between manufacturing and art.

The sculptures will be all aluminum and will be finished with a powder-coat. They will not rust and will hold their color for decades. While I am suggesting that the 12' sculpture will have a transparent aluminum finish with a metal-flake powder coat and that the 8' piece be red in color with a metal-flake powder coat (as the model shows), I am happy to discuss these choices with the HPC.

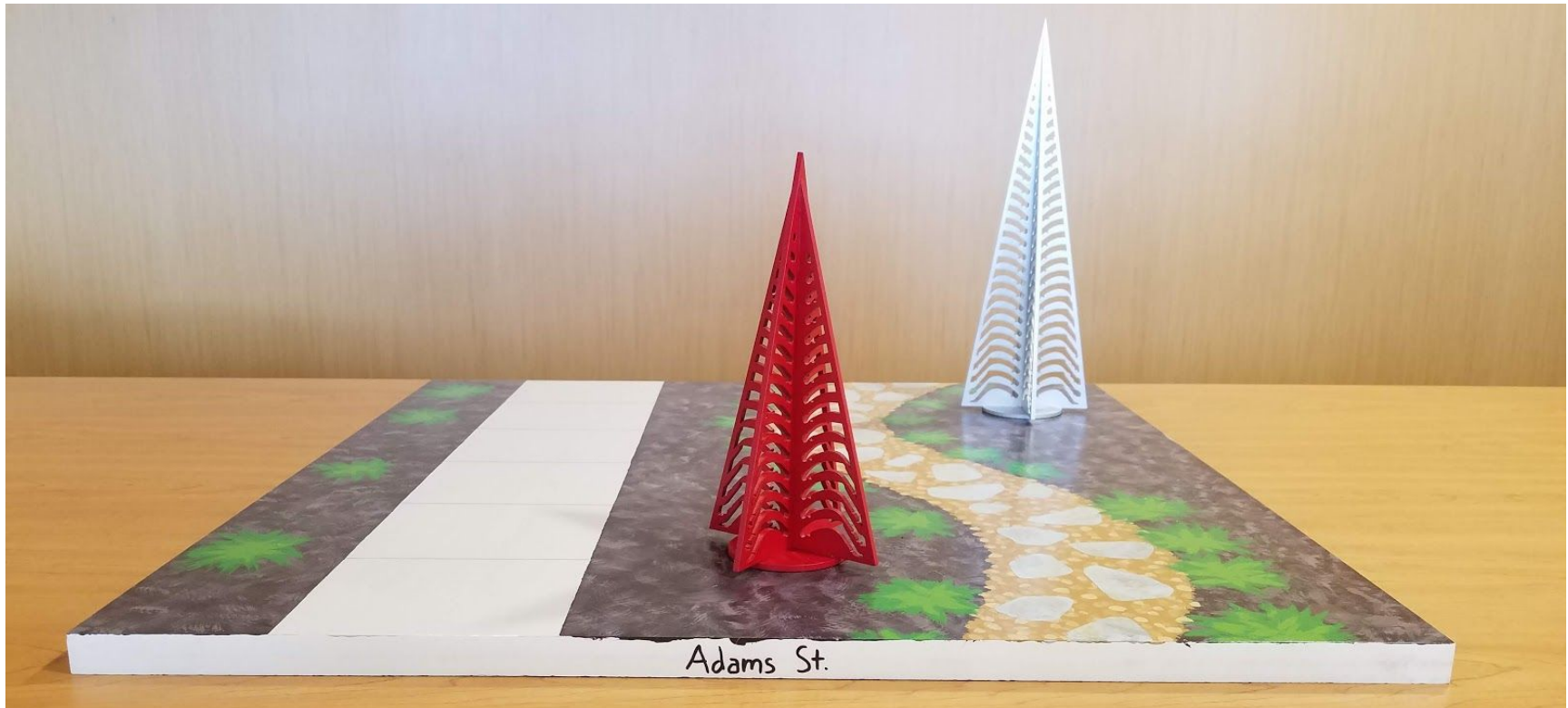
The installation will take two days. On the first day, two concrete footings will be poured, one for each sculpture. The footing will be below ground, so no concrete will be visible after the installation is complete. Three existing plants will need to be moved, but there is plenty of room to transplant those to the front corner of the garden.

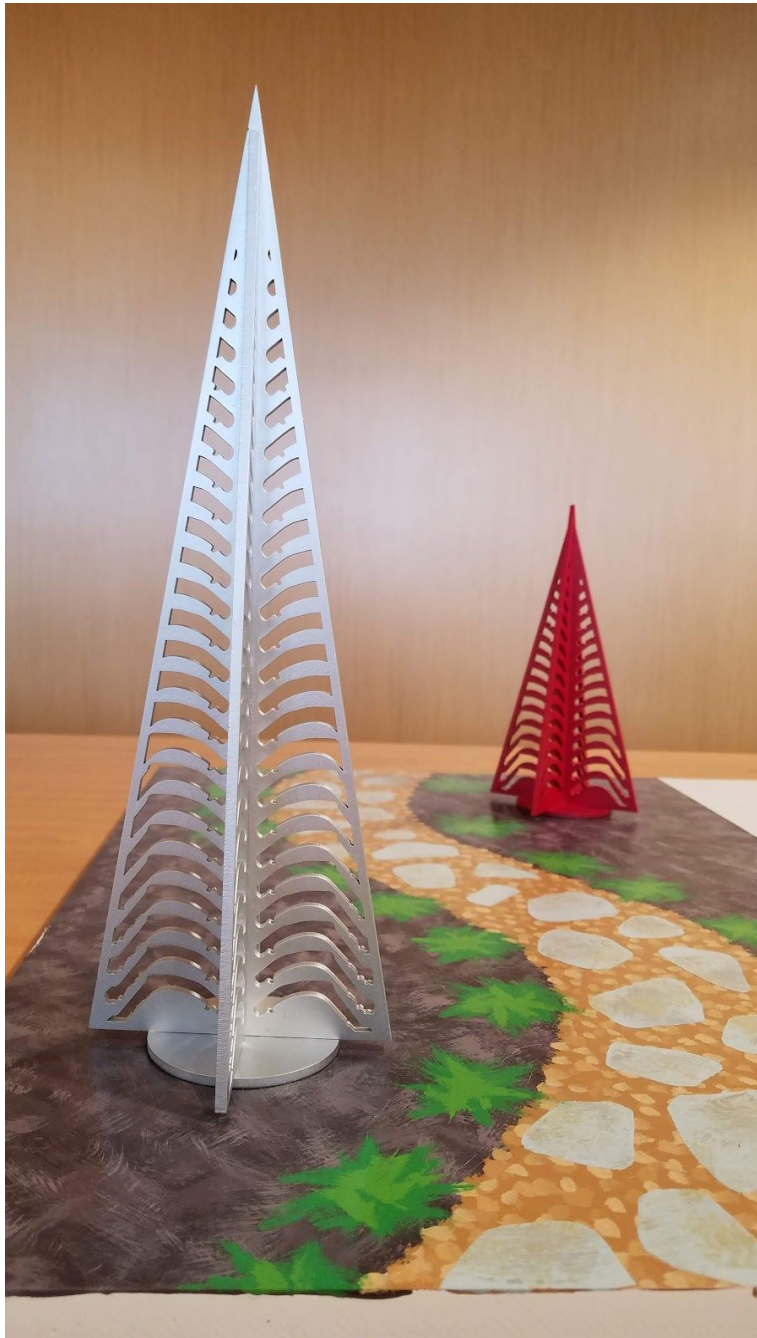
On the second day, the sculptures will be set into place. Each sculpture will have a 4" diameter tubular structure (post) that is approximately 18" long and is welded perpendicular to its base. The post will fit tightly into the receiver that is in the center of the concrete footing. Once it is set into place, the post will be below ground, anchored in the concrete.

While each sculpture is 48" wide at its base, the circular disk at its base is only 30" in diameter, leaving the "wings" of each sculpture hanging over the circular base by 9". Those wings will be floating 2" or 3" inches above the garden mulch surface.

I have constructed a similar piece of sculpture, and I am providing a photo of it for your review. That 12' sculpture sold for \$28,000. The cost of these two proposed sculptures combined would normally be \$45,000 and that does not include any fees for delivery or installation.

Project Photos







BUDGET TEMPLATE

APPLICANT NAME/PROJECT TITLE:

Rusty Wolfe "Lift off"

PROPOSED BUDGET FOR ALLEYWAY TRANSFORMATION PROJECT

PROJECT INCOME Applicants may attach budget details IN ADDITION to this template.

Source	Amount	Confirmed/Projected
Redevelopment Authority of Green Bay	\$27,000	Confirmed

Total Project Income

TOTAL INCOME	\$27,000
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*Please indicate source of funds in the "Source" column. If the funds are from a grant, please indicate the grant name in the "Source" column.

PROJECT EXPENSES

Supplies/Materials	Amount	Check Off
aluminum	8,000.00	✓
installation supplies, concrete	650.00	✓
powder coat	1,500.00	✓
TOTAL	10,150.00	

Services/Fees/Rentals	Amount	Check Off
Art assistant's fees	13,850.00	✓
two installation trips	1,800.00	✓
four men needed for Day 2		
TOTAL	15,650.00	

Artist fees	Amount	Check Off
First model, original alleyway	1,000.00	✓
second model, current alleyway	200.00	✓
TOTAL	1,200	
TOTAL		

Total Expenses must equal Total Income

TOTAL EXPENSES

27,000.00

Previous Work

Eye of the Storm, 2019. Stainless Steel, 12' x 10' x 6'
Site-specific commission
Stephenson National Bank, Marinette, WI



Menominee Perch, 2019. Stainless steel, mild steel, 11' x 16' x 7'
Public commission celebrating fishing culture
Menominee County Courthouse, Menominee, MI



In Flight, 1999. Steel, 40' x 9' x 10"
Site-specific commission for private collection
Nashville, TN



Pyramid, 2018. Steel, 8' x 5' x 2'
This piece was part of the GB Rotating Art Program and represents the
kinds of panels proposed for the alleyway project



Trio of Brown Trout, 2019. Mild steel, 10' x 10' x 10'
Public commission celebrating fishing culture
Menominee Marina, Menominee, MI



Project Title	Concept	Location
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The Urban Garden (An outdoor Art Exhibit)

E

112 N. Adams St.

Project Description

We are proposing to create an immersive art experience for the city of Green Bay by designing and creating an environment combining 2D and 3D art forms.

- We would be transforming a green space into a colorful area while creating a unique oasis in downtown Green Bay.
- It would be a whimsical and thought provoking outdoor art exhibit.
- Every piece in this design will compliment each other while keeping to a narrative of hope and new beginnings.

Our Mission is....

- To create an outdoor art exhibit that will merge our 2D and 3D mediums into one cohesive conceptual art experience.
- To create a thought provoking art display that focuses on the feeling of HOPE. Finding hope in unusual places.
- To create a usable, functional public space that will not only create a dialog about hope but also about art and it's importance in our local community while working within the locations limitations.
- To add beauty, interest and art to the down town area.

We are inspired by the colors & textures of urban landscape. We will pair those colors with contrasting vibrant colors. We will mix botanicals and graffiti along with decay and beauty to create an unexpected visual narrative of hope and new beginnings.

The Art will consist of:

- **8 Art Panels (Various Sizes).**

There would be 8 wall art panels. All installed with metal posts, free standing away from the walls.

(1) 8 foot X 4 foot panel on the north side/west.

(4) 2x3 foot on the north wall under the windows.

(3) 4x6 foot panels on the south side.

The photos will be printed on aluminum metal and secured to posts. The Panels will be UV protected and weatherized.

The art on the panels will be images of abandoned/forgotten locations that also have something beautiful/hopeful in them. These will help bring fourth the narrative of finding hope in hard times. There is beauty everywhere if you look for it. Holding onto hope for the future and embracing new beginnings

- **Butterflies.**

There will be over 100 butterflies. In groups running up metal bars that are secured in the ground. The butterflies will cascade off of the metal and will appear to be floating in the air and on the buildings. This will be done without actually touching the buildings. T

- **A 6 foot Hare**

Another symbol of the garden (although not always welcome) is the Hare, and in our exhibit there is a large gaunt Hare (5'5" high x 4' wide) in the middle of the garden. He is obviously struggling. The butterflies that surround him symbolize a transformation, a new beginning and hope for the future. He is constructed of rebar and metal, fiberglass and epoxy resin. And will be mounted in the middle of the garden.

Project Photos

Layout of Art Panels

They will be installed with posts. There would not be any contact with the brick/walls. The panels on the south wall may be horizontal, vertical or a combination of both. It will depend on the final image choices.



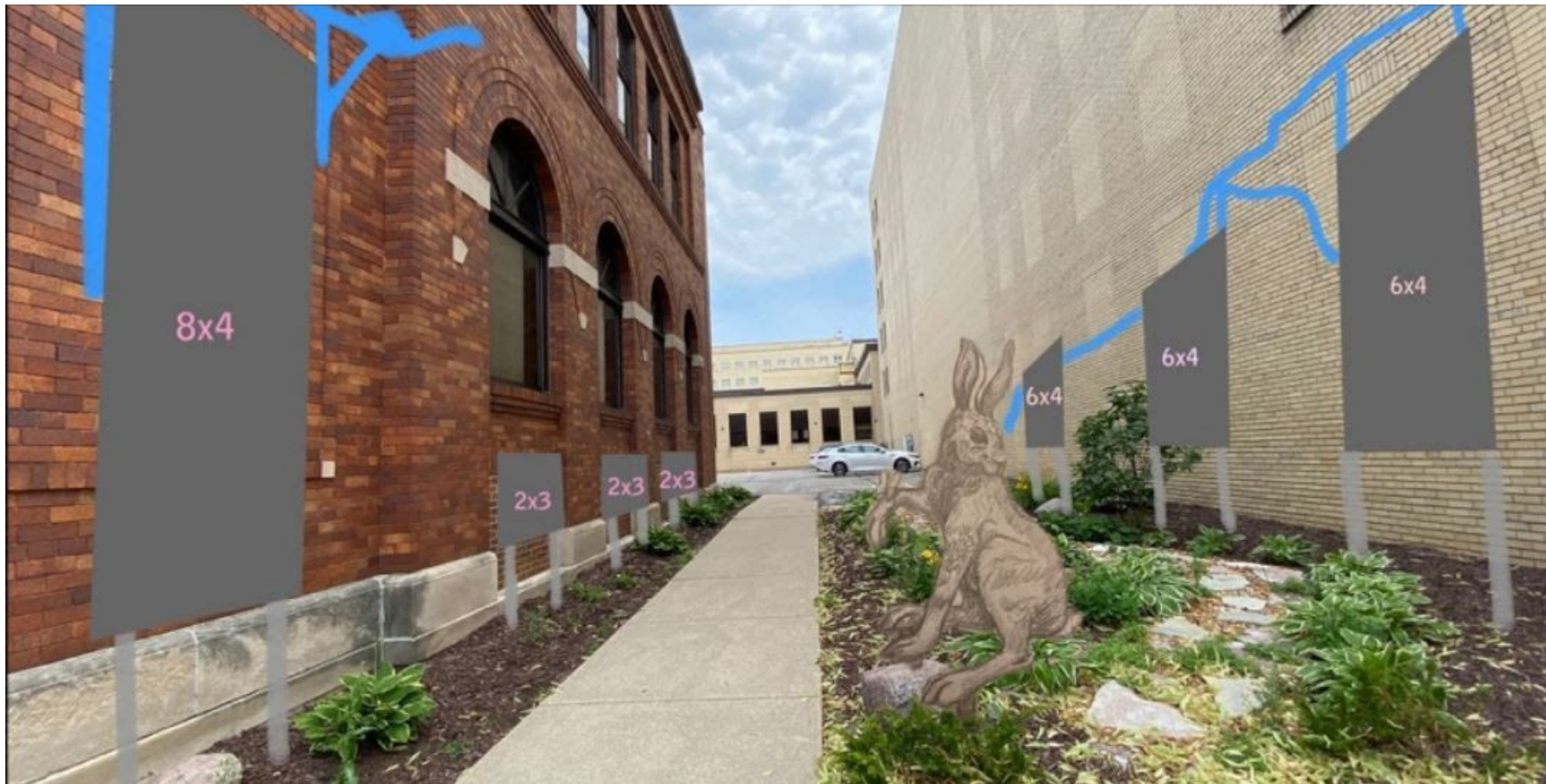
Layout of Panels and Hare

Note that the Hare is 5'5" high and 4 foot wide.



Layout of Art (Panels, Butterflies, Hare)

Note that the metal bars will not be visible. They will be covered in 12inch butterflies arranged in clusters cascading off of the bars. The blue lines represent the bars/butterfly clusters.



Layout of Panels, Butterflies and Botanicals

Yellow=Daisies & Wild Flowers, Pink= Echinacea purpurea & Liatris Red= Bleeding Hearts Purple= White Hydrangea Bushes, Blue=Blue Hostas



Layout of Panels, Butterflies, botanicals + Hare



Proposed Budget

Part 1 - Sculptures	Amount
Artist 1 Job Insurance	\$350
Supplies/Materials	
Fiberglass Resin	\$1,100
Fiberglass Cloth	\$950
Metal for sculptures	\$300
Apoxi/clay/resin	\$1,800
Paint/clear coat/varnish	\$850
Tools -scale/timer/scissors/tape/gloss	\$200
Safety Equipment - masks/gloves	\$85
Misc. -paint brushes/buckets/stir sticks/sprays/drop cloth	\$200
Installation Costs	
Metal rod and installment metal (also for panels)	\$892
Installment (lift rental and misc. screqs, tools, cement, anchoring tubes)	\$950
PART 1 TOTAL	\$7,677

Part 2 - Art Wall Panels	Amount
Artist 2 Job Insurance	\$350
Supplies/Materials	
Sample Prints for approval	\$150
Assistant fees	\$150
Abandoned/On location Shooting expenses	
Gas	\$100
Equipment Rental (90 macro lens)	\$50
Props for shoots	\$150
Art supplies (yupo paper/paint/ink/rubbing alhohol)	\$90
(3) 4'x6' Aluminum Panels Laminate UV and weather proofing overlay	\$1650
(1)4'x8' Panel Laminate UV and weather proofing overlay	\$700
(4) 2'x3' Panels Laminate UV and weather proving overlay	\$800
Frames (wood/paint/screws/tools.drop cloths/paint brushes)	\$600
PART 2 TOTAL	\$4,790

Part 1 (Sculptures) + Part 2 (Art Panels)	\$12,467
Botanicals	\$250
Artist Fees for Artist 1 and 2	\$14,283
PROJECT TOTAL	\$27,000

Previous Work



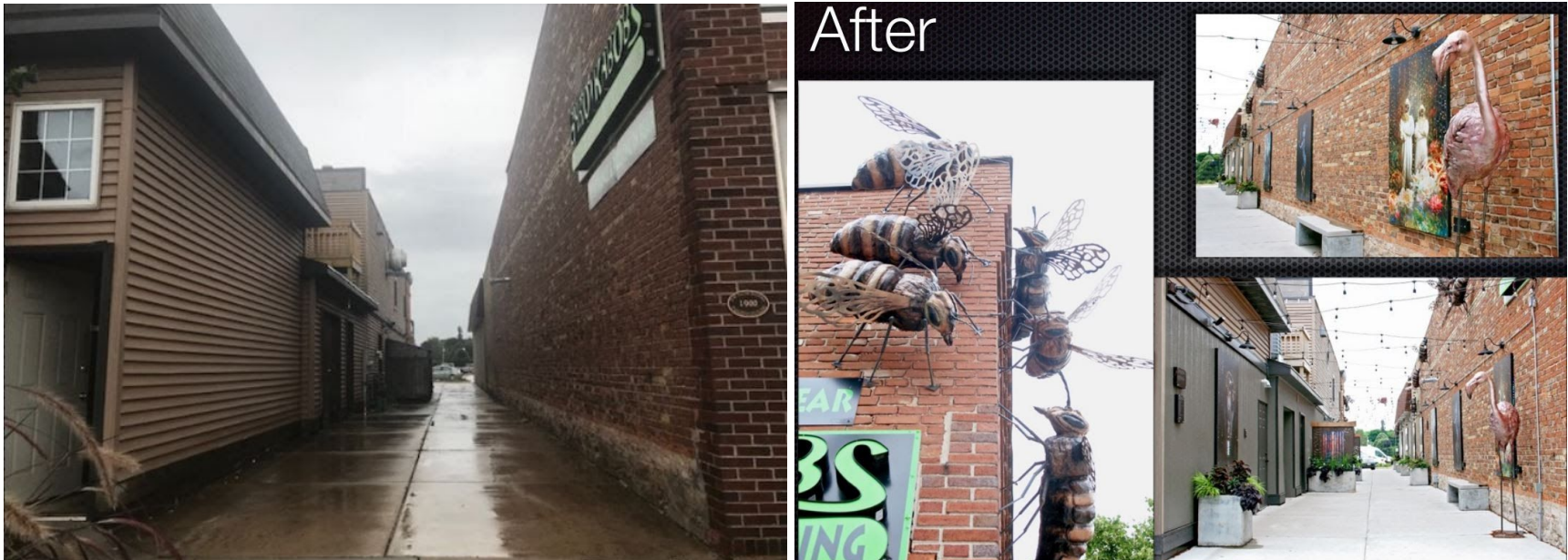
National award winning image. Was shown at the Louvre in Paris for a month in a photography exhibit. It was also published in an art book and was also a magazine cover image.



Range Bank Commission work for the Range Bank on Oneida Street.

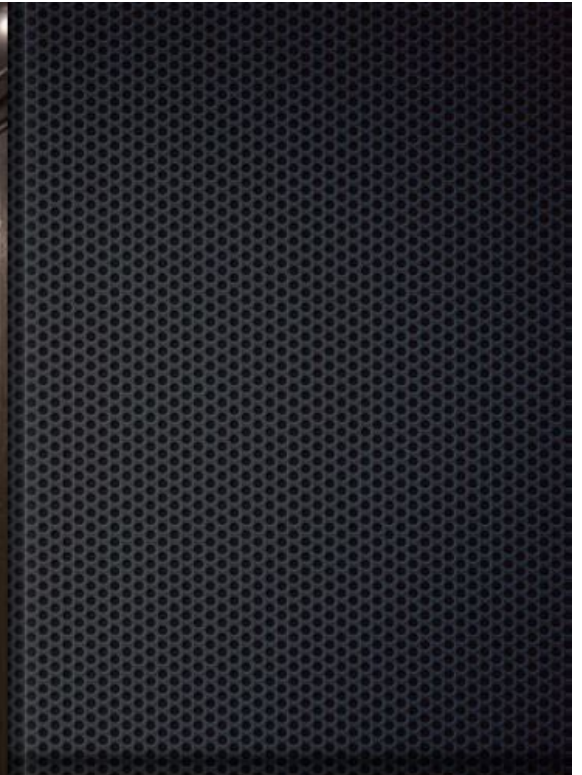


We (together) designed and created De Pere's Art Alley. With our concept of "The importance of the honey bee" Here are some before and after photos of that project.









AFTER

At Night





GBPAC

GREEN BAY
PUBLIC ARTS
COMMISSION

CITY OF GREEN BAY

ALLEYWAY TRANSFORMATION PROJECT

CALL FOR ARTISTS 2020

INSPIRATION



The City of Green Bay's Alleyway Transformation Project was inspired by other cities and projects such as Chattanooga, Tennessee, Sheboygan, Wisconsin, Dairy Block Art Alley.

CALL FOR ARTISTS

The City of Green Bay Public Arts Commission (GBPAC) invites Artists and Artist Teams to submit a proposal for the design and fabrication of an immersive installation for the community to be located within an alleyway on Bodart Street in downtown Green Bay, Wisconsin. The selected Artist/Artist Team (hereafter known as Artist) will work in collaboration with City staff to bring an engaging, immersive, creative space to life.

This is the first Alleyway Transformation Project for the city of Green Bay, but is inspired from numerous communities. The goal of this project is to build unexpected creativity into the everyday life of residents and visitors of Green Bay. We also hope to foster deeper relationships between the community and local Artists through new and unexpected experiences, while actively supporting the creative economy.

SUBMISSION DETAILS

April 3, 2020 by 4:30PM Preliminary Proposal - Requirements for submitting a preliminary proposal are detailed in this RFP.

April 10, 2020 by Noon Refined Proposal - Select applicants may be asked to submit additional details regarding their proposal by this date.

May 2020 Final Artist Selection - All applicants will be notified of the results of the selection process.

Award: \$27,000

Installation Period: June 2020 - September 2020

Installation Duration: Minimum of 3 years to Permanent

ELIGIBILITY

The GBPAC invites all Artists, designers, and makers of all kinds to submit a proposal to create an immersive installation within the Bodart Street alley located between the buildings of 401 N Quincy St and 617 Bodart St.

The GBPAC encourages proposals from everyone. Individuals or groups, regardless of level of experience or background can apply.

BUDGET

The selected Artist will be awarded \$27,000 to be used for materials, fabrication, installation, artist fees, rentals, permits, electrical hookups, and the like. Fabrication, installation, and other costs will be covered in the materials budget.

WHAT IS AN IMMERSIVE INSTALLATION?

In the context of this project, **Immersive Installations** are defined as built environments that can create multi-sensory, all-encompassing experiences for visitors and residents. Immersive installations are designed to create engagement between the visitor and the creator.

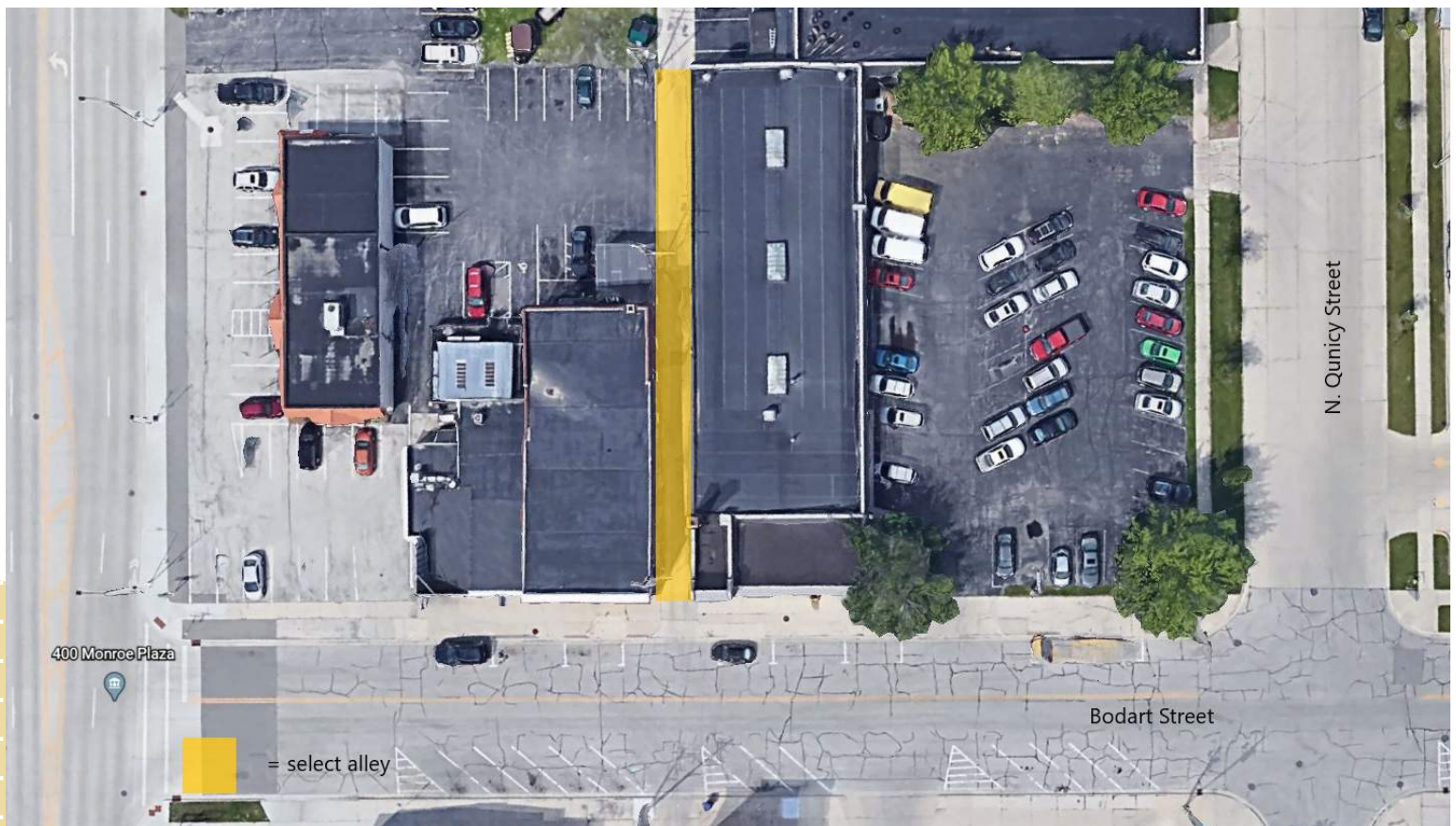
SITE DESCRIPTION

Proposed immersive installations will be installed in the approved alleyway on Bodart Street, in downtown Green Bay, Wisconsin. If an alternate site(s) located within Bodart Street is proposed, this may be considered. Bodart Street is home to an array of local businesses, coffeehouses and Asian markets and is a great connector between Whitney Park and downtown Green Bay. Neighboring residential developments in the area will bring new residents to the space and future area developments are anticipated.

The selected site is a fully functioning alley that requires access for vehicles, snow plowing and maintenance. A clearance of 14 feet from the ground must be maintained for vehicle and pedestrian traffic. There is a power line running through the alleyway also, 10 feet of clearance must be maintained for the upper wires and 3 feet clearance must be maintained for the lower wires. The site must be prepared for the installation in a manner that best supports the specific requirements of the work to be installed. These requirements will be discussed and agreed upon by City staff and the Artist. Artists may add lighting and built environments that attach only to the adjacent buildings. Floor and lower wall transformations and/or painting may be considered but nothing can protrude into the functioning alley space.

Drawings and photos for general reference are located below. For a full site view, you may either visit the site in person or explore online.

AERIAL VIEW OF STREET



ALLEY PHOTOS

Located between buildings 617 Bodart St. (red brick) and 401 N Quincy St (grey)



SITE DETAILS

The selected site is a fully functioning alley that requires access for vehicles, snow plowing and maintenance.

A clearance of 14 feet from the ground must be maintained for vehicle and pedestrian traffic. Floor and lower wall transformations and/or painting may be considered but nothing can protrude into the functioning alley space.

The power line running through the alleyway requires 10 feet of clearance for the upper wires and 3 feet of clearance for the lower wires.

Dimensions: **Alley: 12 feet wide**

Red Brick Building: 170 feet long

Grey Brick Building: 200 feet long

Please contact City staff for further site details or to schedule a site visit and meet with a City staff member. If you do not wish to meet with staff, you may visit the site anytime. Please email laurasc@greenbaywi.gov or call **920-448-3142** for more information or to schedule a site visit.



**14' high regulated area
- ask City staff for details**



LOGISTICS

WHAT WILL YOU DO + WHAT WILL WE DO

Select Artist will:

- Bring their unique vision, perspective and expertise in fabrication to create an immersive installation for Green Bay residents and visitors to experience.
- Work with the GBPAC and City staff on final design specifications and agree to meet safety and environmental standards as well as standards for accessibility and universal design.
- Provide personal work-space and equipment to realize the project.
- Conduct in-process meetings with City staff throughout the project for staff to observe and consult on work in progress.
- Follow timeline!
- Transport work from personal work space to installation site.
- **If applicable:** transportation and deaccession of temporary installation from site.

City Staff will:

- Provide guidance for the Artist to ensure installation design and process meet city standards for safety, physical accessibility and universal design.
- Promote and host a public opening in coordination with the Artist.

CRITERIA

Designs must adhere to the following criteria:

- Installation(s) must meet City standards for vehicular and pedestrian accessibility.
- All protruding and/or hanging elements must be 14 feet above the ground. Painting and/or flush elements may be considered below the 14 foot restriction.
- Proper distances sited previously must be maintained around existing power lines.
- The installation site is outdoors in Northeast Wisconsin. All installation components must be designed and built to withstand the weather. City staff will consult with the Artist to ensure safety and durability.
- If electricity is to be used, it must be approved by City staff, building owners, and be properly permitted.
- Sound levels (including bass, low end frequencies) must be below 80 dB (decibels). Review Municipal Code Chapter 27 for further details.
- The installation cannot include any breach of intellectual property, brands, trademarks, depictions of illegal activities, or adult content, such as sexually explicit or suggestive material.
- The installation must be appropriate for audiences of all-ages and abilities. The City of Green Bay reserves the right to remove any artworks for any reason, at anytime.
- You must disclose the contents of your installation known at the time of submission of application, including but not limited to: hardware, technology, construction materials and decorative elements. If selected, applicants will need to disclose any additional or new content to City staff.

Contact: Public Arts Coordinator, Laura Schley for more information.

Email laurasc@greenbaywi.gov Phone: 920-448-3142

SUBMITTING IDEAS

Proposals can be submitted by creating a cover page with your name, contact information including mailing address, phone number, and email, **and all materials listed in the Submission Materials section below.**

Mail/drop-off a copy of Submission Materials to:

Laura Schley
Department of Community & Economic Development
100 North Jefferson Street - Room 608
Green Bay, Wisconsin 54301

or email Submission Materials to:

laurasc@greenbaywi.gov

Proposals can be written or audio/video. Applicants can choose to submit a video application if a written application is not feasible.

Videos should be saved to YouTube. Artists submitting a video application should create a cover sheet as detailed above. Provide a link to the videos in place of written responses, and **all materials listed in the Submission Materials section below** then mail/drop-off or email this to the address' listed above.

SUBMISSION MATERIALS

- **Proposal**

A narrative statement describing the proposed installation, with descriptions of materials (material images optional). Applicants must choose either written or video format. **Writing submissions should be 750 words or less, video submissions must be under 5 minutes.** Submissions exceeding the maximum lengths cannot be reviewed.

- **Concept Images**

Minimum of **3**, not to exceed, **10** concept images or models (video alternative accepted). All images must be PDF or JPEG format. Video clips can be no longer than **3** minutes.

- **Proposed Budget**

All proposals must include a proposed budget for the project. In the FAQ section we have provided an example of a budget format for applicants to follow. Applicants should copy this format to submit your budget.

- **Previous Work**

Up to **5** images of previous work or projects completed by the Artist (PDF/JPEG format).

- **Artist Materials**

Brief biographies along with a description of prior experiences that you feel will contribute to your success with designing, fabricating and installing this work. Applicants must choose either written or video format. **Written submissions should be 300 words or less, video submissions must be under 3 minutes.**

Select applicants may be asked for references.

SELECTION PROCESS

The GBPAC will facilitate the review process, and create a selection committee. The selection committee will be composed of a diverse group of business owners, City staff, and other arts professionals. The selection committee will read all applications and rank each according to how well they meet the criteria for selection.

The top-ranking Artist will be chosen to install their work. The City of Green Bay has the right to decline all submissions and retract this call for proposal for any reason at any time.

Criteria for Selection Include

- **Artistic Merit:** High quality, meaningful, innovative, engaging, thoughtful, unusual use of space/materials, aesthetically rich. Create a multi-sensory, all-encompassing experience for visitors and residents, encourage engagement between the visitor and the creator.
- **Clarity of Proposal and Project:** The proposal states clearly what will be built, what kinds of materials will be utilized, general construction techniques, as well as how residents and visitors are intended to interact with the installation.
- **Achievability:** The proposal demonstrates that the Artist has a plan, knowledge of materials and methods, and that they have resources for learning and finding appropriate support to complete the project as needed.

Please note that the proposed work must be original and solely the work of the Artist.

FAQ'S

Can I get support or help in preparing my application?

Yes, City staff can provide support with preparing application materials such as budget, narrative, or concept representation. This support does not guarantee the applicant will be awarded funds. Please email laurasc@greenbaywi.gov or call 920-448-3142

Is there a format for me to follow when writing my budget?

Yes, we have a template for budgets that applicants should use to submit their budget. Please copy and fill out the budget template located at the end of the document.

Can I make a site visit and take photographs?

If you wish to make a site visit and meet with a City staff member, you must make an appointment. If you do not wish to meet with staff, you may visit the site anytime. Please email laurasc@greenbaywi.gov or call 920-448-3142 to schedule a site visit.

Photography is permitted of the architecture and environmental features.

I want to propose an idea but I've never built an installation before...is there someone I can work with to help bring my idea to life?

While we want to support all applicants and their development, we will be limited in the scope of mentoring we can provide in developing skill-sets needed to design and complete an installation. Please contact City staff to discuss your situation and we will determine if we can accommodate your request with available resources. Please email laurasc@greenbaywi.gov or call 920-448-3142.

FAQ'S CONTINUED

If an Artist Team proposes an installation does each Artist receive \$27,000?

No. A total amount of \$27,000 will be awarded to the Artist Team for their work. Fabrication, installation, and other costs will be covered in the materials budget.

What if I have an idea for an installation at a different site?

If an alternative location is proposed, the Artist will need to work with City staff to determine eligibility of the site.

How will the installation(s) be promoted, and who has the rights to share the work publicly?

The GBPAC will market the process and installation through our social media and public announcements.

The City of Green Bay, property owner(s), and the Artist share and retain the rights to use images of the work and names, dates and details associated with the project.

The Green Bay Redevelopment Authority owns the work upon completion. The Artist holds copyright to the work.

Whenever work is represented publicly, including social media, all work must be mutually attributed to the Artist, GBPAC, City of Green Bay, and the Green Bay Redevelopment Authority.

What will happen to the work if it is a temporary installation (3 year minimum)?

Should the Green Bay Redevelopment Authority choose to sell/remove the installation, the GBPAC retains the right of first refusal to purchase the copyright and the work.

Temporary installations must be removed at the end of the designated period. Artist(s) will be responsible for the removal and transport of the installation.

I'm not an installation artist. What other opportunities are available to me in this project?

Artists who do not wish to propose an immersive installation may become involved with the GBPAC by working in any of the capacities listed below:

The GBPAC is continually seeking artists and makers for various public art opportunities.

City staff is exploring offering new arts programming. These programs may include activities run by artists and makers. If you have a teaching aspect to your practice, prior experience working with children or adults, or have an interactive creative demonstration, program, performance or lecture you would like to propose, contact the address below.

The GBPAC also works with local artists and arts organizations to fill City Hall 6th floor and the Mayor's office with artwork on a rotating basis to provide a creative environment while also offering local artists and makers a new venue with access to unique audiences. We are interested in sharing local artists work with our visitors. If you have artwork you would like to submit for consideration, please email the contact below.

Please email laurasc@greenbaywi.gov or call 920-448-3142 for further information.

BUDGET TEMPLATE

APPLICANT NAME/PROJECT TITLE: _____

PROPOSED BUDGET FOR ALLEYWAY TRANSFORMATION PROJECT
PROJECT INCOME Applicants may attach budget details IN ADDITION to this template.

Source	Amount	Confirmed/Projected
Redevelopment Authority of Green Bay	\$27,000	Confirmed

Total Project Income

TOTAL INCOME	\$27,000
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(Please indicate via checkbox below if awarded funds will be used for the expense listed.)

PROJECT EXPENSES

Supplies/Materials	Amount	Check Off
TOTAL		

Services/Fees/Rentals	Amount	Check Off
TOTAL		

Artist Fees	Amount	Check Off
TOTAL		

Total Expenses must equal Total Income

TOTAL EXPENSES	
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