

MILWAUKEE COUNTY PERCENT FOR ART PROGRAM

Beginning in the year 2000, Milwaukee County established a 1% for Public Art Program for designated, eligible projects contained in the capital and capitalized major maintenance budgets, requiring that 1% of total budgeted construction costs of those designated, eligible capital projects exceeding \$500,000 be appropriated for public art.

PURPOSE

Throughout history, the arts have been instrumental in creating unique public places that yield physical, social and economic benefits for a community. The purpose of the Public Art/Percent for Art Program is to integrate a wide range of site specific public art into the community and reflect the diversity of communities, artistic disciplines, and points of view gathered from community input. Integrated work will be encouraged where appropriate for projects that allow ample time and funding.

GOALS

1. To increase public access to works of art
2. To engage public dialogue
3. To encourage early collaboration among artists, architects, engineers and planners
4. To enhance and preserve the artistic heritage and cultural history of Milwaukee County
5. To enhance, sustain and preserve the public environment for both residents and visitors to the area
6. To enhance the climate for artistic creativity in Milwaukee County
7. To contribute to the civic pride of our community
8. To develop a collection of public art that has strong inherent aesthetic quality, represents diverse communities, and a wide range of artistic styles and disciplines
9. To enhance the aesthetic quality of Milwaukee County public places and spaces

ELIGIBILITY

To be eligible for this program, a project must:

1. Have a construction budget of more than \$500,000
2. Be a structure, facility, roadway, highway, trail or other property which has public purpose or provides general public access.

Projects not eligible for the Public Art Program include:

1. Purchase of computer equipment
2. Purchase of fleet equipment
3. Demolition projects (without reconstruction)
4. Land development projects involving environmental remediation/redevelopment
5. Projects that do not involve or provide general public access

PUBLIC ART COMMITTEE

The Public Art Committee consists of nine members, four appointed by the County Executive, four appointed by the County Board Chairman, and the Director of Public Works. Two of the committee appointments are artists.

The Committee's responsibilities, working in cooperation with and under the policies of the Department of Public Works, include:

- Developing requests for proposals which define the scope of the public art project including site, theme, scale, medium and the level of integration into the capital facility project;
- Securing proposals utilizing DPW procedures;
- Appointing selection panel members;
- Obtaining community input through public information meetings. "Landmark" status projects will require a higher level of public involvement.
- Reviewing and approving panel recommendations of artists;
- Assisting DPW in execution of all contracts including artists and all consultants
- General program administration

The committee will meet monthly, or as needed. Action taken by the committee will be by consensus or majority vote.

MILWAUKEE COUNTY BOARD OF SUPERVISORS

The role of the County Board of Supervisors includes:

- Approval of Milwaukee County Public Art Program guidelines
- Ensuring that legal process has been conducted and statutory requirements have been met
- Participation as a voting member on each selection panel
- Attendance at committee, panel, and public information meetings

PUBLIC ART CAPITAL BUDGET

Funds from all eligible projects will be pooled in Capital Project WO021. The funds are deposited in the account as soon as it has been determined that an improvement project qualifies under the Percent for Art Ordinance.

The Committee may decide that funds from a specific improvement project are insufficient or that the site is inappropriate for public art. Funds may then be transferred to other Percent for Art projects or remain in the Capital Project WO021.

The Director of Public Works is responsible for executing contracts with artists and consultants and authorizing payment from Capital Project WO021. Standard accounting procedures for disbursements will be followed.

IDENTIFICATION OF PERCENT FOR ART PROJECTS

On an annual basis, the Fiscal & Budget Administrator or designee will consult with the Public Art Committee to determine eligible projects in preparation of the County Executive's budget.

The Committee will meet with DPW as soon as the annual budget is adopted to select projects which will incorporate public art.

APPLICATION OF FUNDS: INCLUSIONS

Percent for Art Funds may be spent in consultation with the Budget Office for:

- A. Artist’s fees for design team work, including travel expenses, conceptual development and proposals;
- B. Semi-finalist proposals and artists travel expenses;
- C. A work of art, including:
 - artist’s design fees
 - required permits
 - labor and materials
 - operating costs
 - project related travel
 - transportation of the work to the site
 - installation

The Public Art Committee will set aside a percent of funds (up to 25% of the 1%) for the following:

- A. Public Art Program administration
- B. Education activities
- C. Additional maintenance
- D. Dedications and publicity
- E. Identification plaques and labels
- F. Special projects approved by the Committee
- D. Slides and documentation
- E. Insurance
- F. Fees for consultants to a selection panel or the Public Art Committee
- J. Community, neighborhood and panel meeting costs

APPLICATION OF FUNDS: EXCLUSIONS

Percent for Art funds will not be spent for:

- A. Reproductions of original artworks
- B. Decorative or functional elements designed by the project architects, landscape architects or their consultants, without artist collaboration
- C. Objects that are mass produced of standard design, without artist collaboration
- D. Directional elements such as signs, maps, color coding, unless designed and/or executed by an artist
- E. Architect’s fees

PROCESS FOR REVIEW AND APPROVAL OF ART

Selection Panels

Panels are appointed by the Public Art Committee to review proposals for specific projects and make recommendations to the Committee.

The panels will be composed of:

- art professionals and artists;
- the project's building and/or landscape architect or engineer and the project manager, if appropriate;
- at least one citizen who may be from the neighborhood impacted by the project, selected in most cases by the County Supervisor in whose district the project is located;
- one Public Art Committee member;
- County Supervisor from district in which project is located

The panel will determine the method for selecting an artist/s which may include:

- a. Open competition
- b. Invitation
- c. Direct purchase
- d. Design Team

The panel approves selection of artist(s) by a majority vote or consensus and presents finalists for recommendation to the Public Art Committee for approval.

It is recognized that the aesthetic issues of the Public Art Program are to be addressed by the careful consideration of the panel, committee and community.

PRIOR TO FINAL SELECTION AND APPROVAL OF PROJECTS, A PUBLIC INFORMATION MEETING WILL BE HELD TO PRESENT MODELS, IDEAS, PROPOSALS AND RECOMMENDATIONS. WHENEVER POSSIBLE, ARTIST FINALISTS WILL ATTEND THESE MEETINGS.

CRITERIA FOR SELECTION:

☞☞ Artistic quality – including the strength of the artist's concept, vision and craftsmanship for the artwork;

☞☞ Context – consideration should be given to the architectural, historical, geographical and socio-cultural context of the site;

☞☞ Diversity – The Public Art Committee shall actively seek artwork from artists of diverse racial, sexual, and cultural identities. The program shall also strive for diversity in themes, style, scale, media and numbers of artists represented.

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☞☞ Feasibility – Proposals shall be evaluated relative to their feasibility and convincing evidence of the artist's ability to successfully complete the work as proposed. Factors to be considered include, but are not limited to: project

budget, timeline, artist's experience, soundness of materials, zoning/construction/design guidelines.

✍️✍️Media – all art forms including disciplines and media that are of specific duration and which survive only through documentation – after the life of the piece has ended.

✍️✍️Permanence – consideration will be given to the structural and surface soundness, and to inherent resistance to theft, vandalism, weathering, and excessive maintenance or repair costs.

✍️✍️Public Safety – each work shall be evaluated to ensure that it does not present a hazard to public safety

APPROVAL PROCESS

1. Public Art Committee approves site, Percent for Art budget for each project, and appoints selection panel;
2. Selection panel recommends artist selection process, reviews proposals, and recommends semi-finalist artists;
3. Public Art Committee selects artist(s);
4. At the appropriate time in the review process and before final approval of work, public information meetings will be held.
5. Public Art Committee approves installation of final work before final payment is made

MAINTENANCE AND MANAGEMENT OF PUBLIC ART

It is the responsibility of the Public Art Committee to oversee maintenance requests generated by each department for all works of art commissioned through the Percent for Art Program. The Committee will recommend a professional art conservator or person(s) trained by a conservator to provide maintenance and conservation work for the County public art works. It is each individual department's responsibility to supervise actual maintenance of the works or art.

The Committee will maintain a computer database inventory of public artworks owned by the County.