

Robin Grams

From: rocky nelson <rockynelson316@hotmail.com>
Sent: Tuesday, August 19, 2025 12:56 PM
To: Robin Grams
Cc: rocky nelson
Subject: RFP Friedman Alley Murals City of Waukesha- Rocky Nelson art

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Proposal for “rockin’ by the river” mural

I have here my proposal for mural area 3 in the downtown Waukesha art project. Ive lived in Waukesha for nearly 15 years and I’ve been waiting for the time we can express more art in the downtown area. I wanted to make this mural match the overall vibes of the downtown area. This is still a work in progress but its the general idea of the mural and won’t alter much.

In my mural it displays a band of foxes (fox river) with bold letters spelling “rockin by the river” in relation to the first Fridays with live music on every corner. I also have one playing a Les Paul guitar to bring together the Les paul aspect of Waukesha. So my thought was “wouldn’t it be cool if you’re walking through the alley way from the fox river, hearing the live music get louder as you walk past this vibrant mural of foxes playing Les Pauls” I feel the location is perfect for the message the mural is sending. I have attached my digital renderings and quote for the mural.

I work early mornings and I live right down the street. I would be able to get the mural done a few weeks after it gets approved. I would start the second I get the email and funds. I’ve painted professionally for over 7 years. I would take a professional approach and you won’t have anything to worry about the product will come out amazing. I also plan to add more minor details such as small music notes throughout the background.

Thank you for your time.

-rocky Nelson

Size: approx. 112 sq. ft. (8x14ft)

Medium: acrylic paint and spray paint on weather resistant panels with UV protection

Pricing breakdown

Design fee (covers sketching, digital renders and revisions) \$300-\$500

Materials (covers weather resistant panels, mounting materials, paint, sealant, brushes) \$700-\$850

Labor/artist fee (112 sq. ft. @ \$35/sq. ft.) \$3920

Total \$4920-\$5270 willing to negotiate







ROCK
BY
ROCK

The image features a stylized title "ROCK BY ROCK" in a bold, white, gothic-style font with black outlines. The text is set against a background with a vertical gradient from orange at the bottom to red at the top. A solid blue vertical bar runs along the left edge of the image.

