

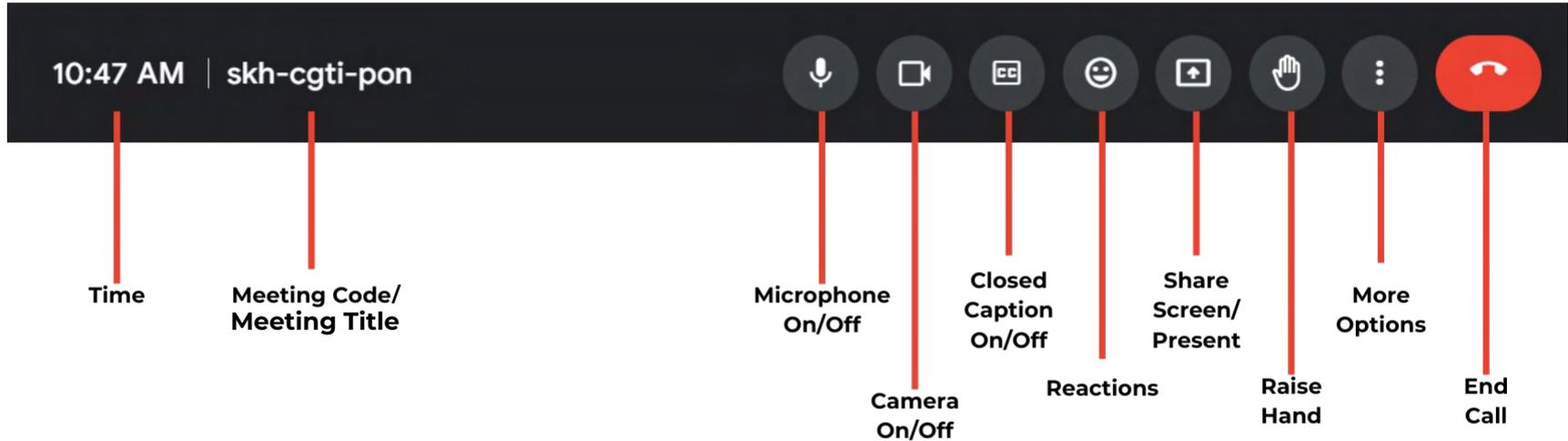
# Understanding the Public Art Across Maryland Grant Scoring Process Webinar

Public Art Across Maryland

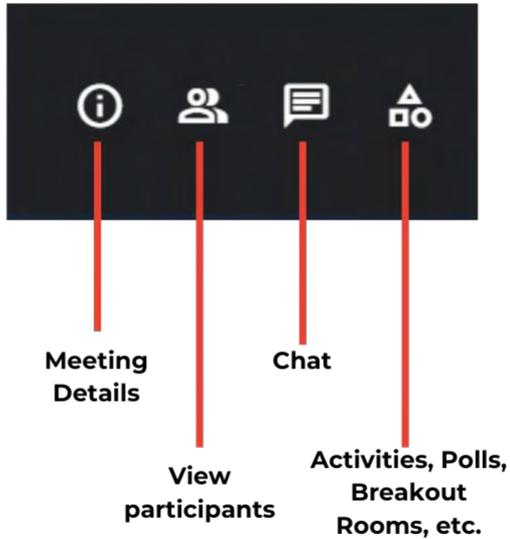
**Hosted by:**

**Nora Howell, Public Art Project Manager**

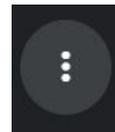
# Reference Shot of Features (1 of 2)



# Reference Shot of Features (2 of 2)



**In "More Options"**



-  Change layout
-  Full screen
-  Open picture-in-picture
-  Apply visual effects
-  Turn on captions
-  Use a phone for audio

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-  Report a problem
-  Report abuse
-  Troubleshooting & help
-  Settings

# Land Acknowledgement Statement

We acknowledge the lands and waters now known as Maryland are the home of its first peoples: the Accohannock Indian Tribe, Assateague People's Tribe, Cedarville Band of Piscataway Indians, Choptico Band of Indians, Lenape Tribe, Nanticoke Tribe, Nause-Waiwash Band of Indians, Piscataway Conoy Tribe, Piscataway Indian Nation, Pocomoke Indian Nation, Susquehannock Indians, Youghiogheny River Band of Shawnee, and tribes in the Chesapeake watershed who have seemingly vanished since the coming of colonialism. We acknowledge that this land is now home to other tribal peoples living here in diaspora. We acknowledge the forced removal of many from the lands and waterways that nurtured them as kin. We acknowledge the degradation that continues to be wrought on the land and waters in pursuit of resources. We acknowledge the right of the land and waterways to heal so that they can continue to provide food and medicine for all. We acknowledge that it is our collective obligation to pursue policies and practices that respect the land and waters so that our reciprocal relationship with them can be fully restored.

# Equity and Justice Statement

The arts celebrate our state's diversity, connect our shared humanity, and transform individuals and communities. The Maryland State Arts Council (MSAC) and its supporting collaborators are committed to advancing and modeling equity, diversity, accessibility, and inclusion in all aspects of our organizations and across communities of our state.

MSAC and its grantees are committed to embracing equity and non-discrimination regardless of race, religious creed, color, age, gender expression, sexual orientation, class, language, and/or ability.

## Vision

The Maryland State Arts Council plays an essential role ensuring every person has access to the transformative power of the arts.

## Mission

Maryland State Arts Council advances the arts in our state by providing leadership that champions creative expression, diverse programming, equitable access, lifelong learning, and the arts as a celebrated contributor to the quality of life for all the people of Maryland.

**Goal 1. Increase Participation:** Broaden MSAC's constituency, providing avenues designed to increase pathways to engagement

**Goal 2. Provide Intentional Support:** Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents

**Goal 3. Build Capacity:** Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission

**Goal 4. Leverage Connections:** Further enhance current relationships and involve additional partners, collaborators, and constituents who will benefit from and advance the work of MSAC

**Goal 5. Bolster Maryland Arts:** Showcase the high caliber, diverse and relevant work of Maryland's artists and arts organizations; their contributions to community vitality and MSAC's role as a catalyst

# Creative Meeting Actions

**Celebrate** being in the space with other creative people.

**Engage** with everyone's presence as a gift.

**Acknowledge** that together we know a lot.

**Enter** the conversation with curiosity and inquiry.

**Share** your idea and trust that it will be heard.

**Use** "I" statements.

**Focus** your language on the task at hand.

**Hold** one another accountable with care.

**Apply** "Yes, and!" - "I hear your idea and I'm going to add to it!"

**Balance** speaking and listening.

# Understanding the Public Art Across Maryland Grant Scoring Process Webinar

Public Art Across Maryland

**Hosted by:**

**Nora Howell, Public Art Project Manager**

# AGENDA

- 01** Welcome
- 02** Panel Review Process
- 03** The Scoring Rubric example
- 04** Q & A



## **Introduce yourself in the chat!**

Share your name

What county are you representing?

What grant are you applying for?



# 01 What happens after you submit your grant?



# 1

## The Review Panel

- Prospective panelists apply through an Open Call
- MSAC selects 10 -13 panelists with grant and public art experience from across Maryland
- Panelist electronically review and score all applications

*MSAC Public Art staff do NOT score applications*



## 2

### Round 1

- Panelists review and provide initial scores for applications independently on-their-own & provide written comments on each grant question.
- Scores from all panelists are averaged for each application
- High scoring applications that meet the % threshold are advanced to Round 2

3

## Round 2

- Virtual panelist meeting, they discuss and submit final scores for Round 2 applicants
- Scores from all panelists are averaged for each application
- The meeting is open to the public;
- Applicants and guests may observe but must remain on mute and off camera for the duration of the meeting.
- Final awards are determined by MSAC staff following the meeting.

*If your application advances to Round 2, you will be notified.*





**Note:**

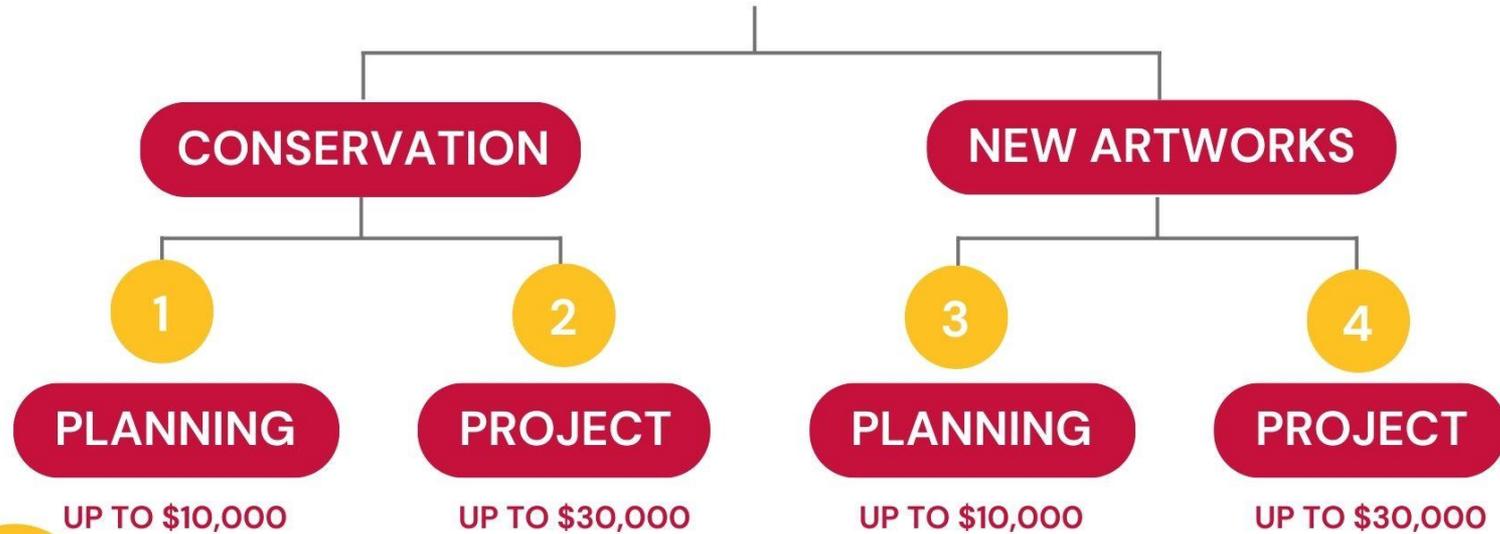
If multiple applications receive the same score but budget restrictions prevent all applications with that score from being funded, final selections will be based on which applications most closely align with the published strategic goals of the Maryland State Arts Council, in the determination of the MSAC staff.



## 02 The Rubric

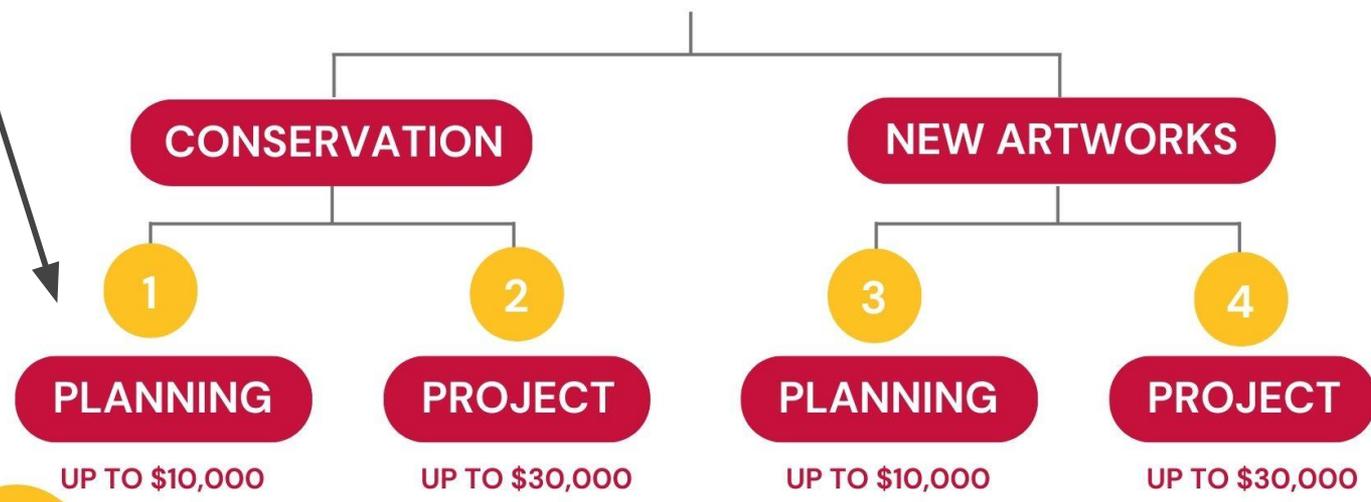
*AKA: How your grant receives points!*

# PUBLIC ART ACROSS MARYLAND



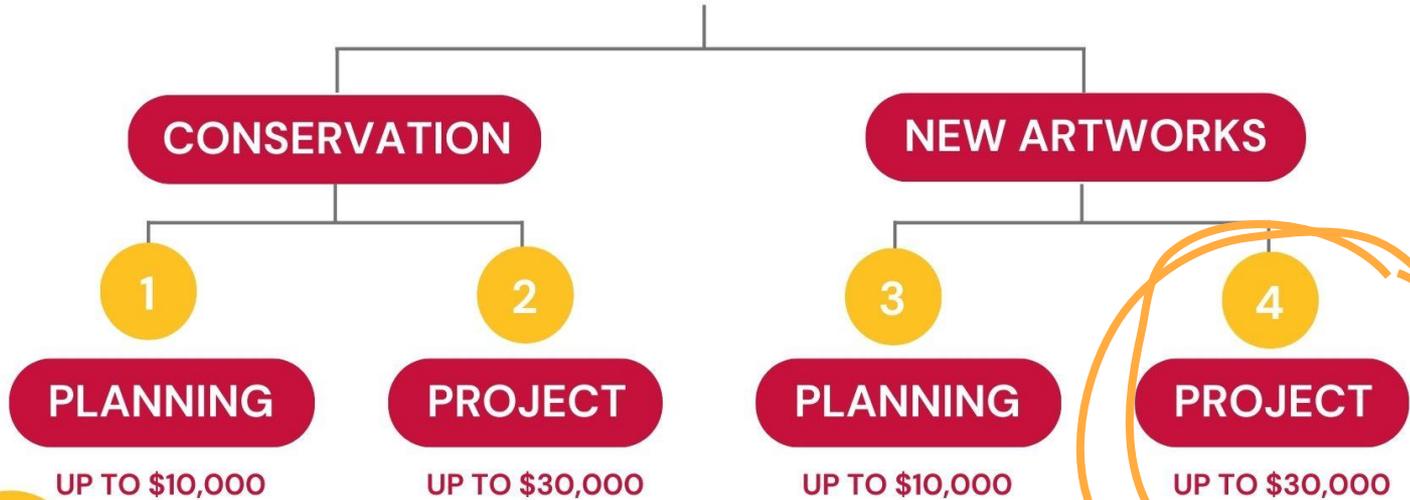
# Each type of grant has its own rubric:

## PUBLIC ART ACROSS MARYLAND



Each type of grant has its own rubric:

## PUBLIC ART ACROSS MARYLAND



## FY25 Public Art Across Maryland - New Artworks Project Grant Rubric

### 1. Project Description:

Please provide a detailed description of the proposed public art project including:

- Artwork concept/meaning
- Creation/fabrication and installation process including materials/media
- Description should align with the submitted artwork drawings in Attachment A

Clear, specific, and detailed written description aligns with the drawings and communicates strong feasibility.

Written description aligns with the drawings and communicates feasibility.

Some description with the drawings that communicate some feasibility.

Unclear description and unclear drawings do not communicate feasibility.

**Excellent to outstanding**

**Good to very good**

**Satisfactory**

**Fair to Marginal**

**28-30**

**18-20**

**8-10**

**3-5**

**2a. Describe your community:** Please describe the community that will be impacted by the proposed public artwork, including the primary stakeholders who will be involved in and affected by this project.

**2b. Community Engagement:** Describe the community/public engagement that took place during the planning process; additionally, describe how the community/public will continue to be engaged during the project implementation and any additional related activities. Examples may include, but are not limited to:

- Proposed community/public engagement activities in creating the artwork
- Related activities and programming at the dedication or following the artwork installation
- Other activities specific to the needs of the community and proposed artwork context

Clear, specific, and detailed description of the community and community engagement that strongly centers and values community input in both the planning and implementation process (and related activities, as relevant).

Description of community engagement that centers and values community input in both the planning and implementation process (and related activities, as relevant).

Some description of community engagement that somewhat centers and values community input through some but not all portions of the process (and related activities, as relevant).

Minimal description of the community engagement that does not demonstrate centering and valuing of community input in some or all portions of the process (and related activities, as relevant).

**3. Prior Experience:** Please describe the experience of the applicant and artist(s), demonstrating their ability to successfully manage and implement the proposed project. Artist's experience should align with the proposed artwork media in the Artwork Drawings in Attachment A, and the Artist's Background Work samples in Attachment B.

Clear, specific, and detailed evidence of experience of the applicant and artist(s) that communicates strong feasibility to implement the project.	Evidence of experience of the applicant and artist(s) that communicates feasibility to implement the project.	Little to no experience of the applicant and artist(s) communicates; does not communicate project feasibility.	
<b>Excellent to outstanding</b>	<b>Good to very good</b>	<b>Fair to Marginal</b>	
<b>13-15</b>	<b>8-10</b>	<b>3-5</b>	

**4. Project Schedule:** In SmartSimple, fill out a schedule chart with dates and activities for the planning process described in Question 1. Activities cannot start until grant status notification, in mid-March 2025.

Clear, specific, and realistic schedule of dates and activities that clearly align with Questions 1 & 2 and communicate strong project feasibility.	Realistic schedule of dates and activities that align with Questions 1 and 2 and communicate project feasibility.	Few dates and activities that do not quite align with Questions 1 & 2; does not communicate feasibility.	
<b>Excellent to outstanding</b>	<b>Good to very good</b>	<b>Fair to Marginal</b>	
<b>13-15</b>	<b>8-10</b>	<b>3-5</b>	

**5. Project Budget:** In SmartSimple fill out the budget template detailing project expenses and income. Expenses may include: Artist Fee(s), Organization Project Management/Administration, Community Activities, Artwork Materials, Site Preparation, Installation, Transportation, Contracted Services, Marketing, Plaque, and Dedication Event Costs.

Clear, specific, and realistic project expenses and income that clearly align with the Project Description and Artwork Drawings and indicate strong project feasibility.	Realistic project expenses and income that align with the Project Description and Artwork Drawings and indicate project feasibility.	Some expenses that do not quite align with the Project Description and Artwork Drawings; does not indicate project feasibility.	
<b>Excellent to outstanding</b>	<b>Good to very good</b>	<b>Fair to Marginal</b>	
<b>13-15</b>	<b>8-10</b>	<b>3-5</b>	

**6. Maintenance:** Describe the maintenance required, and the organization or entity that will be responsible for artwork oversight and funding maintenance. Description should address theft, vandalism, durability and seasonal exposure. The artist can be contracted to do maintenance but cannot be responsible for funding and oversight.

Clear and specific description of maintenance required and identification of who will be responsible for funding and oversight.	Minimal to no description of maintenance and unclear identification of who will be responsible for funding and oversight.
<b>Excellent - Good</b>	<b>Fair to Marginal</b>

# 02 Let's try it!

## New Artworks Project Grant:

### FY25 Public Art Across Maryland - New Artworks Project Grant Rubric

#### 1. Project Description:

Please provide a detailed description of the proposed public art project including:

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- Creation/fabrication and installation process including materials/media
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<b>28-30</b>	<b>18-20</b>	<b>8-10</b>	<b>3-5</b>

## 1. Project Description

For the Public Art Across Maryland grant program I will create a mural on the wall situated at 180 Madison Avenue, in Charles County. This work will feature an abstract landscape reflecting the flora and fauna of southern Maryland. To ensure the durability of the mural I will use a three layer painting approach first a primer paint, followed by exterior acrylic paint, and sealed with an anti-graffiti coat.

# What score would you assign this grant?

## FY25 Public Art Across Maryland - New Artworks Project Grant Rubric

### 1. Project Description:

Please provide a detailed description of the proposed public art project including:

- Artwork concept/meaning
- Creation/fabrication and installation process including materials/media
- Description should align with the submitted artwork drawings in Attachment A

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<b>Excellent to outstanding</b>	<b>Good to very good</b>	<b>Satisfactory</b>	<b>Fair to Marginal</b>
<b>28-30</b>	<b>18-20</b>	<b>8-10</b>	<b>3-5</b>

**1. Project Description:** Sylvan Grove Community Alliance (SGCA) is grateful to have received a Planning Grant for the Assembly Tree Public Art project located at the Sylvan Grove Neighborhood Park, a highly visible gateway intersection at Carolina and Ransom Roads in Madison-Sylvan in a large 3 acre green space. SGCA, represents approximately 1000 households and has engaged the Parks Department who supports the installation of the project.

The funding will specifically support the artist team Studio A-Z fees, sculpture materials, fabrication, transportation to the site and installation, community engagement activities, and a ribbon cutting community celebration. The concept for the Assembly Tree came from the archetypal notion that trees are links between places. Trees symbolize strength, community, connection, family, a spot for shade, a place of Assembly. The Tree of Life is a symbol that represents the interconnectedness of everything in the universe and is present in mystical traditions of almost every culture. These myths inspired the artists to design a welcoming entryway that will connect areas and encourage people to come together at Sylvan Grove Neighborhood Park.

Embedded into the park plaza area a 2' deep, 1' diameter concrete foundation designed by our engineer, the sculptural tree 'trunk' is 6"x6" tubular steel that rises 10' above the ground with perpendicular 2" tubular steel curved into a 'branch-like' form welded to the top on the trunk. The curved branch extends either side 4'. The steel will be powder coated red to represent joy, with green 'leaves' hand painted with durable automotive paint. On the plaza concrete 'welcome' will be painted in different languages with pavement paint.

# What score would you assign this grant?

## FY25 Public Art Across Maryland - New Artworks Project Grant Rubric

### 1. Project Description:

Please provide a detailed description of the proposed public art project including:

- Artwork concept/meaning
- Creation/fabrication and installation process including materials/media
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<b>28-30</b>	<b>18-20</b>	<b>8-10</b>	<b>3-5</b>

# New Artworks Project Grant

**2a. Describe your community:** Please describe the community that will be impacted by the proposed public artwork, including the primary stakeholders who will be involved in and affected by this project.

**2b. Community Engagement:** Describe the community/public engagement that took place during the planning process; additionally, describe how the community/public will continue to be engaged during the project implementation and any additional related activities. Examples may include, but are not limited to:

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Minimal description of the community engagement that does not demonstrate centering and valuing of community input in some or all portions of the process (and related activities, as relevant).

**Excellent to outstanding**

**Good to very good**

**Satisfactory**

**Fair to Marginal**

**18-20**

**13-15**

**8-10**

**3-5**

## 2. Community Engagement

Describe the community/public engagement that took place during the planning process; additionally, describe how the community/public will continue to be engaged during the project implementation and any additional related activities. Examples may include, but are not limited to:

- Proposed community/public engagement activities in creating the artwork
- Related activities and programming at the dedication or following the artwork installation
- Other activities specific to needs of the community and proposed artwork context

The location of the mural is a high traffic business district. The business owners of the district will be invited to a public paint day, in which they can help paint portions of the mural. In advance of the public paint day I will circulate flyers inviting the public to participate.

# What score would you assign this grant?

**2a. Describe your community:** Please describe the community that will be impacted by the proposed public artwork, including the primary stakeholders who will be involved in and affected by this project.

**2b. Community Engagement:** Describe the community/public engagement that took place during the planning process; additionally, describe how the community/public will continue to be engaged during the project implementation and any additional related activities. Examples may include, but are not limited to:

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**Excellent to outstanding**

**Good to very good**

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**Fair to Marginal**

**18-20**

**13-15**

**8-10**

**3-5**

## 2. Community Engagement

The neighborhood has had significant input during the public art planning phase supported by the PAAM Planning Grant. We are a culturally and ethnically diverse, multi-generational community. The SGCA was successful in collaborating with multiple County agencies and nonprofit organizations in developing the public artwork. This includes the Parks & Recreation and Public Works departments, as well as our local Arts Council.

The SGCA Arts Committee led community input meetings to develop the goals and themes for the public artwork then issued an open call to artists for the state of Maryland. Twenty four applications were received and three semi-finalists were paid \$1000 honorarium from our Planning Grant to support artwork concepts proposals. Two months later the three semi-finalists teams each presented their proposals to the Arts Committee and the community in an open meeting that included bilingual interpreters. Following the presentation, the Committee facilitated a feedback and input discussion. For those who could not attend, further input was solicited through surveys and the Artists Selection Committee selected the overwhelmingly popular Assembly Tree by Studio A-Z.

Following sculpture fabrication and installation, the community will be invited to paint “welcome” on the plaza in multiple languages. Training in proper painting techniques will be held for the community’s residents. Upon completion, the community will be invited to participate in a ribbon-cutting celebration at the park. The event will feature Studio A-Z, county elected officials and civic agency partners and will be widely publicized.

# What score would you assign this grant?

**2a. Describe your community:** Please describe the community that will be impacted by the proposed public artwork, including the primary stakeholders who will be involved in and affected by this project.

**2b. Community Engagement:** Describe the community/public engagement that took place during the planning process; additionally, describe how the community/public will continue to be engaged during the project implementation and any additional related activities. Examples may include, but are not limited to:

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Minimal description of the community engagement that does not demonstrate centering and valuing of community input in some or all portions of the process (and related activities, as relevant).

**Excellent to outstanding**

**Good to very good**

**Satisfactory**

**Fair to Marginal**

**18-20**

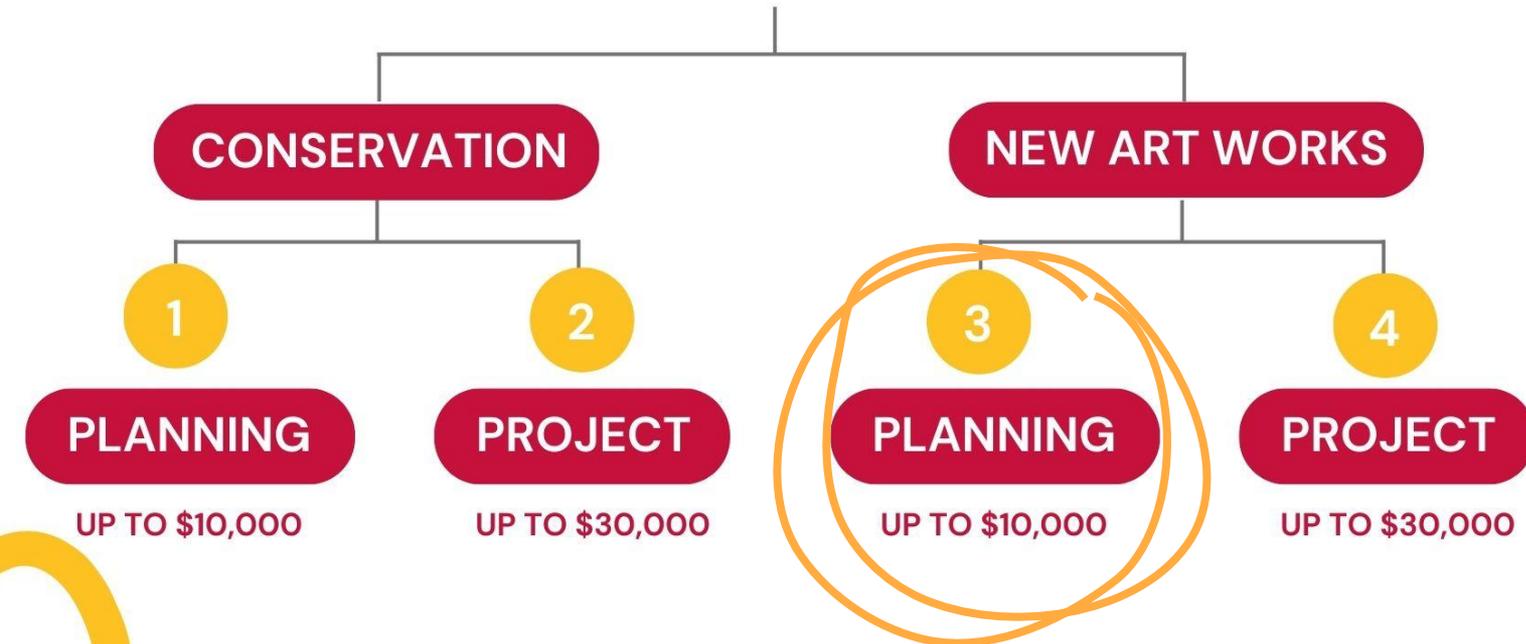
**13-15**

**8-10**

**3-5**

Each type of grant has its own rubric:

## PUBLIC ART ACROSS MARYLAND



**FY25 Public Art Across Maryland  
New Artworks Planning Grant Rubric**

**1. Describe the Planning Process and Intended Goals.** Provide a detailed description of the public art planning process including:

- Goals for the proposed project
- Description of the community that will be impacted by the public artwork for which you are planning, including the primary stakeholders who will be involved in and affected by this project
- Goals for engaging the described community and how engagement will take place
- If the artist is to be selected, a description of the artist selection process

Clear, specific, and detailed description of the planning process, project goals, community, and artist selection process demonstrating strong community engagement.

Description of the planning process, project goals, community, and artist selection process demonstrating community engagement.

Minimal description of the planning process, project goals, community, and artist selection process demonstrating some community engagement.

Unclear description of the planning process, project goals, community, and artist selection process demonstrating little to no community engagement.

**Excellent to outstanding**

**Good to very good**

**Satisfactory**

**Fair to Marginal**

**28-30**

**18-20**

**8-10**

**3-5**

**2. Planning Schedule:** In SmartSimple, fill out a schedule chart with dates and activities for the planning process described in Question 1. Activities cannot start until grant status notification, in mid-March 2025.

Clear, specific, and realistic planning schedule including dates and activities/tasks in strong alignment with the planning process outlined in Question 1.

Realistic planning schedule including dates and activities /tasks in alignment with the planning process in Question 1.

Unclear and unrealistic planning schedule not in alignment with the planning process outlined in Question 1.

**Excellent to outstanding**

**Good to very good**

**Fair to Marginal**

**13-15**

**8-10**

**3-5**

**3. Planning Budget:** In Smartsimple, fill out the budget chart and list budgeted expenses and income applicable to your planning process outlined in Question 1.

Clear, specific, and realistic planning expenses and income in strong alignment with the planning process in Question 1.

Realistic project expenses and income in alignment with the planning process in Question 1.

Unclear and unrealistic expenses and income not in alignment with the planning process outlined in Question 1.

**Excellent to outstanding**

**Good to very good**

**Fair to Marginal**

**13-15**

**8-10**

**3-5**

**1. Describe the Planning Process and Intended Goals:** The MCDC, a nonprofit organization focused on Downtown Maryland City's revitalization, seeks the Public Art Across Maryland planning grant to enhance its Main Street District. Public art is integral to economic growth, community identity, and attracting new residents. With a history of successful art projects, the MCDC aims to install impactful public art, aligning with ongoing redevelopment in the Main Street Business District.

In collaboration with the Town, the MCDC plans extensive community engagement. A survey, targeting 5% of the population, will seek public input on mural location, style, and theme. A Public Art Selection Committee, made of key stakeholders, will guide engagement efforts. Post-survey, the committee will analyze data and oversee the artist selection process.

The artist selection involves a call to artists, advertising through diverse channels, and a comprehensive review process by the Selection Committee. Three finalists will present detailed mural designs at the Art in the Park event, inviting public comments. The committee will use this feedback to determine the winning design, which will be announced through various media outlets.

The top three artists will receive \$2,500.00 each for their design efforts, with the selected design eligible for a future Public Art Across Maryland project grant application. This inclusive approach aims to create visually appealing public spaces, foster community pride, and contribute to the town's economic growth.

# What score would you assign this grant?

## FY25 Public Art Across Maryland New Artworks Planning Grant Rubric

**1. Describe the Planning Process and Intended Goals.** Provide a detailed description of the public art planning process including:

- Goals for the proposed project
- Description of the community that will be impacted by the public artwork for which you are planning, including the primary stakeholders who will be involved in and affected by this project
- Goals for engaging the described community and how engagement will take place
- If the artist is to be selected, a description of the artist selection process

Clear, specific, and detailed description of the planning process, project goals, community, and artist selection process demonstrating strong community engagement.	Description of the planning process, project goals, community, and artist selection process demonstrating community engagement.	Minimal description of the planning process, project goals, community, and artist selection process demonstrating some community engagement.	Unclear description of the planning process, project goals, community, and artist selection process demonstrating little to no community engagement.
<b>Excellent to outstanding</b>	<b>Good to very good</b>	<b>Satisfactory</b>	<b>Fair to Marginal</b>
<b>28-30</b>	<b>18-20</b>	<b>8-10</b>	<b>3-5</b>

# Due:

# December 19, 2024

**Only one grant cycle in FY25!**

**Request for feedback from staff: submit by 12/2/2024**

## QUICK RESOURCES

[FY 2025 PAAM New Artworks Grant Guidelines](#)

### **FUNDING AMOUNT**

Planning Grants: \$10,000 & Project Grants: up to \$30,000

### **DEADLINE**

12/19/2024

[\*\*APPLY HERE\*\*](#)

# What questions do you have?

# Thank You!

Join our mailing list!



[tinyurl.com/MSACsMailingList](https://tinyurl.com/MSACsMailingList)