

**Sixteenth Street Community Health Centers**  
National Ave  
1635 W. National Ave

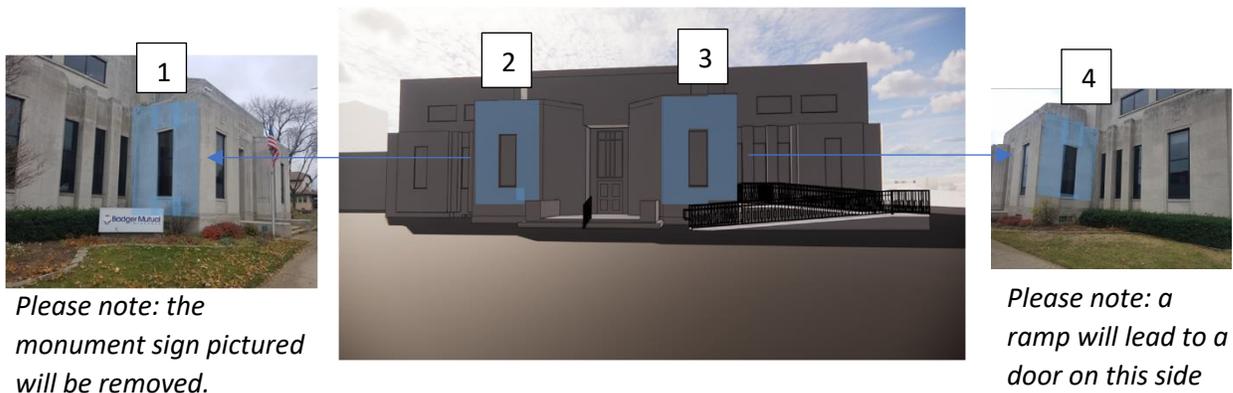
**Sixteenth Street National Ave Mural; At the Heart of Our  
Healthy Community**  
Request for Proposals (RFP)

## 1. Overview

Sixteenth Street is issuing this Request for Proposals (RFP) for a mural on the front side (facing National Avenue) of our soon-to-open National Ave clinic located at 1635 W. National Avenue. The mural is visible to high foot and vehicle traffic and will welcome approximately 2,000 patients to the space yearly. It will bring to life Sixteenth Street's tagline, *At the Heart of Our Healthy Community*. This is a unique opportunity to bring color and celebration to a neighborhood that is looking to transform while creating a welcoming and inclusive presence on the exterior of the site.

To raise up the talent that exists in our community, Sixteenth Street is seeking proposals from artists that are from, reside in, or have a substantial connection to the south side of Milwaukee.

A strong understanding of depth and dimension is required given the various pieces and building layout. The areas to be painted are highlighted in blue (4). This includes the two panels on the front as well as their respective connecting East and West facing walls. The mural must be executed on removable panels that will be mounted on the surface.



### Background

Founded in 1969, Sixteenth Street has proudly cared for the south side of Milwaukee and Waukesha for more than 50 years. We provide the highest quality medical, behavioral health, and substance use care to every person who walks through our doors. But what separates our care is the deep understanding of social determinants of health and the years of development of programming to address these factors, both inside and beyond our clinic walls. It has been woven into the Sixteenth Street experience from day one.

We meet people where they live, work, learn, and play --- through proactive social services screening in our clinics, specialized diabetes and asthma programming, obesity intervention and prevention, an integrated Women, Infants and Children (WIC) site, environmental programming to

create resident-directed impact of the built and natural environment where our patients live, and more. We are proud to be recognized as more than a health clinic, but rather as a living, breathing part of the neighborhoods we love and serve.

Through four full-service bilingual clinics, a satellite geriatric clinic, and five in-school clinics, Sixteenth Street cares for more than 43,000 primarily low-income, Latino, or diverse individuals each year. At Sixteenth Street, we value and respect all people, protecting the right to wellness and never turning anyone away.

With a focus on prevention, early intervention, and same-day access, the new National Avenue clinic will offer community-based behavioral health and substance use services across the care continuum, increasing access for families on the south side of Milwaukee. Comprehensive Community Services (CCS) will also be provided. Milwaukee County Behavior Health Division will also be housed in the clinic.

#### Project Objective

The new mural on the National Ave clinic will be a critical piece in conveying Sixteenth Street's brand identity and vision: *At the Heart of Our Healthy Community*. It is also will play a vital role in making patients feel welcome and celebrating Sixteenth Street becoming part of the National Avenue Corridor community.

The two goals of the one cohesive mural are to:

- a) Bring a sense of care and welcoming to the building by bringing to life Sixteenth Street's tagline, *At the Heart of Our Healthy Community*
- b) Celebrate the vibrancy and multi-cultural identity of the community

A further priority of this project is to raise up the talent that exists on the south side of Milwaukee. Sixteenth Street **is seeking proposals from artists that are from, reside in, or have a substantial connection to the south side of Milwaukee.**

The mural must be executed on removable panels that will be mounted on the exterior of the building.

#### What is the purpose of the Request for Proposals (RFP)?

This Request for Proposals (RFP) seeks submissions by an individual artist and/or an artist collective. The applicant will be henceforth referred to in this RFP as "Artist."

From the RFP process, up to three (3) submissions may be selected and presented the opportunity to interview with Sixteenth Street representatives to further refine design proposals.

Finalists will be invited to meet with Sixteenth Street representatives for a National Ave site tour. A final selection will be based on the submission that best meets or exceeds the Evaluation outlined in this RFP.

## **2. Request for Proposals Submission & Selection Guidelines**

### RFP Questions

All questions related to this RFP are to be directed by email to Cindy Cooper, VP of Advancement at Sixteenth Street, at [cindy.cooper@sschc.org](mailto:cindy.cooper@sschc.org) before **January 28, 2021**.

### Closing Date

Electronic submissions are required before 5:00 PM on **February 5, 2021**, and emailed to [cindy.cooper@sschc.org](mailto:cindy.cooper@sschc.org). Submissions should be in one compressed PDF file. The email subject must state: **"National Ave Mural-<<INSERT ARTIST NAME IN ALL UPPERCASE LETTERS>>."**

### Selection Process

All RFP submissions will be reviewed by Sixteenth Street leadership.

### Adjustment to Design Concept

The final design of the mural will be heavily influenced by the Artist's initial proposal but is subject to modifications based on neighborhood engagement work from Co:Lab 2020 – Clark Square's InterNATIONAL Avenue project. Sixteenth Street leadership reserves the right to influence the final design to ensure appropriateness for all audiences.

NOTE: A field review/measurement of the surface is required by the Selected Artist to determine the exact specification of the mural surface prior to final installation. The Selected Artist is responsible to responding to any differences in wall material, texture, and size.

## **3. Payment/Budget**

### Project Budget: \$23,000

The Selected Artist will receive a \$23,000 commission in three payments; 40% at the onset, 30% with demonstration of executed mural, 30% post mural installation. which includes *all* project expenses, materials, rental equipment, permits, and contingency. The Selected Artist is responsible for obtaining general liability insurance coverage and workers compensation coverage for anyone doing work in relation to the mural, a requirement for the project and must provide proof of such insurance.

The mural must be executed on removable panels that will be mounted on the exterior of the building. The Selected Artist is responsible for mounting the panels. Associated costs have been accounted for in the Project Budget.

## **4. RFP Submission Requirements**

### Images

Up to 3 jpeg images of relevant work or link to online portfolio.

### Proposal Statement

Up to 500 words. Describe your connection to the south side of Milwaukee, artistic concept, and why you think Sixteenth Street should choose you and/or your team for the National Ave Mural.

### Concept

Provide a visual proposed mural concept for the National Ave Mural. Include your estimated time of installation (from start of project through completion) if you were selected. Artists are encouraged

to explore Cesar Chavez Drive and the surrounding area for a greater appreciation of the vibrancy and diversity of the neighborhood.

#### Current Resume

Note, teams may submit a combined resume.

#### References

Name, address, email, and phone number of up to three (3) professional references.

#### Budget – only required for finalists

Statement acknowledging the project's total budget cannot exceed \$23,000 and includes all your proposal's expenses, including execution of mural, materials, rental equipment, installation of panels, general liability insurance coverage, workers compensation coverage, and contingency. A detailed budget is only required for the finalists.

### **5. Evaluation**

Sixteenth Street may select up to three (3) submission finalists that meet or exceed the following evaluation criteria.

- Proven ability to execute high-quality murals in the public realm, including durability and maintainability
- Final design meets project objectives
- Artist is willing to collaborate with Sixteenth Street to alter final design proposal
- Artist is from, resides in, or has substantial connections to the south side of Milwaukee

### **6. Tentative Project Timeline**

January 7, 2021: RFP launched

January 29, 2021: Last day for questions to be submitted

February 5, 2021: RFP submissions must be received by 5:00 PM CST

February 8, 2021: Start of internal review

Week of February 15, 2021: Submissions reviewed, may selected up to three (3) submissions for interviews

Late February 2021: Final artist selected

March-May 2021: Mural installation as weather permits.

June 2021: Grand Opening

NOTE: Sixteenth Street reserves the right to modify this project timeline, if deemed necessary. All applicants will be notified if timeline changes are made. *Mural installation must be completed by June 1, 2020.*