

# De Pere Health Department and Definitely De Pere

## 2024 George Street Plaza “Belonging Begins Here” Mural Project

# Artist Request for Proposals

### Project Basics

<b>Objective/Goals</b>	To enhance community engagement, develop social connections, and improve the wellbeing of De Pere through art and the built environment: <ul style="list-style-type: none"><li>• Create a sense of belonging in De Pere</li><li>• Provide content that models and promotes positive social interactions and healthy relationships</li><li>• Foster civic participation</li><li>• Welcome all to De Pere</li></ul>
<b>Funding Source</b>	2024 Maternal and Child Health Block Grant (Objective 7: Social Connections)
<b>Budget</b>	<b>2-4 Semifinalists:</b> \$200 stipend to polish proposal for voting <b>Finalist:</b> commission of up to \$8,000 to include all remaining aspects of the work (time, design, materials/supplies, etc.)
<b>Location</b>	101 S. Broadway, De Pere, WI (George Street Plaza)
<b>Dimensions</b>	50' W x 15' H
<b>Material</b>	Brick



101 S. Broadway, De Pere, WI: corner of George St. and Broadway St. (George Street Plaza)

## Proposal, Voting, and Project Timelines

<b>Accepting RFPs</b>	April 15th, 2024 to <b>May 17th, 2024</b>
<b>RFP Review</b>	May 18th, 2024 to May 22nd, 2024
<b>Semifinalists Notified (2-4 Artists)</b>	<b>May 22nd, 2024</b>
<b>Semifinalist Revisions</b>	May 22nd, 2024 to <b>June 5th, 2024</b>
<b>Community Voting</b>	<b>June 7th, 2024 to June 21st, 2024</b>
<b>Finalist Announced</b>	<b>June 24th, 2024</b>
<b>Mural Installation</b>	June 25th, 2024 to <b>August 21st, 2024</b>
<b>Tentative Unveiling</b>	September 5th, 2024 (De Pere Farmer's Market)

# Project Details

## Design Theme

There is a specific grant-driven and media campaign-related design theme for this project that revolves around the tag line “Belonging Begins Here” and the idea of social connectedness in De Pere, WI. Designs should incorporate the actual tag line and/or clearly capture the essence of the tag line “Belonging Begins Here” along with additional themes:

- Social Connection, which may include but is not limited to:
  - Community events/activities
  - Relationships
  - Recreation
  - Knowing your neighbors
  - Reducing technology use/using technology for connection rather than isolation
  - Civic groups/volunteerism
- City of De Pere history, culture, landmarks, and general uniqueness
- Inclusivity of all who live, work, worship, and play in De Pere

Additionally, community engagement is an important aspect of this project. The community will be involved in the final selection process of the design through voting but, ideally, there will also be a community engagement/interactive element to the actual design which may be as simple as a photo opportunity or may be more complex.

## Background

### De Pere Community

De Pere is a place rich in history and community pride. Our charming downtown offers scenic beauty, historic architecture, unique shops, contemporary restaurants, exciting entertainment, and vibrant attractions. The De Pere community boasts an exceptional quality of life and is known for its river views, water sports, recreation, progressive attitude, and family friendliness. We are home to a diverse mix of people and the nationally recognized private, liberal arts, educational institution, St. Norbert College.

### Social Connection as a Public Health Priority

In 2023, the U.S. Surgeon General issued an advisory on the public health issue of social isolation and loneliness and the healing effects of social connection and community, calling for “a movement to mend the social fabric of the nation”. Social connectedness influences our minds, bodies, and behaviors—all of which influence our health and life expectancy. Research shows that social connectedness can lead to longer life, better health, and improved well-being. People with strong

perceptions of community belongingness are 2.6 times more likely to report good or excellent health than people with a low sense of belongingness ([My Health My Community](#), 2018).

### **“Belonging Begins Here” Campaign/Beyond Health Community Health Improvement Plan**

This project will be incorporated into a larger campaign that is being implemented throughout Brown County as part of our community health needs assessment/health improvement plan implementation with Beyond Health. There are multiple avenues planned to promote social connectedness and why it is important (movie theater ads, social media, bus ads, yard signs, window clings, murals, etc.) and this is a De Pere stamp on those efforts that will be long lasting, impactful, and interactive.

### **George Street Plaza**

The end of George St where the mural will be is frequently closed off to traffic for many different events/social gatherings including art walks, music nights, food truck rallies, and the De Pere Farmer’s Market where EBT is offered for fresh local produce for families who qualify. De Pere Health Department brings our Mobile Unit to these Farmer’s Markets to educate and promote our programs and services (including car seat installations, vaccines for children, food safety, developmental screenings, breastfeeding support/connection to resources, as well as mental health and substance use resources, etc.). Our office is located down the street from George Street Plaza (0.2 miles) where we provide additional services and resources.

## **Selection Process**

All RFP applications submitted by May 17<sup>th</sup>, 2024, will be screened by Definitely De Pere staff and then reviewed by a selection panel including Definitely De Pere, De Pere Health Department, City of De Pere, the building owner, and a local artist (not eligible to submit an application). Two to four semifinalists will have a period to revise/polish their designs before submitting for community voting.

## **Selection Criteria**

- **Meets design theme:**
  - Embodies and/or includes verbiage “belonging begins here” and the theme of social connection
  - Specific to De Pere, WI
  - Welcomes all those who live, work, worship, and play in De Pere
- **Engages the community:** fosters connection and engagement through design elements (could mean photo opportunity, interactive component, 3D effects, etc.)
- **Sustainability:** utilizes materials that will withstand all seasons in Wisconsin and require minimal maintenance over time (artist is required to apply a protective coating/sealant)
- **Expertise:** demonstrates ability/experience creating community engaged public artwork of similar scale and budget
- **Appropriateness:** design should be suitable and acceptable for interaction and public viewing for people all ages and abilities

## How to Apply

The following items should be emailed as PDF documents labeled with artist name and type of attachment (Name\_Resume, Name\_Narrative, Name\_Budget, etc.) together in ONE email, with subject “{ARTIST NAME} 2024 George Street Plaza RFP Mural Application” by May 17th, 2024 at 11:59pm to [tina@definitelydepere.org](mailto:tina@definitelydepere.org):

- **Artist’s resume**/CV complete with contact information
- Full color image illustrating **design/concept**
- **Project narrative** not exceeding 500 words including:
  - Why you are interested in the “Belonging Begins Here” public art mural for George Street Plaza
  - Supplemental project information including materials/medium, process/approach, and intention
  - How your design will facilitate a sense of belonging/connection in De Pere and engage the community
  - Tentative timeline (completion no later than August 21<sup>st</sup>, 2024)
- **Itemized budget** including paint, additional materials, supplies, artist fees, installation, sealant, etc. not to exceed \$8,000 (Definitely De Pere will work with local companies to receive discounted services for building prep, required scaffolding, etc.)
- Photos of 3 - 5 **relevant pieces of original art** completed by artist including size, materials, location, and brief description
- List of 3 **professional references** with contact information

## Questions and Resources

For questions, please contact Tina Quigley, Executive Director with Definitely De Pere at [tina@definitelydepere.org](mailto:tina@definitelydepere.org) or (920) 403-0337.

For more information about social connectedness and additional resources, please visit: [Social Connectedness / De Pere, Wisconsin \(deperewi.gov\)](https://www.deperewi.gov/social-connectedness)



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BEGINS  
HERE**   
Brown County, WI