

**Fort Atkinson Area Chamber of Commerce
Don Schink Public Art Memorial
2012 Request for Proposal**

Issue Date: January 18, 2012
Due Date: February 24, 2012, 4:00pm CST
Return to: Fort Atkinson Area Chamber of Commerce
244 North Main Street, Fort Atkinson, WI 53538
Contact: Dianne Hrobsky, 920.563.3210

Submissions should be no more than six pages, including:

- Application (available online at www.fortchamber.com)
- Current resume
- Written preliminary concept / approach statement
- No more than 5 images of relevant work or drawings (may be multiples on a page)
- Any other information that will help communicate your proposal
- Applicants must include six copies of the proposal

Overview: The Fort Atkinson Area Chamber of Commerce, in conjunction with the Fort Atkinson Community Foundation, is accepting proposals to create a memorial to honor the memory of Mr. Don Schink, to be placed in a publicly viewed location on city-owned property. The successful proposal will capture some of the qualities of Mr. Schink's community service, and now-famous motto, "Love Where You Live."

Applicants are limited to artists residing in Jefferson County or individuals who were personally acquainted with Mr. Schink through his professional work or volunteer service. Both individual and team submissions may apply. The selection committee, consisting of city and chamber personnel, a Fort Atkinson Foundation representative, a local artist, and a personal acquaintance of Mr. Schink, will consider artistic merit, relevant experience, creativity, and the ability to complete the project on time within the proposed budget when making their selection. The committee also reserves the right to refuse all proposals, or divide the project budget between one or more proposals.

The budget for this project comes from donations made to the Fort Atkinson Community Foundation in Mr. Don Schink's name, and does not exceed \$7,500.

Calendar:

January 18	RFP issue
February 24	RFP submission deadline
March 12-16	Finalists determined / possible interviews
March 30	Artist(s) selected and contract finalized
May 26	Work completed and installed

Background Information

Donald Schink “Love Where You Live” (12/6/1928 – 05/12/2000)

When you love something, you want to share it and show others why it is worth loving. You want them to love it as much as you do. In Donald Schink’s case, the thing he loved was the City of Fort Atkinson.

A collaborator at heart, Don was an expert at getting things accomplished through meaningful partnerships. He started the Jefferson County Tourism Council and was instrumental in securing funding for the Fort Atkinson Chamber of Commerce Tourism Manager position. His enthusiasm was contagious, and soon, others began to “think like Schink.” As a result, there was a concentrated focus by the Chamber, the City, the Parks and Recreation Department, and area schools and businesses, to further develop and highlight the many attractions of our “big, little city.”

Don was the ultimate host, offering to take guests from as far away as New Zealand to the places in Fort Atkinson he most treasured. A tireless cheerleader, he sang the praises of our business community, our scenic waterways, bike trails and parks, our local attractions, and most importantly, the friendly people who were the cause of his hometown pride. Don considered it a privilege to educate others about the true definition of a quality life, which he summed up in four simple words: “LOVE WHERE YOU LIVE.” This soon became the motto for all tourism-related communications for the City of Fort Atkinson, and has remained so over the last ten years.

A father of six, Don was a fierce proponent for the development of youth and recreational resources. Professionally, he served as President of the National and State 4-H Club Agents Association, and was a faculty member of the University of Wisconsin-Madison, in the Department of Agricultural and Extension Education. He would be even more impressed today to see the thriving farmer’s market and river walk in downtown Fort Atkinson, the community gardens and public works of art, the thoughtful move to sustainable energy systems, and the continued growth of the city he held most dear. Don was an individual who truly loved where he lived.

**Fort Atkinson Area Chamber of Commerce
Don Schink Public Art Memorial
2012 Request for Proposal – Application**

Name and Title:

_____ *This person and the signature will legally authorize the applicant to sign a binding contract.*

Address: _____

Phone: _____

Email / Website: _____

Proposed Project Budget:

(Must include project materials, time, installation and all related project costs. Should you be interested in donating a portion or all costs related with this public art installation, please include in your budget proposal).

References:

Please provide three professional references, including name, affiliation and phone number.

Signature:

Date:

PRESS RELEASE
Fort Atkinson Area Chamber of Commerce
244 North Main Street / Fort Atkinson, WI 53538
920.568.3210

FOR IMMEDIATE RELEASE
January 18, 2012

CONTACT: Dianne Hrobsky
evp@fortchamber.com

Fort Atkinson - Fort Chamber Seeks Tourism Memorial Proposals

When you love something, you want to share it and show others why it is worth loving. You want them to love it as much as you do. In Donald Schink's case, the thing he loved was the City of Fort Atkinson. Don was instrumental in securing funding for the Fort Atkinson Chamber of Commerce Tourism Manager position, and perhaps is best remembered for coining the chamber's tourism slogan, "Love Where You Live." Now, the chamber wishes to recognize his many community contributions by creating a public art memorial in his memory, and is accepting proposals from area artists for this purpose.

When Don passed away on May 12, 2000, family and friends wanted to honor his memory with a tourism scholarship to be used as funding for a summer intern, working in the tourism area at the Fort Atkinson Area Chamber of Commerce. These funds were managed by the Fort Atkinson Community Foundation, and have accumulated over the last 12 years with additional donations, to just over \$7,500. As the chamber's tourism department and budget grew, the original need for summer interns became less urgent, and the foundation directors have now given approval for the Donald Schink Memorial Fund to be used for a public art tribute in his name.

A request for proposals is being issued by the Fort Atkinson Area Chamber of Commerce for individual or art teams to submit project ideas. The final project will be installed on public property in the City of Fort Atkinson, on or around May 26. The chamber is asking that only Jefferson County residents or those who were personally acquainted with Don through his professional work or community service submit proposals, which are due to the chamber office by February 24. A final contract will be issued March 30, pending approval of a six-member selection committee.

Applications and additional background information are available on the chamber website: www.fortchamber.com. Questions can be directed to Dianne Hrobsky at the Fort Atkinson Area Chamber of Commerce, 920.563.3210.

###