

Request for Qualifications (RFQ): Dr. Martin Luther King Jr. Community Center Mural Project

Issued by: Milwaukee Parks Foundation in partnership with CR8TV NRGY LLC and Milwaukee County Parks

Project Location: Dr. Martin Luther King Jr. Community Center, 1531 W Vliet St, Milwaukee, WI, 53205

Project Objective: 3 Murals to be painted on the exterior facade of the Dr. Martin Luther King Jr. Community Center (see appendix A)

Submission Deadline: March 31st, 2025 at 11:59 pm

Artist Selection: Notification week of April 21, 2025

Budget: \$53,000 total for three murals

Introduction

Opened in 1976, Milwaukee County Parks' Dr. Martin Luther King Jr. Community Center (King Center) has been a treasured community hub since its construction nearly 50 years ago, providing a safe haven for athletics, fellowship, community work, arts, culture and more. Annually, the King Center sees 3,000+ visitors, the majority of which are young people.

The King Center seeks qualified artists or artist teams to design and create a mural that celebrates the legacy of Dr. King and the King Center. Each mural should reflect the rich history, culture, and values of the surrounding community. This highly visible project will transform the community center's walls into vibrant, meaningful works of art, honoring the Center's role as a beacon of inspiration and connection in Milwaukee.

This RFQ invites submissions from artists or artists teams with documented experience in community-engaged public art. Selected artist(s) will work in collaboration with the Community Advisory Committee (CAC), local stakeholders, and community members to ensure the mural reflects shared values and aspirations.





This image is a rendering and does not suggest a desired outcome from artists submissions

Project Goals and Timeline

Milwaukee Parks Foundation seeks artists or artists teams to create new artworks for the Dr. Martin Luther King Jr. Community Center.

- Honor the legacy and ideals of Dr. Martin Luther King Jr., including justice, equity, and community empowerment.
- Reflect the culture, history, and values of the local community.
- Engage community members in the design process, fostering a sense of pride and ownership.
- Create a lasting, visually striking artwork that enhances the Community Center's prominence and impact.

Timeline:

- March 2025: RFQ Closes
- April 2025: Artist(s) Selected
- May 2025: Design Creation
- June 2025: Design Approval
- July-September 2025: Mural Production

Any questions received from potential applicants along with corresponding responses will be posted to the public, via [THIS LINK](#).

Eligibility

This RFQ is open to:

- Professional artists, artist teams, and creative professionals—including graphic designers and illustrators—with documented experience in creating large-scale public art projects.
- Artists with a demonstrated commitment to working collaboratively with diverse communities
- Artists with the ability to meet project deadlines and work within a defined budget
- Emerging public artists are encouraged to apply jointly with more experienced artists

There is no fee for RFQ applicants to submit their qualifications in Phase I. A community advisory committee will select the Phase II artists from the RFQ applicants.

Budget and Expectations

The total budget for this project is **\$53,000** for three murals. Upon selection, each artist(s) will be paid a stipend in two installments to cover materials, travel, insurance, supplies, equipment, artist fees and other related expenses. Final payment schedule will be determined during the contracting process.

Expectations of Artists:

- Artist(s) are expected to meet appropriate insurance requirements with support from Milwaukee Parks Foundation (MPF).
- Artist(s) understand that the King Center is property of Milwaukee County Parks (MCP) and will not proceed with mural production until they work with MPF to secure appropriate permits and approvals.
- Artist(s) should present a plan and be open to supporting MPF in ongoing maintenance efforts of the murals, as needed, with additional compensation.
- Artist(s) agrees to abide by all policies and procedures of MCP and MPF while working as independent contractors on this project.
- Artist(s) is responsible for the purchase of their own supplies, material and equipment to successfully complete the mural(s).
- Artist(s) agrees to use high quality materials and methods, pre-approved by MCP and MPF.

Expectations of Milwaukee Parks Foundation (MPF):

- MPF works closely with Milwaukee County Parks (MCP) and will take the lead on securing all necessary permits and approvals, with support from artist(s).
- MPF agrees to cover costs associated with permits, approvals and insurance required for the project.

- MPF will contribute to an ongoing maintenance fund that can be used to pay artists for mural improvements or maintenance for a period of ten years following mural completion.
 - MPF and CR8TV NRGY LLC agree to be a resource and support for artist(s) during the entire mural production period.
 - MPF and MCP will support the project by providing publicity and marketing to the community throughout the project duration.
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Scope of Work

- 1. Design Phase:**
 - Participate in meetings with the CAC to gather input and refine the mural's concept.
 - Develop mural designs for approval, including up to two full rounds of editing. Approvals required from the CAC, Milwaukee Parks Foundation and Milwaukee County Parks.
 - 2. Community Engagement:**
 - Plan and facilitate at least one public engagement session to gather ideas and share the project's progress.
 - Partner and communicate regularly with Artist Consultant and King Center Director to ensure sufficient community input.
 - 3. Production Phase:**
 - Complete the mural within the agreed timeline and budget.
 - Use high-quality, durable materials suitable for Milwaukee's climate.
 - 4. Final Documentation:**
 - Work with MPF to capture high-resolution images of the completed mural and write a brief written summary of the project.
 - 5. Post-Production:**
 - Be available for at least one public appearance following mural production such as a ribbon cutting or other King Center programming.
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Submission Requirements

Applicants must submit the following:

- 1. Letter of Connection:** A statement (no more than two pages) answers the below listed questions, relevant experience, and approach to community engagement.
 1. What is your connection to this community or the values represented by the Dr. Martin Luther King Jr. Community Center. How does this connection inform your artistic practice? Additionally, how will you engage with the community throughout

the creative process to ensure the mural reflects their voices, history, and aspirations? Please share an example of a past public art project where you celebrated or honored a community, including any key insights you gained and how you will apply them to this project.

2. **Portfolio:** Examples of past work, including at least three projects similar in scope, with descriptions and images.
 3. **Resume/CV:** A current resume or CV for each team member, highlighting relevant experience.
 4. **References:** Contact information for three professional and art-related references familiar with your work.
 5. **Budget:** Please include the desired per square foot budget of your project to cover all costs including but not limited to: artist fees, time and materials, supplies and equipment.
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Evaluation Criteria

Submissions will be evaluated based on:

- Artistic excellence and originality.
- Experience with community-engaged public art.
- Demonstrated ability to complete projects on time and within budget.
- Alignment with the project's goals and values.

We have provided a rubric that the selection committee will use to select the artist/s. Please see appendix B.

Submission Process

Please submit all required materials as a single PDF to INFO@MKEPARKSFOUNDATION.ORG with the subject line: "MLK Community Center Mural RFQ" by 11:59 pm March 31st, 2025. Late or incomplete submissions will not be considered.

Frequently Asked Questions

Please [CLICK HERE](#) to access a list of FAQs.

Contact Information

For questions or additional information, please contact:

Symphony D. Swan-Zawadi

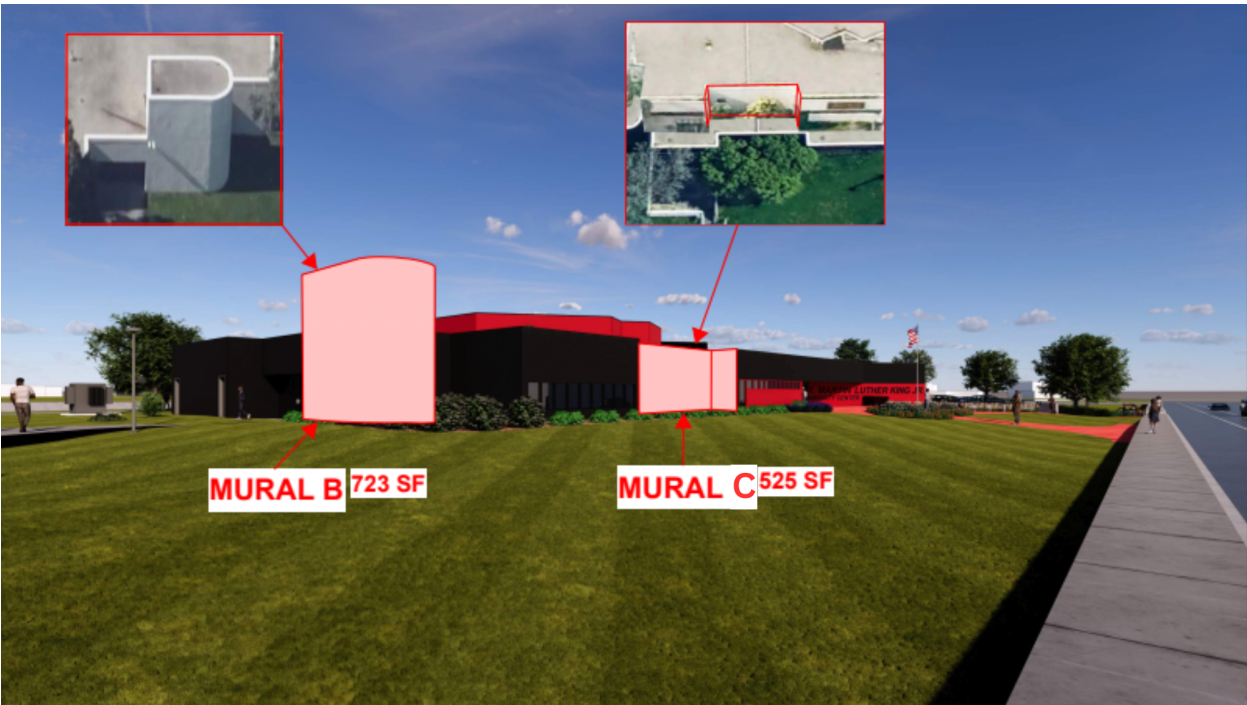
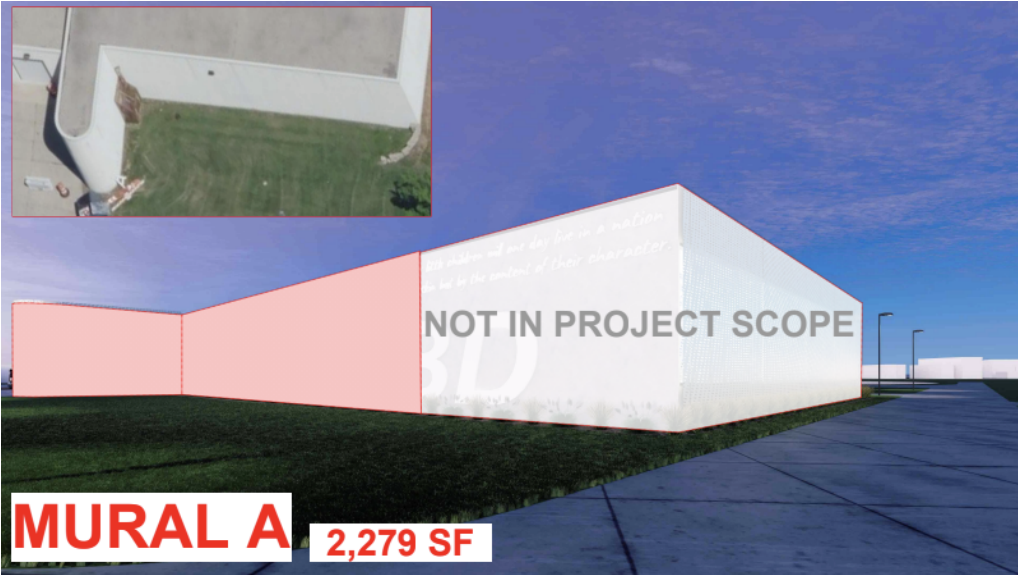
Lead Creative Consultant, CR8TV NRGY LLC

Email: CR8TVNRGY@gmail.com

Phone: 414-502-8142

Thank you for your interest in contributing to this meaningful project. We look forward to seeing your vision and creativity help transform the Dr. Martin Luther King Jr. Community Center into a space of inspiration and pride for generations to come.

Appendix A



Appendix B

Criteria	Does Not Meet (1 Point)	Meets (3 Points)	Exceeds (5 Points)	Submission Components Evaluated
<p>Artistic Excellence & Originality</p>	<p>Artwork lacks originality, creativity, or technical skill; does not demonstrate a strong artistic vision. Evidence: Portfolio lacks strong visual identity, poor execution, or derivative style.</p>	<p>Artwork demonstrates creativity, technical skill, and originality; artist has a clear artistic voice. Evidence: Portfolio includes strong examples of murals or visual work reflecting artistic excellence.</p>	<p>Artwork is highly innovative, distinctive, and technically outstanding; artist demonstrates a unique and compelling artistic vision. Evidence: Portfolio includes compelling, high-resolution images of completed murals that are visually striking and deeply meaningful.</p>	<p>Portfolio (At least three similar past projects with descriptions and images)</p>
<p>Experience with Community-Engaged Public Art</p>	<p>No experience with community-engaged public art, or past work does not reflect meaningful community involvement. Evidence: No references to working with community members, or murals lack community representation.</p>	<p>Demonstrates some experience with community-engaged public art; has worked with communities in a meaningful way. Evidence: Examples provided of working with communities, showing some level of collaboration.</p>	<p>Extensive experience with community-engaged public art; demonstrates deep engagement, co-creation, and impact within communities. Evidence: Examples of past public art projects that centered community voices, history, and aspirations, with a clear explanation of community input.</p>	<p>Question 1: Community connection and engagement approach</p> <p>Portfolio (Examples of past work with descriptions of community engagement process)</p> <p>References (Validation of past community engagement work)</p>

Criteria	Does Not Meet (1 Point)	Meets (3 Points)	Exceeds (5 Points)	Submission Components Evaluated
Demonstrated Ability to Complete Projects on Time & Within Budget	Limited or no evidence of successfully completing projects on time and within budget. Evidence: No references, no project timeline, past projects show issues with completion.	Provides sufficient evidence of meeting deadlines and staying within budget on past projects. Evidence: References confirm artist met deadlines and budget; artist provides a clear timeline.	Strong track record of delivering projects efficiently, with clear planning, budgeting, and timely execution. Evidence: Artist provides clear documentation of project planning, timeline, and cost breakdowns; past project stakeholders affirm ability to execute projects effectively.	Resume/CV (Experience in completing projects on time and within budget) References (Confirmation of project completion success) Budget (Clear, realistic budget with all costs covered)
Alignment with Project's Goals & Values	Proposal does not align with the project's goals and values; lacks a clear understanding of the project's purpose. Evidence: Proposal is vague, lacks cultural or community relevance, or does not reflect Dr. Martin Luther King Jr. Community Center's mission.	Proposal aligns with the project's goals and values; demonstrates a solid understanding of the project's purpose. Evidence: Proposal explains how the artwork will reflect the community's identity and vision.	Proposal strongly aligns with and enhances the project's goals and values; demonstrates a deep, intentional commitment to the project's mission. Evidence: Proposal includes detailed plans for integrating community perspectives, reflecting cultural narratives, and ensuring long-term impact.	Question 1: Community connection and engagement approach Portfolio (Evidence of murals aligned with social justice or community values) Resume/CV (Relevant experience related to public, social justice, or cultural murals)

Scoring Guide:

- **16-20 Points (Outstanding Submission)** – Artist is highly experienced, aligns strongly with project goals, and demonstrates artistic excellence.
- **11-15 Points (Qualified Submission)** – Artist meets most criteria and demonstrates capability to complete the mural successfully.
- **6-10 Points (Limited Suitability)** – Artist meets some criteria but lacks experience, strong execution skills, or community engagement.
- **0-5 Points (Not Suitable)** – Artist does not meet key requirements and is unlikely to complete the project successfully