



# Community Project Request: Park Improvement Project

**Applicant Name**

John Kowalczyk

**Applicant Address**

4315 W. Vliet St., Milwaukee, Wisconsin 53208

**Phone**

(414) 933-3877

**Email**

john@awe-inc.org

**Organization / Company**

Artists Working in Education

**Park Name and Address**

Rose Park 3045 N Doctor M.L.K. Jr Dr, Milwaukee, WI 53212

Smith Park 5462 N 33rd St, Milwaukee, WI 53209

Moody Park 2201 W Auer Ave, Milwaukee, WI 53206

## PROJECT DESCRIPTION

**Project Title**

Pathway murals and utility box murals

**Project Overview**

Through our Artist-in-Residence program, Artists Working in Education will hire professional artists to team up with neighborhood youth and community members to design and paint long lasting murals on park pathways. The mural designs will be bold and colorful, featuring patterns and shapes found in nature, under the design of the artist and participating youth. AWE's artists will also work with youth to design artwork that will be digitally printed on outdoor UV-proof vinyl that will be applied to utility boxes. Youth will use painting and collage techniques to create individual works of art that will be photographed or scanned to produce one design that will be printed on vinyl.

**Intended Users**

The intended users for these projects include the youth and community members who regularly visit the parks, including youth from the surrounding neighborhoods or schools, who will be invited to participate in the design of the project. Once the project is completed, the intended users are all those who view the artwork within the park.

**Timelines**

Following the design process, pathway murals would be completed within two weeks. Utility box murals would be installed in one day after the design process and vinyl printing.

### **Committed Partners**

While partners for these specific projects are still being considered, Artists Working in Education has a history of partnering with Milwaukee Rec, the Clarke Square Neighborhood Initiative, alderpeople from the neighborhoods surrounding the parks, and Layton Boulevard West Neighbors.

### **Letters of support from any committed partners**

## **FINANCIAL INFORMATION**

### **Project Budget**

Pathway murals: about \$4000 each for artist stipends, materials, overhead

Utility Box Murals: about \$1500 each for artist stipends, vinyl printing and installation, overhead

### **Project Budget (upload)**

PIP\_sPark 2019 Project Budget - Sheet1.pdf

### **Funding Sources**

Artists Working in Education has received funding for the Artist-in-Residence program from Milwaukee Public Schools' Partnership for the Arts and Humanities, and we have recently submitted a request for funding from the Herzfeld Foundation.

### **Funding Commitments**

2019-20 Award Letter\_Artists Working in Education.pdf

### **Revenue Generation**

While we do not expect this project to generate revenue for the Milwaukee County Parks, we can expect reduced maintenance costs as a result of the vinyl application being easier to clean than the existing finish on the utility boxes, reducing the labor required to remove spray paint.

## **Supporting Parks Mission**

### **Milwaukee County Parks' Mission -**

To steward a thriving park system that positively impacts every Milwaukee County park visitor.

### **Milwaukee County Parks' Vision -**

Milwaukee County Parks fosters dynamic connections through our lands and community, heightens the quality of life in the county, and leads as a model park system.

### **Supporting Parks' Mission**

Public art enhances human nature and impacts every visitor to the Milwaukee County Parks. Public art heightens the quality of life for park visitors, and our unique method of engaging neighborhood youth in the design and development of the artwork fosters dynamic connections in our community.

### **Health and Safety**

N/A

### **Recreation**

These projects provide art workshops in the parks for youth and community members to actively inform the designs of the pathway murals and utility box murals. During the installation of the painted pathway murals,

AWE will host community paint days, when anyone in the community can join in to paint the mural.

### **Natural Resource Preservation**

N/A

### **Design and Aesthetics**

The design and visual impact of the project will be reflective of the community, adding color, beauty, pattern, and art to otherwise underused surfaces. The vibrant, fresh, colorful, playful, joyful artworks will deter graffiti and enhance the existing design and aesthetics of the parks.

### **Design - Renderings**

Parks PIPsPark Designs.pdf

### **Benefit to the Public**

Public art brings joy to people, gives neighborhoods a unique identity, and adds to the sense of place and community in our parks. The communal nature of the design and production process also builds connections between youth and community members.

### **Innovation**

Pathway murals are wonderful opportunity to add color and beauty to the parks with the help of the community.

Utility Boxes can be a target for graffiti but wrapping them with artwork printed on vinyl and coating them with a graffiti proof sealer can keep them beautiful.

## **Maintenance and Operations**

Milwaukee County Parks relies on partnerships to improve, maintain, and operate park improvements. Milwaukee County's preference is to not take on any new maintenance responsibilities.

### **Maintenance Plan**

Pathway murals would be repainted every three years or redone when ever the pathways are repaved.

The paint used is meant for the ground but will fade over time and need to be redone. AWE is committed to maintaining our public artworks and will be able to check on the state of the pathway murals to make touch ups when necessary.

Utility Box Murals: The vinyl lasts for 7 years outdoors and can be removed without damaging the original surface of the utility box. AWE would redo the utility boxes when needed.

### **County Deferred Maintenance**

N/A

### **Operations**

AWE will host art workshops for youth and community members, staffed by hired professional artists and overseen by the Artist-in-Residence Program Director. The number of participants in those workshops would be recorded and participants will be surveyed for reporting purposes.

**Upload additional project drawings, site plans, map, or photos here (optional)**

# sPark Funding Application

sPark (formerly known as the Parks Amenities Matching Fund) allows individuals or groups to request grants to match funding for projects to improve Milwaukee County Parks and park facilities. Applications for grant funds will be accepted at any time and reviewed biannually.



If you have any questions please contact Parks Fund Development team at 414-257-8043

**Name**

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**Name of Organization**

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**Project Title**

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**Funding Requested from sPARK**

\$5,500.00

**Total Project Cost**

\$11,000.00

**Has your project been approved through the Community Project Request (CPR) process?**

CPR application is being submitted during current application period

**1. Fundraising Efforts**

Artists Working in Education has received funding for the Artist-in-Residence program from Milwaukee Public Schools' Partnership for the Arts and Humanities, and we have recently submitted a request for funding from the Herzfeld Foundation.

**2. Return on Investment**

Public art enhances human nature and impacts every visitor to the Milwaukee County Parks. Public art heightens the quality of life for park visitors, and our unique method of engaging neighborhood youth in the design and development of the artwork fosters dynamic connections in our community. Public art brings joy to people, gives neighborhoods a unique identity, and adds to the sense of place and community in our parks. The communal nature of the design and production process also builds connections between youth and community members. While we do not expect this project to generate revenue for the Milwaukee County Parks, we can expect reduced maintenance costs as a result of the vinyl application being easier to clean than the existing finish on the utility boxes, reducing the labor required to remove spray paint.

**Check ONE:**

I verify that all the information included in this application is accurate and that additional information may be needed before funding can be awarded.

**Signature**

**Today's Date**

8/9/2019

A handwritten signature in black ink, consisting of two main parts: a stylized 'M' or 'N' shape on the left and a larger, more complex shape on the right, possibly representing a name like 'M. N. Park'. The signature is written over a thin horizontal line.

**Title/Position**

Program Director

**Upload any additional documents (optional)**

Parks PIPsPark Designs.pdf