Public Art Across Maryland
New Artworks
Grant Information Webinar
July 14, 2020  2:00-3:00 PM

Hosted by:
Liesel Fenner, Public Art Program Director
Ryan Patterson, Public Art Project Manager
Equity and Justice

The Maryland State Arts Council (MSAC) celebrates our state's diversity and promotes the role of the arts to connect people, bridge our differences, and inspire an appreciation of our shared humanity. Because the arts have the power to transform individuals and communities, MSAC is committed to advancing diversity, equity, and inclusion in all aspects of our organization and across all the communities of our state, and in supporting our partners in modeling the same commitment.
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
Webinar Agenda

1. Public Art Across Maryland Grant Program
2. What is Public Art?
3. Who Can Apply
4. Planning Grants
5. Implementation Grants
6. Grant Deadlines and How to Apply
7. Q&A

Glide
by Scott Cawood
Great Alleghany Passage Trail, Frostburg, MD
Public Art Across Maryland

Supports communities planning and creating new public artworks in Maryland

Denton Sign
By Nicholas Tindall
Denton A&E District, MD
What is Public Art?

Accessible work of any kind that cares about, challenges, involves and consults the audience for or whom it is made, respecting community and environment.

Lucy Lippard

Note- This is one (of many) Definition(s)

Always Ready (digital mural)
By Mark Stutzman (2019)
Easton MD National Guard Readiness Center
PIMLICO INSPIRE
(horizontal mural and sculpture)
By Whitney Frazier and Crystal Micriotti (2019), Baltimore, MD
Commissioned by Baltimore Dept. of Planning INSPIRE and Baltimore Office of Promotion & the Arts
From Art on the Waterfront 2019 Baltimore, MD: M.T. Skirt by Paul Daniel and The Bird Tree by Marguerite de Messieres and Tsvetomir Naydenov, sponsored by South Baltimore Gateway Partnership and Baltimore Office of Promotion & The Arts
New Artworks

Who Can Apply:

- Artists*
  - Artist teams
- Non-Profit Organizations
- Local government - municipalities
- College/University
- PreK-12 School
- County Arts Council
- Arts & Entertainment District

*Artists must be residents of MD

Broad Reach
By David Hess
Chestertown Arts & Entertainment District
Artwork must be original and designed and fabricated for the PAAM program

The artwork may be:
- Temporary or permanent
- Sited in or on any interior or exterior space accessible to the public:
  - Parks & Trails
  - Plazas
  - Sidewalks
  - Community Centers
  - Libraries
  - Schools
  - Local government buildings
  These are just a few examples...
Two Types of PAAM New Artworks Grants:

Planning Grants: Requests of up to $5000 support:

Supports administrative fees for the community visioning process:

- Applicant administrative or consulting fees (time and labor)
- Administering a Call to Artists & the artist selection process
- Space rental fees to conduct community meetings
- Awarding artist artwork proposal honorariums
Planning Grant

Application Questions

1. Description of proposed public art planning process including community engagement and the artist selection process

2. Planning Timeline

3. Planning Budget

*Play in Color* basketball courts
Artist: Shelton Hawkins
Idlywild Park, Easton, MD
# Planning Grant Scoring Rubric

## 1. Description of public art planning process including the artist selection process and community engagement

<table>
<thead>
<tr>
<th>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</th>
<th>Clear explanation of the planning process and how the artist will be selected and the process will engage community</th>
<th>Overview of the public art planning process</th>
<th>Unclear description of the public art planning process</th>
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## 2. New Artwork planning timeline

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<tr>
<th>Clear, specific and thorough explanation of the project planning timeline in detailed alignment with the planning process outlined in Question 1</th>
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## 3. New Artwork planning budget (Refer to Attachment)

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<tr>
<th>Clear, specific and thorough explanation of project planning expenses in detailed alignment with the planning process outlined in Question 1</th>
<th>Clear explanation of project planning expenses aligned with the planning process outlined in Question 1</th>
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How do we select an artist?

Check out our webinar: Public Art 101
Learn how to develop the -Call to Artists

And be sure to share the Call with MSAC. We will help get the word out!

Soul Queen
By Megan Lewis
w/Jache Haynie & Art@Work apprentices
Baltimore, MD
To apply for a PAAM Planning Grant it is not necessary to have figured out:

- **Who** - artist does not have to be selected
- **What** - type of artwork, 2D or 3D, nor the materials
- **Where** - the artwork will be located
- **When** - temporary or permanent; this year? next?
- **Why** - the artwork goals & themes

The Planning Grant supports the administrative time and community process to answer these questions & funding to support artists proposal honorariums.
Implementation Grants
Requests of up to $20,000 support:

- Paying artists, fabricators and individuals to design, fabricate and install the artwork
- Renting equipment and/or space needed for fabrication & installation
- Purchasing artwork materials and/or tools for fabrication & installation
- Transportation of the artwork to the site
- Administration/project management fee (may not exceed 15% of budget)
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.
Implementation Grant

Attachments:

- **Project Budget:** Please Include separate line items for: Community Workshops, 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 of overview map of art location. Can be a Google map

- **Project Schedule:** Attach a detailed schedule including dates for implementing the project

- **Artwork Plans & Renderings:** PDF file with 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**

  *A formal Right of Entry Agreement may be required for final installation*
# Implementation Grant Scoring Rubric

## 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)**

<table>
<thead>
<tr>
<th>Clear, specific and thorough explanation detailing the proposed public artwork that aligns with the project goals and a detailed community engagement process</th>
<th>Clear explanation of the proposed public artwork that aligns with the project goals with some community engagement</th>
<th>An overview of the proposed public artwork</th>
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2. **Durability of the proposed public artwork relative to maintenance, theft, vandalism, and seasonal exposure (Refer to Attached Drawings)**

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<thead>
<tr>
<th>Clear, specific and thorough detail communicating artwork durability addressing maintenance, theft, vandalism, and seasonal exposure</th>
<th>Clear explanation of artwork durability with detail addressing maintenance, theft, vandalism, and seasonal exposure</th>
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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)**

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<thead>
<tr>
<th>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.</th>
<th>Clear evidence of the experience of the applicant, and evidence demonstrating the selected artist(s) ability to successfully execute the proposed project.</th>
<th>Overview of the experience of the applicant and little evidence demonstrating the selected artist(s) ability to successfully execute the proposed project.</th>
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### Implementation Grant Scoring Rubric continued..

#### 4. Feasibility of the Project: Budget

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#### 5. Feasibility of the Project: Schedule

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#### 6. Feasibility of the Project: Drawings

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From the Heron’s Eye
by Parran Collery
Caroline County Council of the Arts
Denton, MD
A note about public art fabrication

1. Artist may create the artwork themselves

OR
Augment led by artist Nick Cave
And artists L'Merchie Frazier, Barrington Edwards, Destiny Polk, Wilton Tejada, with community participation
Upهام's Corner, Boston. By Now & There

Fabrication Notes:
2. Artist(s) may lead and direct the overall vision, creating the artwork with the community

OR...
3. Artist may design the artwork then contract with a fabricator to create the work.

An excellent process for artists to realize ideas, without being an expert in the material, nor having to purchase the tools necessary to create the artwork.

Contracted welder
PAAM Grant Review Process

- Planning and Implementation grants are reviewed and scored by a review panel
- PAAM Review Panel meetings are open to the public
- Grantees are notified of their grant status
- If grant request is approved, Grantee must sign and submit a Grant Agreement Form for funds to be issued
- Upon receipt of signed form, we submit a check request (allow two months)
PAAM Grant Notes

For Implementation Grants:
80% of the grant award amount is issued upon signing of Grant Agreement Form (allow two months)

PAAM does not fund the purchase, lease, or exhibition of *pre-existing* artwork or editions, or any ongoing operational expenses of the applicant organization or partner

Moon Dance by Martha Jackson Jarvis
Silver Spring, MD
Commissioned by RST Development
Fiscal Year 2021
PAAM Application Deadlines:
- August 17, 2020
- November 12, 2020
- February 12, 2021
- May 12, 2021

Note: An applicant may receive one Planning Grant and one Implementation Grant in the same fiscal year.

An artist may be named as Lead Artist for ONE Implementation Grant per Fiscal Year.
Review

To Apply:
Download the Public Art Across Maryland New Artworks Program Guidelines on our website.

Set up a Smart Simple account and start a ‘Draft’ application https://marylandarts.smartsimple.com

Questions about PAAM:
ryan.patterson@maryland.gov

Questions about SmartSimple:
tammy.oppel@maryland.gov
Thank You!

To learn about similar topics, news & to keep in touch, please join our mailing list at https://tinyurl.com/MSACMailingList