Question: What public art process would work best for Whitewater to plan and fund a Sculpture Walkway?

Interviews

**West Bend**
Interview with Shawn Graff of Shawn Graff & Associates
Concept: Placing public art around the city of West Bend
Campaign: for each project
Budget: $5,000 - $250,000
Support from the city
Special receptions for the opening of new works
Temporary loan agreements, as well as permanent installations on gravel bases, 1” thick steel plate, or built into landscape
Art is insured through the city
Small maintenance fund for small repairs

The West Bend Sculpture Walkway program is very successful with over 20 pieces placed around the city. They get a lot of support from local businesses and private donors. West Bend truly is a city that believes in the power of public art.

**Green Bay**
Interview with Andy Rosendahl, Neighborhood Development Specialist
Concept: 3 years of investment, 2 pieces/year
Campaign: 3 years of funds - all private
Budget: anywhere from 5,000-17,000
Support from the city
Unveiling of new pieces: July 4th
Permanent Sculptures, no loan agreements
Sculptures built into the landscape
Had to account for frost lines
Art is insured through the city
No vandalism problems
No maintenance fund
Will be creating a city-wide Public Art Plan

Life of the River has been well received by the city. They are proud to have the extended beautification of their public walkway. Most importantly, the Life of the River Program has created a gathering place for families to come and inexpensively enjoy their surroundings.

**Stevens Point**
Interview with Dr. Gerard McKenna, Interim Division Head at Stevens Point, and Elizabeth Welso, a member of Sculpture committee.
Concept: Natural Sculpture along the Green Circle Trails
Campaign: Hotel Tax Money
Budget: $500/piece as of right now
Support from the city
Temporary loan agreements
Sculpture built into the landscape

The Stevens Point Project is a very new project and is just getting started. At the time of the interview some of my questions were still unanswered because they hadn’t made decisions about them as a committee yet.

**Whitewater Process**
Select location
Temporary vs. Permanent
Campaign for sponsors
Send out an RFP or RFQ
Review Board picks 15 out of the submissions
Survey Monkey.com for community feedback
Review Board picks final 5 submissions
Review Board selects artist
Contract drawn up and signed
Advertising/Marketing for the new work
Sculpture Implementation

This information and research materials were presented to the City of Whitewater Park & Recreation Department on April 5th, 2010. They had a very positive reaction and gave positive feedback. This project will hopefully be implemented in the Whitewater community in the near future.