



Public Art Across Maryland

New Artworks

FY2021 Guidelines

Deadlines: Quarterly

By 5:00 PM on August 17, 2020; November 12, 2020;
February 12, 2021; May 12, 2021



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This publication is available as a PDF file on the MSAC website: www.msac.org.

Maryland State Arts Council

Overview

The Maryland State Arts Council (MSAC) 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.

The Council comprises an appointed body of 17 citizens from across the state, 13 of whom are named by the Governor to three-year terms that may be renewed once. Two private citizens and two legislators are appointed by the President of the Senate and by the Speaker of the House. All councilors serve without salary.

To carry out its mission, MSAC awards grants to not-for-profit, tax-exempt organizations for ongoing arts programming and projects. MSAC also awards grants to individual artists, and provides technical and advisory assistance to individuals and groups. MSAC reserves the right to prioritize grants awards.

MSAC receives its funds in an annual appropriation from the State of Maryland and from grants from the National Endowment for the Arts, a federal agency. MSAC may also receive contributions from private, non-governmental sources.

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

Authority

MSAC is an agency of the State of Maryland under the authority of the Department of Commerce, Division of Tourism, Film and the Arts.

Larry Hogan, Governor

Boyd K. Rutherford, Lieutenant Governor

Kelly M. Schulz, Secretary

Thomas B. Riford, Assistant Secretary, Tourism, Film, the Arts, Marketing, and Communication

Mission and Goals

MSAC's mission is to advance 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.

MSAC's most recent strategic plan outlines five goals:

1. Increase Participation: Broaden MSAC's constituency, providing avenues designed to increase pathways to engagement.
2. Provide Intentional Support: Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents.
3. Build Capacity: Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission.
4. Leverage Connections: Further enhance current relationships and involve additional collaborators, and constituents who will benefit from and advance the work of MSAC.
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.

Visit the About page at msac.org to read the full strategic plan and learn more about implementation actions.

The driving goals of MSAC's granting processes are:

- ◆ To yield a greater variety of funded projects
- ◆ To eliminate biases that may be found in any part of the granting process (i.e. - applications, panelist procedures, adjudication systems)
- ◆ To acknowledge positions of privilege while questioning practices, shifting paradigms of status quo arts activities, and taking more risks
- ◆ To expand deliberations to include criteria beyond current conventions or Western traditions

Professional Grants Review Panels

To assist the Council in its decision-making, professionals in the arts are appointed to a variety of grants review panels. The function of panels is to evaluate applications from organizations and individuals and to offer policy recommendations to the Council. Each year, MSAC publishes an open call, and more than 100 individuals serve as grants review panelists for the Council's programs, including Grants for Organizations, Arts in Education, s, Independent Artist Awards, Public Art Across Maryland, Creativity, Maryland Touring Grant, and Maryland Touring Artist Roster, Maryland Traditions, and CountyArts Development. Anyone wishing to serve should visit msac.org for detailed information and nomination forms.

Staff

MSAC maintains a professional staff to administer its grants programs and Council-initiated programs. Staff members are available to provide technical assistance to the arts community.

Meetings

All Council and Grants Review Panel meetings are open to the public in accordance with the Open Meetings Act set forth in Title 3 of the General Provisions Article of the Annotated Code of Maryland. The dates, times, and locations of Council and Grants Review Panel meetings may be obtained from the MSAC website at www.msac.org or by contacting MSAC offices at (410) 767-6555.

Requirements For Grant Recipients

- Must comply with Title VI, Section 601, of the Civil Rights Act of 1964, which states that no persons, on the grounds of race, color, or national origin, shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination related to, the arts.
- Must comply with Title IV, Section 1681, of the Education Amendments of 1972, and the Age Discrimination Act of 1975, Section 6101, which prohibit discrimination on the basis of sex or age.
- Must comply with Section 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act of 1991, as amended.
- Must maintain complete and accurate records of all activities connected with the grant.
- Must have filed a satisfactory reporting with MSAC for the most recently completed fiscal year.
- Must file a final report in alignment with the program requirements. Necessary reporting methods will be provided by MSAC in ample time to meet the deadline. Failure to report may jeopardize any future grant being received by the organization and may result in the organization being required to repay grant funds.
- Must give credit to MSAC in accordance with the Recognition Guidelines whenever and wherever credit is being given.
- Must notify the appropriate MSAC staff person in writing if a significant change is made in any MSAC-funded program or project.

Notice: Certain personal information requested by the Department of Commerce is necessary in determining eligibility for grants. Failure to disclose this information may result in the denial of one or all of these benefits or services. Availability of this information for public inspection is governed by the provisions of the Maryland Public Information Act, Title 4 of the General Provisions Article of the Annotated Code of Maryland. This information will be disclosed to appropriate staff of the Department, or to public officials, for purposes directly connected with administration of the program for which its use is intended. Such information is routinely shared with state, federal, or local government agencies.

Public Art Across Maryland New Artworks Grant Overview:

Purpose

The Public Art Across Maryland New Artworks program supports communities planning and creating new public artworks within Maryland. The program supports community visioning activities and planning processes to develop a public art concept idea as well as funds to create and produce the final public artwork. The resulting artwork may be in any media, temporary or permanent, and be located inside or outside. The artwork must be free and publicly accessible to all.

Description

The Public Art Across Maryland New Artworks program provides two types of support:

- The **New Artworks Planning Grant** awards of up to \$5,000 to support the community visioning process including the identification of a site location for the artwork, articulation of artwork goals and themes, administration of a Call-to-Artist solicitation, artist selection process, and artist honorariums for the development of concept proposal(s) for new public art.
- The **New Artworks Implementation Grant** awards of up to \$20,000 to support the fabrication and installation of new public artwork. The artwork concept must be fully developed including identification of the artist(s) creating the work.

For both Planning and Implementation grants the proposed public art project site must be in Maryland and the selected artist(s) must be a resident of Maryland.

Grant Cycle

Funding

Grant requests can range from \$5,000-\$20,000.

No funding match is required.

It is not required the applicant have received a Planning Grant to apply for an Implementation Grant. An organization may receive a Planning Grant and subsequent Implementation Grant in the same fiscal year. An organization cannot receive two Implementation Grants in FY 2021.

Support Period

The Public Art Across Maryland Grant Programs provide support Quarterly with four application deadlines and review periods per year.

The Public Art Across Maryland Grant Program is funded annually within the Fiscal Year (July 1 - June 30). Public Art Across Maryland New Artworks Grants will be awarded throughout the fiscal year until annual allocated funding is depleted.

Deadlines:

- Quarter 1 August 17, 2020 by 5:00pm
- Quarter 2 November 12, 2020 by 5:00pm
- Quarter 3 February 12, 2021 by 5:00pm
- Quarter 4 May 12, 2021 by 5:00pm

Timeline

- Public Art Across Maryland Grants may be submitted at any time and are reviewed on a quarterly basis.
 - Applications submitted after a quarterly deadline will be reviewed in the following quarter.
 - Applicants will receive notification of application status within six weeks of the quarterly deadline.
 - If awarded, applicants will receive payment 6-8 upon receipt of the fully executed grant agreement.

Eligibility

Independent Artist (an artist or collaborative group not directly affiliated with a larger arts organization or program):

- The applicant must be the lead artist whose original work is included in the project.
- Applicants must be Maryland residents (owning or renting residential real property in Maryland at the time of submission of the application and throughout the funded project or program) and must be 18 years of age or older.
 - Collaborative groups must be composed of artists who are 18 years or older. 50% of artists in a collaborative group must meet the residency requirement above.
- Only one application per project or program will be considered for funding.
- The applicant may not be enrolled in any matriculated high school, undergraduate or graduate degree program.

Arts Organizations and/or Programs:

- Must be one of the following:
 - 501(c)3 nonprofit organization (an organization with an IRS-designated 501(c)3 status)
 - Model A Fiscal Sponsorship (Comprehensive sponsorship, in which the assets, liabilities, and exempt activities collectively referred to as the project are housed within the fiscal sponsor.)
 - For fiscal sponsorships supporting an individual, the artist must meet the residency requirements for independent artists.
 - Unit of government (a unit of government (town, city, county, state capacity) with the capacity to undertake an arts program)
 - College/university (an established higher education institution in Maryland)
 - School (a public or private school serving students in grades PreK-12)
 - County Arts Councils
 - Arts and Entertainment Districts
- The organization is incorporated in Maryland or has a significant physical presence in Maryland (more than 90% of the artistic work will occur in Maryland).

** It is expected that all applicants must communicate with the local government or property owner when planning and implementing public artwork. A Letter of Support from the property owner is required for an implementation grant.*

***An Applicant may receive no more than one Planning Grant and one Implementation Grant in the same fiscal year. An Independent Artist may be named as Lead Artist for one Implementation Grant per Fiscal Year*

Contact Information

MSAC Staff offer the following assistance throughout the application process:

- Professional development opportunities related to grant writing and/or program requirements

- [Grant Writing 101: https://www.youtube.com/watch?v=94w7BTh44Uc](https://www.youtube.com/watch?v=94w7BTh44Uc)
- [Public Art 101 For Organizations: https://www.youtube.com/watch?v=jkZxZodsnYw&feature=youtu.be](https://www.youtube.com/watch?v=jkZxZodsnYw&feature=youtu.be)
- One on one conversations and feedback
 - Liesel Fenner, Public Art Program Director, liesel.fenner@maryland.gov
 - C. Ryan Patteson, Public Art Project Manager, ryan.patterson1@maryland.gov

Application Process, Review, and Reporting

Application Process

SmartSimple

All applications are submitted via the secure online grants management system SmartSimple. Log in or create a free account at marylandarts.smartsimple.com.

- Applicants are required to complete and submit their applications by electronic means, including the use of an electronic signature.
- Technical support for SmartSimple is available during regular office hours.
- Lost, misdirected or late applications are the sole responsibility of the applicant.
- Applicants must meet all revision deadlines after submission, as specified in writing, or the application will be withdrawn.

Matching

There is no matching requirement for the Public Art Across Maryland Grant Program.

Use of Funds

Public Art Across Maryland New Artworks Planning Grants may be used for:

- Administrative fees related to community visioning and selection of the artist including:
- Consultant fee(s)
- Facility/equipment rentals for public meetings
- Online application software fees
- Artist honorariums for project proposal development
- Applicant organization and partner (if applicable) public art planning administration

Public Art Across Maryland New Artworks Implementation Grants may be used:

- Paying artists, fabricators, and individuals to design and/or coordinate the fabrication and/or installation of the artwork
- Renting equipment and/or space needed for fabrication and/or installation
- Purchasing artwork materials and/or tools for fabrication and installation
- Transportation of the artwork to the site
- Administration/Project Management fee may not exceed 15% of the implementation budget

Public Art Across Maryland may not support:

- Purchase, lease, or exhibition of pre-existing artwork or editions, or any ongoing operational expenses of the applicant organization or partner
- Capital improvements not directly related to the public artwork

- Artwork that is not publicly accessible

Potential applicants are encouraged to consult with the Public Art program staff in advance of making an application in order to discuss and strengthen their project concepts.

Application Types

The Public Art Across Maryland New Artworks program provides two types of support:

- **New Artworks Planning Grant**
- **New Artworks Implementation Grant**

For both Planning and Implementation grants the proposed public art project site must be in Maryland and the selected artist(s) must be a resident of Maryland.

The artwork must be original and designed and fabricated for the Public Art Across Maryland program. The artwork type may include, but not be limited to: sculpture, mural/painting, tile mosaic, mixed media, photography, and digital works. The artwork may also be functional amenities such as: benches, bike racks, creative signage, fences, gateways, lightworks, awnings, and trellises.

The artwork may be sited in or on any interior or exterior space accessible to the public, such as: parks and trails, plazas, sidewalks, community centers, libraries and local government buildings. Check local government agencies for artwork siting and installation approval(s).

Review Criteria

The review of all Public Art Across Maryland Grant applications is based on successful evidence of the answers to the following application questions. Refer to the [Public Art Across Maryland New Artworks Scoring Rubrics](#) as you respond to the application questions and prepare attachments.

New Artworks Planning Grant Questions:

- **Question 1: Describe the Planning Process**
Provide detailed description of proposed public art planning process including the artist selection process and community engagement
- **Question 2: Planning Timeline**
Please outline the proposed timeline for the planning process described above
- **Required Attachments:**
 - **Project Budget**

New Artworks Implementation Grant Questions:

- **Question 1: Project Description**
Please provide a detailed description of the proposed project including goals and local relevance
- **Question 2: Community Engagement**
Please describe how the community and/or audience was included in the planning and development of the project.
- **Question 3: Prior Experience**

Please describe the experience of the applicant and/or lead artist, demonstrating their ability to successfully manage and implement the proposed project.

- **Required Attachments:**
 - **Project Budget:** Please Include separate line items for: Community Workshops & Outreach, Artwork Materials, Site Prep, Installation, Contracted Services, Artist Fee, Project Management/Administration, Marketing, and Dedication Event Costs
 - **Artwork Location Map:** Please include a PDF file with an overview map of the location (this can be a Google Map) and photos or drawings communicating the existing site and where the artwork will be located
 - **Project Schedule:** Attach a detailed schedule including dates for implementing the project
 - **Artwork Plans & Renderings:** Please upload a PDF file that includes no more than four pages of plans, drawings and/or renderings that fully communicate the proposed public artwork. Please include text to note materials, finishes, and artwork dimensions for scale
 - **Letter of Commitment from Property Owner:** Please include a letter from the property owner, owner's agent, or local municipality demonstrating that the applicant has been in contact, and has pending permission to install the artwork at the proposed location. *(A formal Right of Entry Agreement may be required for final installation)*

Financial Requirements

Public Art Across Maryland grants are between \$5,000 and \$20,000 each. Applications include a budget form in which applicants list proposed expenditures. Budgets should reflect the proposed spending on Public Art activities only. Budget categories are:

- Artwork Materials
- Equipment & Site Preparation
- Installation Costs
- Artist, contractor, or consultant fees
- Marketing and communications
- Transportation (personnel or materials; in-state only)
- Event Costs associated with planning workshops or dedication events
- Administrative and/or project management consultancy fees
- Other (applicants must list)

All applicants are required to submit a current signed [W-9 Form](#) upon application submission. The address on the W-9 Form must match the address of the applicant information entered in Smart Simple.

Public Art Across Maryland applications do not require the demonstration of the applicant organization's overall budget. Only budgets associated directly with public art activities are required in the application.

MSAC must be consulted if, during the granting period, rebudgeting results in more than a 10 percent fluctuation from expenditures proposed in the application (e.g., more than \$2,000 of a \$20,000 grant being allocated to expenses other than those listed in the initial application). MSAC staff will approve, deny, or request more information on the proposed change based on the grantee's capacity to undertake proposed changes and alignment with the mission of MSAC and Public Art Across Maryland program.

Review

Panelist Selection

MSAC utilizes a multi-disciplinary, statewide grant panel to electronically review and score applications. Panelist criteria includes diversity of location and diversity of experience.

Panelist Review

Panelists use the [Public Art Across Maryland New Artworks Scoring Rubric](#) to evaluate applications.

See Appendix for the complete scoring rubric panelists use to evaluate applications.

Funding Amounts

Public Art Across Maryland funding is request-based. Applicants request any amount between \$5,000 and \$20,000 in their applications.

Notification and Payment

Public Art Across Maryland applications received before a quarterly grant deadline will be reviewed during the review and scoring period for that quarter. Applications received after the quarterly deadline will be reviewed during the review and scoring period following the next deadline.

Applicants to the Public Art Across Maryland grant program will receive electronic notification of their grant award or denial within 6 weeks of the application deadline.

If approved, applicants will receive a formal grant agreement form to process the grant payment. Planning Grantees receive 100% of award amount. Implementation Grantees receive 80% of award amount. Pending the fully executed grant agreement, the grantee will receive payment 6-8 weeks from the date of receipt of the fully executed agreement.

To receive grant payments via direct deposit, please follow the instructions and complete the required forms in the Appendix .

Reporting

Final Report and Documentation

If awarded a Public Art Across Maryland, the recipient must file a final report online no more than two weeks after the end of the Fiscal Year in which the funded activity occurred (July 15).

The report contains a brief summary request as well as some data requirements of the NEA (National Endowment for the Arts). For a complete list of Final Report Requirements, please refer to the website [here](#).

Planning Grant recipients must complete the public art project planning process within 12 months from grant award notification. A final report is due within 30 days of completion of planning.

Implementation Grant recipients must complete the proposed public art project within 18 months of grant award notification. A final report is due within 30 days of the dedication and completion of the funded project.

Failure to submit reports may jeopardize current and/or future MSAC grants and may result in repayment of grant funds back to the State of Maryland. Before any funds are distributed, Public Art Across Maryland grantees are also required to submit any outstanding reports/requirements for any other MSAC grants they have received.

Appeals Process

MSAC takes great care during the grant review process to ensure fair and equitable distribution of grant monies based on stated criteria. Therefore, dissatisfaction with the denial of an award or with the amount of an award is not sufficient reason for an appeal. However, a grant request may be reconsidered if a procedural impropriety or error has affected its review.

Grounds for such reconsideration are:

- A decision based on review criteria other than those stated in these guidelines.
- A decision based on material provided to panelists and/or Councilors that was substantially incorrect, inaccurate, or incomplete despite the applicant having provided the staff with correct, accurate, and complete application information.

Based on the above, if an applicant believes there is legitimate reason for an appeal, the following steps must be taken:

- The applicant must discuss the problem with the program director who handled the application.
- To pursue an appeal, the applicant must write a letter to the MSAC Executive Director within 60 days following receipt of the grant award or denial letter requesting a reconsideration of the Council's decision and stating the grounds for the request.
- The applicant will receive written notification on the determination of the appeal within 90 days of the receipt of the written request for reconsideration.

Appendix A

| Public Art Across Maryland New Artworks Planning Grant Application Scoring Rubric | | | | | |
|--|--|---|---|--|--------------------|
| 1. Description of public art planning process including the artist selection process and community engagement | | | | | |
| | Clear, specific and thorough explanation of the planning process and description for how the artist will be selected and how the process will engage community | Clear explanation of the planning process and how the artist will be selected and the process will engage community | Overview of the public art planning process | Unclear description of the public art planning process | No Evidence |
| | Excellent to Outstanding | Good to Very Good | Satisfactory | Marginal to Fair | No Evidence |
| | 20 Points | 16 Points | 12 Points | 7 Points | 0 Points |
| 2. New Artwork planning timeline | | | | | |
| | Clear, specific and thorough explanation of the project planning timeline in detailed alignment with the planning process outlined in Question 1 | Clear explanation of the project planning timeline aligned with the planning process outlined in Question 1 | Overview of the project planning timeline | Unclear timeline | No Evidence |
| | Excellent to Outstanding | Good to Very Good | Satisfactory | Marginal to Fair | No Evidence |
| | 20 Points | 16 Points | 12 Points | 7 Points | 0 Points |

3. New Artwork planning budget (Refer to Attachment)

| | | | | | |
|--|--|---|---------------------------|------------------|--------------------|
| | Clear, specific and thorough explanation of project planning expenses in detailed alignment with the planning process outlined in Question 1 | Clear explanation of project planning expenses aligned with the planning process outlined in Question 1 | Overview of some expenses | Unclear expenses | No evidence |
| | Excellent to Outstanding | Good to Very Good | Satisfactory | Marginal to Fair | No Evidence |
| | 20 Points | 16 Points | 12 Points | 7 Points | 0 Points |

Public Art Across Maryland New Artworks Implementation Grant Application Scoring Rubric

| 1. Description of proposed public artwork including project goals and local relevance, and how the community will be engaged in the project (Refer to Questions 1 & 2) | | | | | |
|---|---|---|---|-------------------------|--------------------|
| | Clear, specific and thorough explanation detailing the proposed public artwork that aligns with the project goals and a detailed community engagement process | Clear explanation of the proposed public artwork that aligns with the project goals with some community engagement | An overview of the proposed public artwork | Unclear explanation | No Evidence |
| | Excellent to Outstanding | Good to Very Good | Satisfactory | Marginal to Fair | No Evidence |
| | 20 Points | 16 Points | 12 Points | 7 Points | 0 Points |
| 2. Durability of the proposed public artwork relative to maintenance, theft, vandalism, and seasonal exposure (Refer to Attached Drawings) | | | | | |
| | Clear, specific and thorough detail communicating artwork durability addressing maintenance, theft, vandalism, and seasonal exposure | Clear explanation of artwork durability with detail addressing maintenance, theft, vandalism, and seasonal exposure | Overview of artwork durability with little detail | Unclear explanation | No Evidence |
| | Excellent to Outstanding | Good to Very Good | Satisfactory | Marginal to Fair | No Evidence |
| | 20 Points | 16 Points | 12 Points | 7 Points | 0 Points |

3. Demonstrated experience of the applicant and the selected artist(s) that demonstrates their ability to successfully execute the proposed project (Refer to Question 3)

| | | | | |
|---|--|--|--|--------------------|
| Clear, specific and thorough evidence detailing the experience of the applicant, and strong evidence demonstrating the selected artist(s) ability to successfully execute the proposed project. | Clear evidence of the experience of the applicant, and evidence demonstrating the selected artist(s) ability to successfully execute the proposed project. | Overview of the experience of the applicant and little evidence demonstrating the selected artist(s) ability to successfully execute the proposed project. | Unclear experience of the applicant and selected artist(s) | No evidence |
| Excellent to Outstanding | Good to Very Good | Satisfactory | Marginal to Fair | No Evidence |
| 20 Points | 16 Points | 12 Points | 7 Points | 0 Points |

4. Feasibility of the Project: Budget

| | | | | |
|---|--|--|--|--------------------|
| Clear, specific and detailed project budget demonstrates strong feasibility | Clear explanation of the project budget demonstrates feasibility | Overview of the project budget demonstrates marginal feasibility | Unclear/unrealistic project budget demonstrates poor feasibility | No evidence |
| Excellent to Outstanding | Good to Very Good | Satisfactory | Marginal to Fair | No Evidence |
| 20 Points | 16 Points | 12 Points | 7 Points | 0 Points |

5. Feasibility of the Project: Schedule

| | | | | |
|---|--|--|--|--------------------|
| Clear, specific and detailed project schedule demonstrates strong feasibility | Clear explanation of the project schedule in alignment project demonstrates good feasibility | Overview of the project schedule demonstrates marginal feasibility | Unclear/unrealistic project schedule demonstrates poor feasibility | No evidence |
| Excellent to Outstanding | Good to Very Good | Satisfactory | Marginal to Fair | No Evidence |
| 20 Points | 16 Points | 12 Points | 7 Points | 0 Points |

6. Feasibility of the Project: Drawings

| | | | | | |
|--|---|---|---|--|--------------------|
| | Clear, specific and detailed project drawings demonstrates strong feasibility | Clear project drawings demonstrate good feasibility | Drawings lack detail demonstrating marginal feasibility | Unclear drawings demonstrates poor feasibility | No evidence |
| | Excellent to Outstanding | Good to Very Good | Satisfactory | Marginal to Fair | No Evidence |
| | 20 Points | 16 Points | 12 Points | 7 Points | 0 Points |