

DRAFT GUIDELINES FOR COMMUNITY ART WORKS

A. Introduction

The Portland Public Art Committee allocates a portion of its budget for Community Art Works. The goal is to engage citizens and community groups in the creation of public art in local neighborhoods. This initiative aims to:

- Engage the City's diverse communities by creating collaborations between artists and community members to achieve works of artistic excellence;
- Creatively express the memory, values, traditions, customs or aspirations of community members;
- Address significant neighborhood sites, and/or respond to the character and history of particular places;
- Stimulate curiosity and interest in a community's heritage; and
- Promote a sense of membership and harmonious co-existence among various groups within a community.

B. Project Types

Community Art Works is a relatively new initiative of the Portland Public Art Committee. Many examples of community based public art can be found in other communities (Vancouver, British Columbia in particular has a well developed program). Perhaps the best example of a local project is the East Bayside Murals by Andrew Schoultz and Bayside youth (a case study is available).

C. Eligibility

Community Art Works grants are available to applicants that include a neighborhood-based 501(c)(3) not-for-profit partner which is able to legally and responsibly utilize grant funds. Such entities could include a local arts organization; neighborhood association; community center; community service group; or similar organization.

The organization must work in conjunction with a professional visual arts professional or group of visual arts professionals to create public art that is in compliance with the City's *Public Art Program Ordinance* and the *Portland Public Art Committee Guidelines*.

The Community Art Works funding may be used for artist fees; administrative costs; supplies and materials; technical requirements and rentals; and travel, housing and hospitality for artists.

D. Funding

The Portland Public Art Committee allocates a portion of its annual budget to be used as matching funding for Community Art Works. All awards are contingent upon the availability of funds from the Portland Public Art Committee budget and are subject to approval by the City Council.

Grant applicants shall commit to a contribution of in-kind services or cash that is equal to, or greater than, the funding requested from the Portland Public Art Committee. Eligible in-kind contributions include, but are not necessarily limited to room rental, equipment, materials, donated services, volunteer participation, and staff costs. Applicants are encouraged to explore other sources of funds such as foundations and corporate resources.

E. Application

The attached application must be completed. In brief, applicants should address the following:

1. Describe the conceptual vision for the Community Art Works project;
2. Identify the potential neighborhood site(s) for the art work;
3. Explain what makes the potential site(s) important to the neighborhood;
4. Identify a non-profit organization that can receive funds on behalf of the project;
5. Provide the contact info and mission statements of the team members and project lead;
6. List the skills or background desired in an visual arts professional;
7. Describe the scope of the visual arts professional's role;
8. If there is an interest in engaging a particular visual arts professional, or the application is coming from a visual arts professional, please provide a resume and slides of previous work. If an visual arts professional has not been selected, please list the qualifications desired.
9. Detail sources of additional matching funds (cash and/or in kind sources).
10. Timeline for completion of project.

F. Requirements

The requirements for Community Art Works projects are as follows:

1. Located on City lands with documented permission of the appropriate authority.
2. Designed to be permanent and last at least 20-25 years.
3. Accessible to the general public.
4. Accessible to people with disabilities, as required by law.
5. Safe and vandal-resistant.
6. Evaluated by the City's Public Art Conservator for future maintenance issues.
7. Demonstrated capacity to undertake and complete the project within one year.
8. Submitted under the auspices of a non-profit organization.
9. Applicants must include PPAC in all publicity related to the project.
10. Demonstrated outreach to the community, City Councilors and other local government officials.

G. Site Criteria

The applicant should prepare an explanation of the following issues as they relate to the project:

1. Preferred site(s) and general reason for this selection;
2. Written permission of the appropriate public authority (PPAC will help to identify);
3. Public accessibility and any related potential safety issues;
4. Traffic patterns and interactions with the artwork;
5. Environmental impacts, if any;
6. Relationship of proposed artwork to existing or future development plans for the area, architectural features, natural features and urban and landscape design;
7. If located near a structure, describe the facility's function, and its users and surrounding community, as well as the interaction of the users with the proposed artwork; and
8. Relationship of the proposed artwork to existing art works in the vicinity.

H. Restrictions

Community Art Works funds may not be used for the following purposes:

1. Work that portrays school, team, corporate or organizational mascots.
2. Art that has singularly religious or sectarian purposes.
3. Work that is not accessible to the general public.
4. Expenses incurred before the starting date of the period covered in the grant request.
5. Capital improvements, facility construction, structural renovation, and restoration.
6. Purchase of equipment, property, library holdings or acquisitions.
7. Publications or recordings for commercial purposes.
8. Scholarships or other activities related to academic credit or degrees.
9. Activities intended primarily for fundraising.
10. Receptions, parties, or gallery openings.
11. Food, beverages, or other refreshments.
12. Prizes and awards.
13. The application of new artistic work to historic buildings or structures, unless approved by the state historic preservation office as being in compliance with the Secretary of the Interior's Standards for the Treatment of Historic Properties. For more information, contact the City of Portland, Historic Preservation Program, 207-874-8721.

I. Application Process

Applicants should initially contact the Portland Public Art Committee to discuss the proposed project. Staff will provide feedback on the conceptual idea and determine if the activity is eligible for funding. Guidelines and an application will be forwarded after this initial contact.

Please contact the Portland Public Art Committee, attention of the Planning Division, City of Portland, 389 Congress Street, Portland, ME 04101, 207-874-8721.

Exact details of the proposed artwork do not need to be determined at the application stage. In fact, applicants are encouraged to refrain from specifying details of the artwork until a qualified visual arts professional is involved. The PPAC may provide input in choosing the visual arts professional.

Each application must clearly identify a lead organization or person. This lead entity will be asked to meet with the PPAC a minimum of two times.

At the first meeting, the application and conceptual project will be discussed. The PPAC will help to establish a final scope for the project's design.

The PPAC may recommend appropriate visual arts professionals. If the applicant has an interest in engaging a particular visual arts professional, or the application is coming from an visual arts professional, a resume and slides of previous work should be submitted. The PPAC must approve the visual arts professional.

At the second meeting, the project lead will present an application which may include a draft design and budget as well as materials and specifications.

Unsuccessful applicants may request a meeting with the PPAC to discuss the project and opportunities for revision prior to the next funding cycle.

J. Review Criteria

The Portland Public Art Committee will review the final applications and recommend projects to the City Council for approval. The Committee will evaluate proposals for the following:

1. Artistic merit is evaluated by the quality of production, project innovation, and the intent of the proposed work for that site, in the context of its surroundings. If the visual arts professional is part of the application team, their training, experience and previous work are part of the evaluation.
2. Community process is evaluated by the level of community leadership, the cultural diversity of community participation, and evidence of support by community groups and individuals who may donate funds, materials and services. Projects are preferred that involve the community in "hands on" efforts.
3. The project site(s) for the art should be identified in the application, and the significance of these sites to the neighborhood or the larger community should be described, such as accessibility, prominence, cultural or historic significance, and proximity to other sites.
4. Focus, clarity and achievability.
5. Ability to produce a public project.
6. Realistic funding and implementation plans.

7. Maintenance requirements.

K. Timeframe and Deadlines

Submissions should be delivered no later than 4:00pm on September 7th to the Portland Public Art Committee, attention of the Planning Division, City of Portland, 389 Congress Street, Portland, ME 04101, 207-874-8721.

Projects are expected to be completed within one year of funding approval. Some exceptions may be approved due to unforeseen circumstances. The dates below are guides and may change slightly from year to year given holidays and other conflicts. Please check with PPAC for dates.

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| 1. Conceptual Development | May- August |
| 2. Deadline for Applications | September 7 |
| 3. Review of Applications | September |
| 4. City Council Vote on Annual Plan | December |
| 5. Notice of Decision | December 31 |
| 6. Use of Funds May Begin | December 31 |
| 7. Fabrication and Installation | January - December |
| 8. Midpoint Assessment Due | June 30 |
| 9. Use of Funds Must Conclude | December 31 (an exception may be granted) |
| 10. Final Report Due | January 31 |
| 11. Evaluation of Project | Completion of the project. |

L. Contact Information

Please feel free to contact the Portland Public Art Committee, attention of the Planning Division, City of Portland, 389 Congress Street, Portland, ME 04101, 207-874-8721.