

Living Walls

Living Walls, The City Speaks
 621 North Highland Avenue NE Apt. 9
 Atlanta, GA 30306
 (678) 468 - 8491

Job Site Name: Dekalb County
 Dimentions:

I. Curatorial Fee	Rate	# Units	Total	1st Invoice	2nd Invoice	3rd Invoice	Notes
Curatorial Fee(artists)	\$4,000	1	\$4,000	\$4,000			A flat fee of \$4000 is required for Living Walls to commence work curating artists. This includes: Initial budget creation, project timelines and the conceptual design exploration process which consists of solidifying the criteria, mission and vision for the art and project. After the conceptual design exploration Living Walls will curate a list of selected artists that best fit the project and client's vision. These artists will be presented to client with portfolios, accolades and press. Living Walls will act as a mediator between potential artists and clients and will work on guiding artists in the mock up process. Mock up fees are \$1000 per artist with up to two revisions. Living Walls assumes a position of liaison to ensure artists and client are communicating clearly to get to the best mural design for the project.
Curatoria Fee(walls)	\$2,000	0	\$0				A flat fee of \$2000 is required for Living Walls to commence work finding walls. This includes: finding wall locations that fit the criteria, mission and vision for the art and project. Potential wall location will be presented to client with photos, dimmensions, brief explanation of location history and relevancy to the project plus location maps. Living Walls will act as a mediator between wall owners and clients communicating mock up designs, revisions and finalizing contracts with wall owners after design approval.
II. Totals per project							
Scottdale Production cost + Professional Costs			\$39,662	3,833	25,056	10,773	This estimate is based on the total of production costs (Paint, sundries, equipment, onsite storage, parking consumers) + Professional costs (Artist's fee, Production team fees, Living Walls admin fees, equipment operators, insurance, permitting)
Clarkston Production cost + Professional Costs			\$27,832	4,988	15,036	7,808	This estimate is based on the total of production costs (Paint, sundries, equipment, onsite storage, parking consumers) + Professional costs (Artist's fee, Production team fees, Living Walls admin fees, equipment operators, insurance, permitting)
Lane Closure Permits and Wayfinding Equipment			\$1,500		750	750	TBD
Poliece officer Traffic Control							TBD
III. Media Fees							
Media Content	-		6,000		3,000	3,000	Noted in phase 3 of SOW Living Walls will provide the client media content with documentation of entire production process from conception to completion. This media content will be tailored to client's requierements. Media documentation could include but is not limited to: 3 to 5 minute video documentary, Social media reels, dropbox folder with process photos of projects, timelapses, drone video documentation, etc. All documentation is to be used for marketing and press purposes only. All rights will be shared by artist, client and Living Walls
Project Total			\$78,994	\$12,821	\$43,842	\$22,331	
				TOTAL	1st Invoice	2nd Invoice	3rd Invoice
				\$78,994	\$12,821	\$43,842	\$22,331
<i>This grand total now includes a total fee of \$10k for the Scottdale bridge (including mock up fee) Plus mock up fees for 3 artists for Clarkston project. This also includes a \$6k fee for media (video and photos)</i>							

Location

I. Out of Pocket Costs	Rate	# Units	Total	1st Invoice	2nd Invoice	3rd Invoice	Cost Element Reasoning (All Prices not at a flat fee have been Marked Up for Budget Control)
A. Prep	\$1,500	1	\$1,500		\$1,500		This estimate is based off of contractor work to paint the underpass
A. Primer	\$230	3	\$690		\$690		This estimate is based off the price for one 5 gallon bucket of Sherwin Williams "Loxon Concrete & Masonry Primer". Specific for sealing and conditioning above-grade masonry surfaces. It tolerates the high pH common in new masonry and ensures a long-lasting finish.
A1. Paint	\$48	30	\$1,440		\$1,440		This estimate is based off the price for a one gallon bucket of Benjamin Moore "Ultra Spec® EXT Paint". This paint is specialized for use on exterior mortar surfaces and long exposures to sunlight.
A2. Spray Paint	\$9	0	\$0		\$0		This price is based off 'Montana Black' Spray paint. The most long lasting paint for outdoor murals.
A3. Sundries	\$800	1	\$800		\$800		Sundries consist of all materials. Paint rollers, paint brushes, paint sprayer, tape, ladders, towels, buckets, tarp and drop cloth. We also use this to rent traffic cones and sidewalk closure signs and any other miscellaneous items needed during production.
A4. Sealant	\$370	1	\$370		\$370		This price is based on purchase of one 5 gallon bucket of VANDLGuardone Premium Non-Sacrificial Anti-Graffiti Coating
B1. Equipment	\$2,000	2	\$4,000		\$4,000		This rate is based off invoice contracts with Sunbelt rentals. We will be renting two "19' scissors " at the <u>month rental rate</u> .
B2. Pressure Washing	\$3,000	1	\$3,000		\$3,000		Pressure washer Contractor estimate
C. POD Storage	\$450	1	\$450		\$450		This is based off a one month rental rate for POD's Storage and moving
Total Out of Pocket Costs			\$10,300		\$10,300		

II. Professional Fees	Rate	# Units	Total				Notes
B. Artist Fee	\$9,000	1	\$9,000		\$4,500	\$4,500	Flat Fee. This includes project meetings, site visits, pre production, safety training, production timeline and documentation collaboration.
B1. Mock up Fee	\$1,000	1	\$1,000	\$1,000			
C. Site manager	\$30	80	\$2,400		\$1,200	\$1,200	This was based on an estimated 80 labor hours at a rate of \$30/hour. Project manager will oversee all production ongoings before,during and after the project as well as obtain all materials and manage machinery needed. PM will provide schedules for artists, staff and volunteers during production. They will be the main point of contact for all ongoings and updated during project.
D. Artist Assistant	\$28	80	\$2,240		\$1,120	\$1,120	This was based on an estimated 80 labor hours at a rate of \$28/hour. Artist assistant ensures the artist work is finished in a timely manner. Assistants are there to provide any help the artist may need when painting the wall.
D. Artist Assistant	\$28	80	\$2,240		\$1,120	\$1,120	This was based on an estimated 80 labor hours at a rate of \$28/hour. Artist assistant ensures the artist work is finished in a timely manner. Assistants are there to provide any help the artist may need when painting the wall.
E. Total Production Insurance	\$1,000	1	\$1,000		\$1,000		This price was given by our insurance agent from Philly Insurance. This price varies based on location.
F. Heavy Equipment Operators							If heavy equipment is needed Ex. Stage platforms etc. we will need to hire professional drivers to operate machinery
G. Plaque + Sinage	\$150	1	\$150		\$150		
Total Prof/Admin Costs			\$18,030	\$1,000	\$9,090	\$7,940	
Out of Pocket + Prof/Admin (I + II)			\$28,330	\$1,000	\$19,390	\$7,940	

III. Admin Fees	Rate	# Units	Total				Notes
A. LW Production fee 30%	30%		\$8,499	\$2,833	\$2,833	\$2,833	This includes Living Walls cost of doing business : Contract and budget drafting, production strategy, safety training, permitting,payment disbursements, materials and equipment procurement,insurance and all installation fees.
B. Travel Expense			\$0				
C. Lodging		0	\$0				
D.Contingency of 10%		10%	\$2,833		\$2,833		

Grand Total			39,662	3,833	25,056	10,773	
--------------------	--	--	---------------	--------------	---------------	---------------	--

Location

I. Out of Pocket Costs	Rate	# Units	Total	1st Invoice	2nd Invoice	3rd Invoice	Cost Element Reasoning (All Prices not at a flat fee have been Marked Up for Budget Control)
A. Prep	\$180		\$0		\$0		This estimate is based off the price for one 5 gallon bucket of Sherwin Williams " ProMar Interior/Exterior Semi-Gloss Block Filler and Finish". ProMar Block Filler and Finish has excellent filling characteristics and is designed to provide a high build filling and finish system to prep damaged masonry substrates for priming and painting.
A. Primer	\$230		\$0		\$0		This estimate is based off the price for one 5 gallon bucket of Sherwin Williams "Loxon Concrete & Masonry Primer". Specific for sealing and conditioning above-grade masonry surfaces. It tolerates the high pH common in new masonry and ensures a long-lasting finish.
A1. Paint	\$52	25	\$1,300		\$1,300		This estimate is based off the price for a one gallon bucket of Benjamin Moore "Ultra Spec® EXT Paint". This paint is specialized for use on exterior mortar surfaces and long exposures to sunlight.
A2. Spray Paint	\$9	0	\$0		\$0		This price is based off 'Montana Black' Spray paint. The most long lasting paint for outdoor murals.
A3. Sundries	\$500	1	\$500		\$500		Sundries consist of all materials. Paint rollers, paint brushes, paint sprayer, tape, ladders, towels, buckets, tarp and drop cloth. We also use this to rent traffic cones and sidewalk closure signs and any other miscellaneous items needed during production.
A4. Sealant	\$290	1	\$290		\$290		This price is based on purchase of one 5 gallon bucket of Port Paints product "PERMA-CRETE® PLEX-SEAL® WB Exterior Clear Sealant" This product ensures the life of each mural up to 10 years. This product provides protections from water damage and fading. This product also makes it easy to clean any dirt or dust off in the future.
B1. Equipment	\$2,000	1	\$2,000		\$2,000		This rate is based off invoice contracts with Sunbelt rentals. We will be renting a " 24' 4WD Scissor ." at the 4 week rental rate.
B2. Pressure Washing	\$1,500		\$0		\$0		Preshur washer contracting estimate
C. Priming	\$800		\$0		\$0		
C. POD Storage	\$450	1	\$450		\$450		This is based off a one month rental rate for POD's Storage and moving
Total Out of Pocket Costs			\$4,090		\$4,090		

II. Professional Fees	Rate	# Units	Total				Notes
B. Artist Fee	\$7,000	1	\$7,000		\$3,500	\$3,500	Flat Fee.This includes project meetings, site visits, pre production, safety training, production timeline and documentation collaboration.
B1. Mock Up Fee	\$1,000	3	\$3,000	\$3,000			
C. Site manager	\$30	80	\$2,400		\$1,200	\$1,200	This was based on an estimated 80 labor hours at a rate of \$27/hour. Project manager will oversee all production ongoings before,during and after the project as well as obtain all materials and manage machinery needed. PM will provide schedules for artists, staff and volunteers during production. They will be the main point of contact for all ongoings and updated during project.
D. Artist Assistant	\$28	80	\$2,240		\$1,120	\$1,120	This was based on an estimated 80 labor hours at a rate of \$25/hour. This rate was estimated for 10 days of work. Artist assistant ensures the artist work is finished in a timely manner. Assistants are there to provide any help the artist may need when painting the wall.
E. Total Production Insurance	\$1,000	1	\$1,000		\$1,000		This price was given by our insurance agent from Philly Insurance. This price varies based on location.
F. Heavy Equipment Operators							If heavy equipment is needed Ex. Stage platforms etc. we will need to hire professional drivers to operate machinery
G. Plaque + Sinage	\$150	1	\$150		\$150		
Total Prof/Admin Costs			\$15,790	\$3,000	\$6,970	\$5,820	

Out of Pocket + Prof/Admin (I +II)			\$19,880	\$3,000	\$11,060	\$5,820	
---	--	--	-----------------	----------------	-----------------	----------------	--

III. Admin Fees	Rate	# Units	Total				Notes
A. LW Production fee 30%	30%		\$5,964	\$1,988	\$1,988	\$1,988	This includes Living Walls cost of doing business : Contract and budget drafting, production strategy, safety training, permitting,payment disbursements, materials and equipment procurement,insurance and all installation fees.
B. Travel Expense			\$0				
C. Lodging		0	\$0				
D.Contingency of 10%		10%	\$1,988		\$1,988		

Grand Total			27,832	4,988	15,036	7,808	
--------------------	--	--	---------------	--------------	---------------	--------------	--