

**2015
Art in Public Places
REQUEST FOR PROPOSALS**

Madison Arts Commission
City of Madison Department of Planning and
Community and Economic Development
Planning Division
215 Martin Luther King, Jr. Blvd., Suite LL-100
P.O. Box 2985, Madison WI 53701-2985
Phone: (608) 261-9134
Fax: (608) 267-8739
www.cityofmadison.com/mac



Public Art enhances the beauty of public places, provides visual focal points for parks and public gathering spaces and documents the history and unique character of our neighborhoods. The City of Madison's Public Art Framework and Field guide encourages integrating public art in all of its neighborhoods. One of the Madison Arts Commissions (MAC) most important roles is to commission and place public art throughout the city.

This year MAC expects to fund up to three Neighborhood, City Agency or their associated non-profit foundation, or friends group initiated public art projects (range of funding \$5,000-\$10,000). **This grant is for site-specific, three-dimensional sculptural art only.** This money can only be used on expenditures of \$10,000 or higher for projects that will last 10 or more years. It cannot be distributed through MAC's annual project grant program, Signature grant program, Blink program or for the creation of any other ephemeral art.

MAC recognizes that some public art projects take years to accomplish, however, expenditures for the proposed phase of the project that MAC funds, should be for projects contracted in the 2015 calendar year. **Please read through this document in its entirety.** If you feel like you can answer most of the questions with ease your project is probably viable. If you have questions about whether or not your project **fits the spirit and intent of our request for proposals, or if you have any questions about your project readiness please contact** the Madison Arts Program Administrator at kwolf@cityofmadison.com.

PURPOSE:

The Madison Arts Commission will review community-based proposals for permanent Public Art Projects to determine how best to invest exactly \$20,000. Requests should be in the range of \$5,000 to \$10,000. The MAC AIPP award is available for the creation of permanent public art projects. MAC anticipates leveraging funding and community attention for up to three projects that have artistic merit and will make a positive, long-term impact on Madison.

ELIGIBILITY:

Applicants must either be a recognized Madison neighborhood association, or a City of Madison agency or their associated non-profit foundation, or a friends group that holds a tax-exempt status under Section 501(c)3 of the Internal Revenue Code (organized in the City of Madison). Individual artists or ad hoc groups of artists interested in applying must partner with a neighborhood association, nonprofit organization, or City agency or their associated non-profit foundation or friends group.

FUNDS AVAILABLE

\$5,000 to \$10,000 will be awarded per project. Eligible expenses on which the grant funds can be spent include: materials, insurance, maintenance, artist design fees, artist commission fees, marketing, signage, and printing. (Please note: MAC Art in Public Places funds cannot be used to pay for project staff salaries, food, beverage, travel, or permanent production equipment. The Madison Arts Commission reserves the right to disqualify proposals that are incomplete or do not fit the spirit and intent of the guidelines).

2015 Art in Public Places Projects GUIDELINES

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TIMELINE:

Tuesday, June 30, 2015 4:00pm (electronic submission)	Deadline for applicants to submit an application via email to MAC
Prior to July 6, 2015	Executive Committee application review
Tuesday, July 7, 2015	Applicants notified via email if they are invited to step 2, presentation of proposal at the July 14, 2015 MAC meeting
Tuesday, July 14, 2015, 5:30pm 215 Martin Luther King, Jr. Blvd. Room LL 110 (Madison Municipal Building)	MAC review of step 2 public art proposals
Tuesday, August 4, 2015 6:30pm 210 Martin Luther King, Jr. Blvd. Room 201 (City-County Building)	Resolution introduced to Common Council with MAC funding recommendations
September 2015	Common Council vote on resolution to fund recommended projects
October 2015	Grant contracts issued electronically

STEP 1 – APPLICATION – TUESDAY, JUNE 30, 2015 4:00PM

Applications must be received electronically by 4:00pm on Tuesday, June 30, 2015 (font size of 12).
Email to kwolf@cityofmadison.com.

STEP 2 - PRESENT TO MAC – TUESDAY, July 14, 2015 5:30PM

Organizations that are invited to move on to *Step 2* will be expected to present full proposals to the Madison Arts Commission on Tuesday, July 14 at 5:30pm in room LL 110 of the Madison Municipal Building. Applicants are required to bring the following with them (be prepared to leave a copy of all submission materials with MAC staff as a permanent public record):

- 1) **A presentation** with visuals that will show the commissioners what the project will look like when installed (for example - PowerPoint, work samples, design boards, sketches, models). Please email your technology needs to the Arts Administrator by noon Monday, September 21, 2015.
- 2) **A list of people on the advisory committee**, including their names and affiliations (for example - business owner, visual artist, city staff, musician, chamber of commerce staff, curator, entrepreneur, science teacher, etc.).
- 3) **Letter or email of support from the property owner**, or city agency where project will be located, including necessary permissions as required by City ordinances (for example - private property, parks, streets, library, fire station, and UDC, Landmarks, Zoning permissions, etc.).
- 4) **Letter or email of support from partnering organization** (if applicant is an individual artist or ad hoc group of artists partnering with a neighborhood association, nonprofit organization, or city agency).
- 5) **IRS 501c3 letter re tax-exempt status** (units of local government are exempt from this requirement).

6) **Supplementary materials** (for examples see below).

Organizations will have five minutes to present their projects and five minutes to answer questions from commissioners and staff:

Please address the following in your presentation:

- **Evidence of permission to site public art in your proposed location** (for example - surveys, signatures, list of meetings you have held or attended, emails, etc).
 - Explain how you engaged in a public process resulting in the identification of a publicly accessible place in your neighborhood that is an appropriate permanent site for a work of art. Possible examples are a mural on an outdoor wall; a sculpture or bench in a public park or along a sidewalk; mosaic tiles in a dark underpass; aesthetic street treatments; or a plaza design for an urban gathering place.
 - Explain the process you took, or are taking, to secure necessary permits and permissions to use that site.
 - Submit a map showing where, exactly, the project will be placed.
 - NOTE - If this project is going to be located in a public space and “gifted” to the City of Madison for its public art collection, then MAC and the Common Council will have to accept it as a gift upon installation. The City requires a maintenance endowment upon acceptance of a new public art piece – plan now for your project’s ongoing maintenance costs and eventual end.

- **Evidence you have strong neighborhood support for your proposed public art project** (for example - surveys, signatures, list of meeting dates, emails, etc).
 - Demonstrate neighborhood resident and business support of the proposed public art project.
 - Is the community willing to donate funds for this project?
 - Are there residents and business representatives on a steering committee that is guiding the project?
 - Have you held meetings to develop a project design through give-and-take between neighborhood residents and artists?

 - Provide a list of community individuals who serve on the Advisory Board for the project.
 - Identify who is coordinating the project and breakdown committee responsibilities.
 -

- **Evidence that the district alderperson supports the project** (for example - letter, email, etc.).
 - Support from your district alderperson is recommended for Art in Public Places proposals.

- **Evidence of communication with the Arts Program Administrator** (for example - letter, email, list of meeting dates, etc.).
 - Prior discussions with the Arts Program Administrator make it more likely that your project is aligned with the City’s Public Art Framework and Field Guide, Neighborhood Plans, and other Civic goals. Prior contact with the Art Program Administrator is recommended for Art in Public Places proposals.

- **Evidence of a developed partnership or a plan to develop a partnership with the artist(s)** (for example - RFP, RFQ, letters, email, article, etc.).
 - How did/will an appropriate artist for your proposed public art project be identified?
 - How did/will the following be determined:
 - Budget requirements
 - Size and Material specifications
 - Aesthetic criteria

- **Plan to acquire the appropriate insurance.** The City Risk Assessor will require proof of insurance if your project is funded (see below)
- **Plan for acquiring sufficient funds to complete the project.**
 - Explain fundraising plan to complete this project.
 - Please note that, while in-kind matches are encouraged, applicants that show a cash match will be more competitive within the pool of applicants.

STEP 3 – IMPLEMENTATION

Projects that are chosen by MAC to be recommended for funding will move on to Step 3, the review process. In this phase you will—

- **Monitor the review process.**
 - Both the Board of Estimates and the Common Council will review MAC’s recommendation to fund Public Art projects from the City’s Municipal Art Fund. (The Art Program Administrator can explain the review process and timeline.)
- **Continue to raise private funds and in-kind contributions** to match grant funds. Private matching donations are strongly encouraged for Art in Public Places Grant projects. Think of neighborhood residents or businesses that may be willing to offer in-kind or cash contributions to this public art project.
- **Provide the City with a Certificate of Insurance.**
 - The City’s Risk Manager will determine the requirement of insurance for your project.
 - Determination is based on the risk level of an event taking into consideration the type of art and potential for injury.
 - If a Certificate of Insurance is required the project organizer will submit a general liability insurance policy certificate in the amount of \$1,000,000 naming the City of Madison as an additional insured.
 - This official certificate may be submitted electronically, mailed or faxed.
- **Ensure Accessibility**
 - Public Art Projects must not create barriers or obstructions that impede movement through public space.
 - Public Art Projects must offer equal opportunities for access.
- **Commit to include the Madison Arts Commission logos** and credit lines on all signs and printed material.
- **Assure timely completion.**
- **Provide names of three outside evaluators, submit a W9, turn in a final report, and add two to five high quality, digital images of project activities and/or resulting work to MAC Flickr project grant site.**
 - Please note that the grant recipient must include the name of the photographer, and obtain all needed permissions to publish the photographs for reporting purposes.

**2015
Art in Public
Places Projects
APPLICATION**

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APPLICANT ORGANIZATION

South Metropolitan Planning Council

PROJECT CONTACT NAME AND TITLE

Jeff Richter, Chair

IS THIS CONTACT A STAFF PERSON WHO IS PAID FOR THEIR WORK WITH THE APPLICANT ORGANIZATION?

YES NO

IF NO, PLEASE DESCRIBE CONTACT'S STATUS WITHIN THE ORGANIZATION:

Chair

APPLICANT STREET ADDRESS / CITY / STATE / ZIP

2300 S. Park Street Madison WI 53713

APPLICANT PHONE

608-819-8549

CONTACT PHONE

608-819-8549

APPLICANT EMAIL

smpc@southmadison.org

CONTACT EMAIL

smpc@southmadison.org

APPLICANT WEBSITE

www.southmadison.org

GRANT AMOUNT REQUESTED: (\$10,000)

\$10,000

APPLICANT MATCH (AT LEAST

\$10,000):

CASH \$20,000

IN-KIND \$10,000

TOTAL

MATCH \$30,000

APPLICANT'S FISCAL YEAR 2013 ORGANIZATIONAL BUDGET:

\$38,000

ELECTRONIC SIGNATURE (NAME) OF PERSON WHO CAN LEGALLY OBLIGATE THE ORGANIZATION

Jeff Richter

Application Questions:

1. What kind of public art project will be created for the site?

- Existing work
- Site specific work that is commissioned for the space
- A combination of both types of work

2. If you will commission new work, within what fee range will you pay the commissioned artist(s)?

\$3,000 to \$5,000

3. Which of the following types of artists will you engage in this program?

- Established Artists
- Emerging Artists
- Both Established and Emerging Artists

4. Describe the proposed work of art and required materials:

Two arches or columnar gateway sculptures will be constructed of metal (likely Cor-Ten steel) and adorned with clay tiles celebrating the native flora and fauna of this area. The clay tiles will be designed and fabricated by students in art classes at Aldo Leopold Elementary School. See attached site map for the locations of the gateway sculptures. One gateway sculpture will be installed at a sidepath from the Cannonball Path, as a welcoming feature connecting people from the community to the school. It will beautify the path and invite the community to become more engaged with the school and to use its property outside of school hours as a park and open space where all are welcome. The other gateway will be installed at the sidepath from Traceway Drive to the school playground, adjacent to Aldo Leopold Park sledding hill. Many school kids from the neighborhood currently use this entrance to the school property, but others may not be aware of where it leads as it goes up a hill and there is brush obscuring the view of the playground. Both gateways will be landscaped with native plantings and there will be discreet interpretive signs telling the story of the project and sharing information on native flora and fauna of the area.

The gateway sculptures will evolve over time with the work of new students coming into art class and creating their tile for installation in the gateway sculptures. This curation will be led by the Leopold School art teacher. Graduating students may also be given the opportunity to take their tiles as they leave for middle school. And, when the works of art are at the end of their lives, students may also claim their tiles at that point.

5. What is the goal of your project?

To engage neighborhood kids and their classmates in the creation of a welcoming gateway that will stand for many years to come as a bridge between the community and Aldo Leopold Elementary School. A professional artist and metal worker will design and construct the metal structures and Leopold art students will design and fabricate clay tiles adorned with images of the surrounding natural environment and its wonderful variety of native plants, animals, and insects. Native perennial plantings will be installed at the base of the structures to help create more habitat for pollinator species.

6. What is the timeline for your project?

The metal frames of the sculptures will be designed and fabricated in 2015. At the same time, Aldo Leopold Elementary School Art Teacher Sonia Valle will instruct kids in summer school 2015 and the fall 2015 class in the art of making clay tiles. These tiles will be installed in the metal frame this fall, and the completed piece will be installed in fall 2015 or 2016.

7. Describe the professional experience of the proposed artist OR the process you will use to guaranty a highly qualified artist:

Sonia Valle is a highly talented artist with a BFA '84 from Edna Manley School of the Visual Arts, Jamaica West Indies, a BAE '96 from U.W. Madison, and an M.Ed. '05 from National Louis University-Illinois. Sonia has developed particularly strong drawing and painting skills, and she uses these skills to create her works of art, and to inform her instruction of children in art classes at Aldo Leopold Elementary School where she has been teaching since 1996. She strives to evolve and develop her art over time. Sonia emphasizes connecting her viewers with nature by integarting art and the environment, through use of recycled materials.

8. Describe the proposed site for this project and explain why it is appropriate for the work of art. How the work of art would enhance the location:

A map is attached showing the two sites where the gateways will be installed. Site One - Cannonball Path, City Engineering property: hop on the Cannonball Path at Post Rd. heading north and in a short while you will arrive at a sidepath that takes you to Aldo Leopold Elementary School. You will sense that this school entryway is craving that element of an artfully conceived, welcoming gateway that invites the community to take a break from their walk or bike ride, become better acquainted with the school, and use its large greenspace for recreation or quiet contemplation.

Site Two - Aldo Leopold Park/Traceway Drive: drive or walk past this location and you may not even notice there is a hillside path that leads to the Aldo Leopold Elementary School playground. A beautiful piece of art that celebrates the native flora and fauna, and is designed and crafted by area kids, will invite not only school kids, but the rest of the community, to walk up the hill and utilize the school's playground.

9. How will the work of art fit with neighborhood and City goals?

The works of art are recommended in the Arbor Hills-Leopold Neighborhood Plan adopted by the Common Council on September 3, 2013, and they have been identified by the Leopold/Arbor Hills Neighborhood Resource Team, Alder Sheri Carter, and the Arbor Hills and Leopold Neighborhood Associations as being very important welcoming gateways that will help bridge the community with the school, and the neighborhoods with each other.

10. How long do you anticipate the project lasting (number of years)?

One to two years.

11. How will you know this project is successful?

The community and school will know this project is successful through public and community organization feedback to the school, neighborhood associations, Leopold/Arbor Hills Neighborhood Resource Team, community gardeners and other park users indicating that people feel much more welcome to use the school property outside of school hours. It will also be thought of as successful based on observed increases in use of the school property by organized groups, and unstructured use as well.

12. How do you plan on contextualizing the artwork for the casual passerby? (for example - downloadable podcast or info on website, artist statement available someplace nearby, etc.)

There will be an interpretive sign at each site with a project description and introduction to native flora and fauna of this area, that is both highlighted in the imagery of the clay tiles, and is installed in the native plantings surrounding the artwork. There will also be QR codes located on the interpretive signs linking people to an artist statement posted on the webpages of the school, neighborhood associations, the Bridge Madison parish, and other local centers of worship and community organizations.

13. What maintenance costs do you anticipate in the course of the work's life and what is your plan to pay for them?

The maintenance of the project will be taken care of by in-kind services of the the school art teacher Sonia Valle and students, and volunteers from the Leopold and Arbor Hills Neighborhoods. There will be a maintenance endowment for supplies amounting to approximately \$200 annually. These funds will be used for such supplies as clay to create additional or replacement tiles, replacement plantings if needed, water, and other supplies.

14. What is your plan for the work's end of life?

These gateway sculptures are living pieces that will evolve over time. New works by the kids will be added each year by the art teacher in coordination with the students. Periodically, the art teacher may ask if students would like to take their tiles home with them, as new tiles will continually be created. When the sculptures come to the end of their life, the stakeholder group, led by Leopold Neighborhood Association and Arbor Hills Neighborhood Association, will be responsible for removing them, and disassembling them. Clay tiles may be claimed by the families of the kids who made them, and some may be hung in the school halls or other school locations.



Art in Public Places Grant Application –
Sites for the Leopold Gateway Arches

The Leopold Gateway Project

Bringing Cultures and Community Together



Initial Design

Project Background

The Leopold Neighborhood has been working with the Arbor Hills Neighborhood, Aldo Leopold Elementary School, and many other stakeholders, to become a stronger and more vibrant neighborhood. The Leopold Neighborhood is almost entirely comprised of multi-family housing, with a small portion of condominiums. In 2010, 71 percent of this housing was renter occupied. Residents come from many different racial, ethnic and international backgrounds, and low to moderate incomes. Between 2000 and 2010, the White population decreased from 63.8% to 45.0% while the Hispanic/Latino population increased from 7.5% to 19.7% and the African American population increased from 18.2% to 24.5%. The Leopold Neighborhood is in the Aldo Leopold Elementary School attendance area. In the 2014-15 school year, there were 73% low income students.



Gateway Arch Locations

Project Description

The Leopold Gateway Project will help bridge the Leopold and Arbor Hills Neighborhoods with the school. The project is recommended in the City of Madison's 2013 Arbor Hills-Leopold Neighborhood Plan, as part of a 60 acre Neighborhood Gathering Area. Leopold art students will design the gateways with Leopold Elementary School art teacher Sonia Valle (see initial sketch, top left). There will be one arch at the entrance to the Cannonball Path, and another at the Aldo Leopold Park entrance.

There will be arch or columnar sculptures fabricated from metal (likely Cor-Ten steel), and they will be adorned with ceramic tiles designed and fabricated by students. The tiles will celebrate what the kids love about their neighborhoods and cultural backgrounds, and native flora and fauna. Artistic bike racks, benches and native plantings will also be installed at the Cannonball Path entrance, and native plantings at the park entrance.

Lead Designers: Sonia Valle, Leopold Elementary School Art Teacher; 2015 Leopold art students.

In-Kind Assistants: Residents of all ages, the Bridge Madison, Aldo Leopold Elementary School Parent Teacher Organization, Leopold and Arbor Hills Neighborhood Associations, Leopold/Arbor Hills Neighborhood Resource Team, Joining Forces for Families coalition, area businesses, centers of worship and many others.

Timeline: July to December 2015 w/possible extension into 2016.

Proposed Budget: \$40,000 (\$30,000 cash and donations; \$10,000 in-kind services); \$3,000 committed cash.



Inspiration from other Arches

Contacts: Jeff Richter, South Metropolitan Planning Council, smpc@southmadison.org; Sonia Valle, Aldo Leopold Elementary School, 608-204-4240, svalle@madison.k12.wi.us; Jennifer Bendorf, Leopold Neighborhood Association, 608-219-6959, jennifer.bendorf@gmail.com; Sheri Carter, Alder District 14 and President Arbor Hills Neighborhood Association, 608-698-6027, district14@cityofmadison.com; Josh Miller, The Bridge Madison, 608-515-3718, jmiller@thebridgemadison.com; Nancy Saiz, Community Development Division, 608-266-6433, nsaiz@cityofmadison.com; Linda Horvath, Planning Division, 608-267-1131, lhorvath@cityofmadison.com.

From: [Carter, Sheri](#)
To: [Horvath, Linda](#)
Subject: In support of - Leopold Gateway Project
Date: Tuesday, June 30, 2015 3:21:11 PM

Good Afternoon,

I would like to formally submit my support for the Leopold Gateway Project. I am always looking for ways to support, and embrace positive expressions in our community, especially when our children can participate and grow. District 14 has a diverse population of families and to have their art on the grounds of Leopold school, and for the children to see their art be part of the community will provide each of them with a sense of community pride. Ms. Sonia Valle, who is an artist and art teacher at Leopold will be working on this project. Sonia brings the concept of community engagement and the larger picture of community to the level that the children can capture/understand.

This understanding is vitally important because the Leopold neighborhood has emerged from being riddled with illegal activity to a neighborhood with a neighborhood association, activities in the park (flag football in the summer, community garden, and a children back to school event). I believe this project will be another step in their determination to become healthy, sustainable, and positive community for their residents. Leopold School has always been open to collaboration, embracing cultural expressions and being part of the community.

Best Regards,
Alder Sheri Carter
District 14 - City of Madison

From: Carol Harrison [charrison786@yahoo.com]
Sent: Tuesday, June 30, 2015 10:35 AM
To: Horvath, Linda
Subject: Re: Art in Public Places Grant Letter of Support

Linda,

Thank you for the email. I would be happy to support any initiative that is towards building community sustainability. Count me in. My contact info is:

Carol Harrison
President of Arbor Hills Neighborhood Association
3046 Irvington Way
Madison, WI 53713
h) 608-243-7791
c) 608-628-5283

From: [Sloan, Karine](#)
To: [Fernandez, Anthony](#)
Subject: Support for the Leopold Gateway Project
Date: Tuesday, June 30, 2015 12:14:51 PM

Dear Madison Arts Commission,

I would like to formally submit my support for the Leopold Gateway Project. As principal at Leopold, I am always looking for ways to celebrate our community, with our children at the center. We serve a diverse population of families and to see them represented through their own art as you enter our school grounds very much emphasizes the community approach we take. In the short year that I have been principal here, I have regularly been amazed at the community partnerships and the generosity of those partners. The unity of our stakeholders on this project is another example of this.

Please do not hesitate to contact me with any questions you may have.

Sincerely,
Karine Sloan

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Karine Sloan
Principal/Directora
Aldo Leopold Elementary School/Escuela Primaria Aldo Leopold
Madison Metropolitan School District/Distrito Escolar de Madison
ksloan@madison.k12.wi.us
608-204-4240

"Make a career of humanity...You will make a greater person of yourself, a greater Nation of your country, and a finer world to live in."

~Dr. Martin Luther King, Jr.

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From: Josh Miller [<mailto:jmiller@thebridgemadison.com>]
Sent: Monday, June 29, 2015 9:46 AM
To: Horvath, Linda
Subject: Re: Leopold Gateway Project

Dear City of Madison,

I am writing to inform you of The Bridge's support of the Leopold Gateway Project. Our church is excited to partner in the neighborhood's efforts to bring children, families, and the community together to create a space that will be a testament to their collaboration for years to come. I have personally worked with Sonia and Leopold Elementary School for years, and I have great confidence in Ms. Valle's artistic prowess and the school's ability to engage the community. The Bridge will help with financial support, as well as commit dozens of adult volunteers to the project. The Leopold neighborhood has come a long way over the past decade, and I believe this project will be another step in it's journey to become the healthiest community possible. Feel free to contact me if you have any questions.

Pastor Joshua Miller
The Bridge, Madison
2234 Luann Lane Apt. 315
Madison, WI, 53713
[608.515.3718](tel:608.515.3718)
jmiller@thebridgemadison.com