



LETTIE JANE RENNEKAMP

Art, Teaching, Murals

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PROJECT:

La Crosse Library
Mural Project
La Crosse, WI

CLIENT: City of La Crosse / Jacqueline

Marcou / marcouj@cityoflacrosse.org
La Crosse Library / Dawn Wacek /
dwacek@lacrosselibrary.org

Project Description

Designing and Installing a large scale mural on the La Crosse Library.



Subject Matter

The mural should be a colorful image that showcases and embraces the diversity of community that the library serves. Specific elements to explore in the initial designs:

- People of different races (African American, Hochunk, Hmong populations), abilities, and ages in community building activities
- Foliage
- Bright colors
 - Incorporate library's current logo color scheme?
 - teal/dark teal

Proposed Design Timeline: Fall 2025

Proposed Installation: May 2nd - May 11th, 2026

Design Process

First Round of Designs Due by Email: proposed delivery **September 2nd EOD**

- *Based on feedback we can combine visual elements, alter colors, add missing elements or restructure the composition.*

Feedback due: 1-2 weeks following (September 9th-16th)

Second Design Due by Email: **September 23rd EOD**

- *This version could be very close to the final version or the final version, we can alter colors, and add or subtract elements that aren't working.*

Feedback due: September 30th EOD

*second draft presented to the arts board **Tuesday, October 7th**

Final Revision Due by Email: **October 21st EOD**

- *We should be happy with this version and ready to proceed to installation.*

Cost

Murals cost estimates are based on square footage and include design fees, paint and general supplies, lifts, scaffolding or special access will be the client's responsibility.

Mural Design and Installation 60' x 14' wall Approximately 840 square feet x \$30/square foot \$20/square foot \$15/square foot	 \$25,200 \$16,800 \$12,600
Paint	included
Lift	\$373 (19' scissor lift) - \$670 (26' scissor lift, rough terrain)

Travel Stipend / airfare housing	\$500-700 \$500-1000
<i>Option:</i> Licensing: Mural design to be used in additional promotional items; in Perpetuity	included
Total:	\$13,973 - \$27,570

Client Responsibilities

- Securing any licenses, or approval required by the city
- Making the space accessible during installation (at least 4 feet of space around the wall)

Installation Requirements

- One evening of safe access to the site at night in order to project and chalk up the design
- Access to restrooms during installation

Payment Schedule

\$2500 Deposit Due Upon Acceptance / The Remainder Due Upon Completion

Payment Terms: NET 60

Project Cancellation Terms: Deposit serves as Kill Fee / 100% after final delivery

Workshare Details: The Client grants the Artist the right to display, use or reproduce the artwork in promotional materials in print and online.

Please let me know if you have any questions or concerns!

Thank you so much.

Lettie Jane

Past Murals by Lettie Jane Rennekamp for reference:



See more at: www.lettiejane.com/murals