



City of Lodi
130 S. Main St.
Lodi, WI
608-592-3247
www.cityoflodi.us

Request for Qualifications Mural Design, Fabrication, and Installation

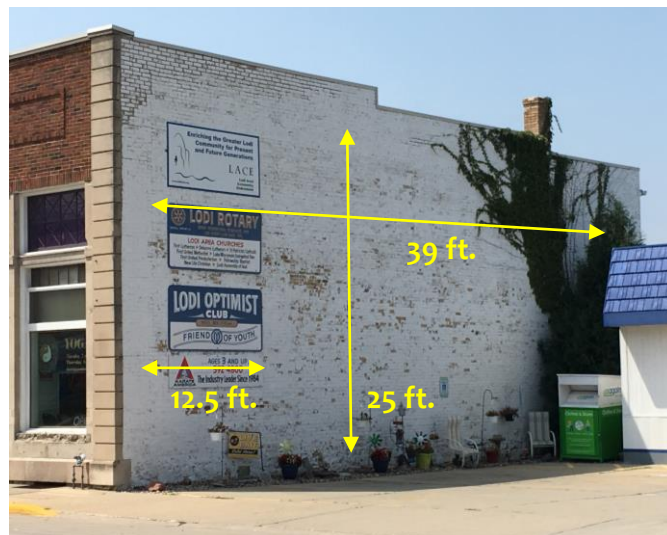
Summary

The City of Lodi (City) is pleased to invite experienced artists to submit qualifications for the design, execution, and installation of a mural on an exterior wall of a privately owned building in downtown Lodi. The mural should be a new, painted piece of artwork. This project is part of the Main Street Corridor Plan, a master plan for downtown Lodi with streetscape improvements. The mural will reflect Lodi themes, including natural beauty, natural landscape, and historic relevance. The mission of the mural project is to display a snapshot of the community that engages residents and travelers to enhance their appreciation of the qualities that make the Lodi Valley unique.

Artists may assume this mural will be produced (painted) in your studio and installed on a frame (or other method of installation) at the location. Artists will suggest the appropriate preparation of the space and submit two design concepts. Applications should include the artist fee, site preparation costs, supplies and materials, any travel-related expenses, and associated costs. Up to four (4) finalists will be selected from the application process with one artist selected to complete the project. Once hired, the mural artist will prepare a detailed design and install packet, which must be acceptable to the property owner and the City. The design must also be acceptable to the Wisconsin Department of Transportation due to the site's location facing State Highways 60 and 113.

Site Specifications

The mural will be located on the east-facing side of the building visible in the image below, which is located at 108 Lodi Street in Lodi, WI. Artists should place the mural in the most visible location on the building's side. The dimensions of the building are roughly 39 feet long by 25 feet tall. Artists should plan for a mural installation that is roughly 25 feet wide by 15 feet high. Surface repair and site preparation is expected to be necessary. Surface repair will be provided by the City. Site preparation will be provided by the artist and includes the installation of the mural.



Mural Content

The mural's final design should be consistent with the Main Street Corridor Plan and assist in the creation of a vision for the city's primary transportation and commercial spine along State Highway 113. It should be relevant to its location and not misrepresent history or distract from the history of downtown, a specific building or site, or a natural feature. As public art, this mural should complement the character of the building or space where it is placed and should integrate well into the design of its surroundings.

Mural content could include aspects of the following:

- ❖ Gibraltar Rock
- ❖ The Lodi Marsh
- ❖ Spring Creek
- ❖ The Ice Age Trail
- ❖ Farmlands
- ❖ The Lodi Valley
- ❖ Historical Scenes

Resources

- ❖ The Main Street Corridor Plan can be found at the City's website at:
<https://www.cityoflodi.us/330/Main-Street-Corridor-Plan>
- ❖ Information on natural areas in and around Lodi can be found at the following websites:
<https://dnr.wi.gov/topic/Lands/naturalareas/index.asp?SNA=73>
<https://dnr.wi.gov/topic/Lands/naturalareas/index.asp?SNA=374>
<https://www.iceagetrail.org/lodi-trail-community/>
- ❖ Pictorial history of Lodi can be found at the following websites:
<https://www.wisconsinhistory.org/Records?terms=lodi>
<https://www.cityoflodi.us/gallery.aspx?AID=4>

Budget

Up to four (4) finalists will be selected from the application process in this Request for Qualifications and receive \$500.00 to develop a completed mural design. This \$500.00 stipend is inclusive of any travel arrangements or accommodations necessary for finalists to complete their mural design.

The budget for the final artwork is up to \$15,000.00. This budget is inclusive of all costs to create the artwork, including but not limited to artist fees, travel, insurance, overhead, design fabrication, and contingency.

Finalists Selection Criteria

Eligibility is open to artists who can meet or exceed the Application Requirements. The selection of up to four (4) finalists and the artist awarded the commission will be based on the following criteria:

- ❖ Artist's past work experience
- ❖ Installed art's demonstrated durability
- ❖ Support for project mission and theme(s)
- ❖ Overall project cost

Planned Project Milestones

Task	Completion Date
Request for Qualifications due in City Hall	December 3, 2018
Notify Selected Finalists for Interview	February 20, 2019
Selected Finalists Interview (Not to Exceed Four Applicants)	March 19, 2019
Artist Award Announced	March 20, 2019
Kick-off Meeting with Artist	April 16, 2019
Completion of Painting/Fabrication/Installation of Mural	September 15, 2019

Application Submittal

Interested artists should submit their application stating their qualifications by 4:00 PM, December 3, 2018 via mail or email to the following:

City of Lodi
Attn: Jennifer Sweeney
130 S. Main Street
Lodi, WI 53555
jsweeney@cityoflodi.us

Use the attached Request for Qualifications Form for your application. Envelopes (in the lower left hand corner) and/or emails (in the subject line) must indicate: “**Application: Main Street Corridor Plan Mural Project.**” Applications not received by the time and date indicated will not be considered.

Application Requirements:

- ❖ An original and six (6) copies of the application (if mailed)
- ❖ A PDF attachment (if emailed)
- ❖ Company name (if applicable)
- ❖ Contact name, phone, and email
- ❖ Submittal date
- ❖ Artist statement, portfolio, and resume
- ❖ At least three references from similar projects
- ❖ A concise description of the services proposed for the work
- ❖ A concise description of the interpretive/design philosophy underlying the work
- ❖ Costs for services as shown in attached Request for Qualifications Form and separate itemized budget
- ❖ Recommendations for site preparation for mural application and installation. Please state cost separately in the itemized budget.
- ❖ Description of past experience with similar efforts, particularly on mural projects, as well as support materials such as examples of other works of similar scale and scope, with budgets
- ❖ Timetable— A master schedule and time that describes the process and covers steps to complete the project, milestones, reviews, and delivery dates
- ❖ Two conceptual designs or rough drawings of the mural with a brief narrative, including suggested media and colors, and approximate dimensions to convey artistic intent, style of work, etc.
- ❖ Maintenance plan

Inquiries Concerning This Application

Please direct any questions in writing— via email— no later than Tuesday, November 27, 2018 to jsweeney@cityoflodi.us with “**City of Lodi Mural Project**” included in the subject line.

*An artist will be selected based on a combination of design quality, professional experience, and price. The City of Lodi reserves the right to accept or reject, in whole or in part, any and all proposals received in response to this **Request for Qualifications**; to waive or permit cure of minor irregularities; and to conduct discussions with any or all qualified Companies or Artists in any manner necessary to serve the best interests of the City. If selected, Companies or Artists may be required to sign a contract. However, this **Request for Qualifications** creates no obligation on the part of the City to award a contract. The completion of this project is contingent upon the approval within the City’s 2019 budget.*



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Request for Qualifications Form

Quote for: **Mural Design, Fabrication, and Installation in Downtown Lodi**

- ✓ 1. Design Costs/Artist Fee \$ _____
- ✓ 2. Site Preparation (Mural Installation) \$ _____
- ✓ 3. Materials \$ _____
- ✓ 4. **Total Project Cost** \$ _____

To be considered, please submit application by **4:00 PM December 3, 2018** to:

City of Lodi
Attn: Jennifer Sweeney
130 S. Main Street
Lodi, WI 53555
jsweeney@cityoflodi.us

Company Name (if applicable)

Contact Name

Telephone

Email Address

Signature

Date

Your signature will guarantee the proposed production quote will be effective for 120 days.

Please indicate your company or individual policy as to when extra costs apply to above the application.