



Town of Ledgeview Public Art Trail Paintings Request for Proposals and Application

Request for Proposals:

A Series of 3 Trail Paintings to be Located on the East River Trail
3750 Creamery Road, De Pere, WI 54115

Mission:

The Town of Ledgeview believes that public art can enhance the character of our community, and beautify and invigorate our public spaces. The Beautification Committee recognizes that public art creates a vibrant atmosphere that contributes to the quality and cultural identity of our community. We will work to promote art in Ledgeview which encourages cultural expressions, promotes our unique natural beauty, and inspires a sense of civic pride. The Town of Ledgeview is looking for an Artist to work with us to carry out this mission. The Town of Ledgeview's Beautification Committee continues to work on our public art program with extremely successful trail painting projects each year since 2021.

Artist Eligibility:

Any Artist, or team of Artists, interested in creating a series of 3 trail paintings, to be completed by October 15, 2024, may complete a proposal in accordance with the guidelines provided below.

Project Description:

This is a paid public art opportunity for the East River Trail located at the Creamery Road entrance of Ledgeview Park (3750 Creamery Road, De Pere, WI) for a qualified artist or team of artists working collaboratively to create a series of 3 public art trail paintings (\$4,000).

1. Description of Physical Layout
 - The space designated for the trail paintings will be located along the southeast feeder trail located at the main entrance of Ledgeview Park (2064 Dickinson Road, De Pere, WI). The trail is an asphalt trail, 8' wide; each trail painting should span the width of the trail and at a minimum be 6' long. The location for artwork is pictured on page 4.
2. Architectural, Aesthetic Considerations
 - The design must be suitable and acceptable for public display for viewing by citizens of all ages.
 - Materials used should be able to withstand regular foot and non-motorized wheeled traffic, and stand up to all the weather elements common to northeast Wisconsin. Trail painting materials must be able to withstand washing/maintenance for graffiti removal. All paint and sealants must also have a non-skid/non-slip grit additive included with all

paint mixes. The Town's preference is for a clear-coating that includes a warranty. Trail paintings must be maintained for 2 years.

Project Goals:

- Create public art for our community trail which reflects the vision of Ledgeview through promotion of nature, recreational activity, and building community via 3 trail paintings
- Engage our residents through promotion of a public art project
- Select a dedicated and qualified Artist, or Artist team, that can demonstrate artistic excellence while completing this project on time and within budget
- Develop a sense of place and artistic identity within Ledgeview and surrounding areas

Application Requirements:

The following materials shall be submitted for a complete application:

1. Completed & Signed Application Form (see attached)
2. Project Narrative (not to exceed 1 page)
 - a. Give a brief overview of the project including supplemental information such as materials to be used.
3. Supporting Materials
 - a. These materials should convey the artistic intent, i.e., design renderings, preferred colors, and visual materials to adequately illustrate the proposed work and your abilities as an artist.
4. Time Frame / Work Plan (project to be done by October 15, 2024)
 - a. Provide a brief outline of the steps involved in the proposed project with time requirements included.
5. Project Budget
 - a. The project budget must not exceed \$4,000 for an Artist or team of collaborative Artists.
 - b. The budget should include the artist(s) fee, supplies, travel-related expenses, and other associated costs.
6. Bio or Resume(s) – (not to exceed 2 pages)
 - a. Provide any information on previously related experience not to exceed two pages.
7. Images of Previous Work
 - a. Link to your website OR up to 5 digital images.

Also, please note that the Town of Ledgeview cannot be responsible for lost, missing, or damaged materials. Incomplete or late applications may not be accepted.

All questions regarding the proposal shall be directed to:
Stephanie Schlag, Park and Recreation Director, Town of Ledgeview
sschlag@ledgeview.wi.gov

Proposals will be accepted until 3:00pm on Tuesday, April 9, 2024.

Selection Process and Criteria:

A panel will review the submissions and work will be selected based on the following:

- Expression of some kind of theme
- Clarity of vision, organization, and realistic completion expectations
- Quality and strength of work
- Durability and longevity of materials used
- Ease of maintenance

Selected artist will be notified by April 17, 2024, pending committee approval.

Policies:

Artists will retain the ownership of design submitted with this application until a selection has been made and a contract signed between the Artist and the Town of Ledgeview. At the time a contract is awarded, the ownership of the design and the artwork produced will become the property of the Town of Ledgeview.

Final artist will be recommended by the Beautification Committee. Proposed paintings must be approved by the Town Board of Supervisors.

All committees are comprised of residents of the Town of Ledgeview.

The selected Artist must contract with the Town of Ledgeview for this project. The selected Artist must sign a hold harmless and add the Town of Ledgeview to a general liability insurance policy that will cover the duration of this project.

The Town of Ledgeview reserves the right to photograph the work and/or the artist for documentation, education, and publicity purposes without additional compensation.

Accepting a proposal from an artist does not constitute any form of contract or agreement with respect to the project. The Town of Ledgeview reserves the right to request additional information from artists and make changes/clarification to the call for entries if necessary.

Financial compensation will be awarded to the Artist upon the completion of the project.

Site Visit Dates:

Applicants are invited to visit the site at any time.

Photos of Location:



Figure 1 Trail Painting Location on East River Trail (sections in orange)



Figure 3 Picture of Asphalt Trail Section for Public Art



Figure 2 Swing along East River Trail

Town of Ledgeview

Artist Application Form

Applications can be submitted in either Word or .pdf formats. They must include all information requested on this form.



Name(s): _____

Date: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____

Email: _____

Website (if applicable): _____

To assure that your application is complete, please check off the following items as enclosed:

- ☐ This application form completed and signed
- ☐ Project Narrative
- ☐ Illustrations/conceptual design(s) of the proposed trail painting
- ☐ Time Frame / Work Plan
- ☐ Project Budget
- ☐ Bio or Resume(s) of artist or artists on the team (not to exceed 2 pages each resume)
- ☐ Images of Previous Work (a link to your website OR a maximum of 5 digital images)

As an applicant for the opportunity to complete this public art project for the Town of Ledgeview, I certify that all works submitted represented as my work are the product of my creation and no other. I further certify that all statements made in this application are true to the best of my knowledge.

I understand that the Town of Ledgeview and selection committee may make duplicates of my images and application material for the purpose of consideration of my application and for promotional materials concerning the project. If accepted, the artwork produced will be owned by the Town of Ledgeview, and images of my work may be used in publicity for the Town of Ledgeview.

I further understand that the Town of Ledgeview has the right to decline all submissions and retract this call for entries for any reason at any time.

Applicant Signature: _____

Date: _____

Send complete application materials to Stephanie Schlag, Park and Recreation Director, at

sschlag@ledgeview.wi.gov

Deadline: Tuesday, April 9, 2024 at 3:00pm