

Feb. 23, 2018

Dear Downtown Business Owner:

The City of Kenosha is excited to partner with Downtown Kenosha, Inc. and the Kenosha News to present "Keyed Up Kenosha," a piano public art project. Eleven pianos will be decorated by local artists and displayed downtown throughout the summer. A twelfth piano will be decorated and displayed at the Visitor's Center at I-94. A kick-off event on June 9 will feature some talented local musicians at each downtown location. Everyone is welcome to stop by and "tickle the ivories" for the rest of the season.

Downtown businesses are invited to get involved with the project by sponsoring and hosting pianos outside their locations. The sponsorship fee of \$500 includes a mat under the piano and a tarp, which sponsors would use to cover the pianos when rain is expected. The fee also helps cover costs for the pianos and artist supplies. Event organizers have accepted 12 artist design proposals for the project and sponsors will choose the proposal they wish to support, based on the order in which their payment is received.

Sponsors will be recognized with their name or logo on a plaque on the piano. The plaque also recognizes the artist who is donating his or her talent to decorate the pianos. Maps showing the locations and sponsors for each piano will be available at participating businesses and also will be posted on the web site: www.downtownkenosha.org.

Prior to going on display outside, the Kenosha News will house the pianos in a temporary artists studio in the former printing press area. The Get Behind the Arts tour of artist studios in April offers a sneak peek of the works in progress. An auction of the pianos at the end of the season benefits Downtown Kenosha, Inc. special projects.

City ordinances place some limitations on where the pianos may be placed. For example, businesses with outdoor patios or cafe seating may be well-suited for hosting a piano.

We hope you will consider joining us to present the Keyed Up Kenosha public art project. In order to facilitate planning, we are seeking sponsorship by **March 5**. Please contact me with any questions: kkochman@kenosha.org or phone: 262.653-4177.

Sincerely,



Kris Kochman
Community Relations Liaison