

# DRAFT

## PUBLIC ART

### Policy Change Recommendation 1

#### Strategic Planning Goal:

1: Increase Participation: Broaden the engagement of MSAC's constituency and beyond, providing avenues designed to increase pathways to participation with MSAC

#### Current Language

Public Art Project Program

#### Recommended Language

Public Art Across Maryland

**Justification: (Feedback from LISTENING SESSIONS, CREATIVE CONVERSATIONS and EDITOR SESSIONS):** Change to a program-descriptive title

- Title change from the success of the FY18 50<sup>th</sup> Anniversary program, "Public Art Across Maryland" coined by Councilor, Shelley Morhaim (Program Director recommendation)

### Policy Change Recommendation 2

#### Strategic Planning Goal:

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

#### Current Language

Public art celebrates the unique qualities and attributes of place, creating experiences of lasting memory for viewers and instilling pride for all who experience the artwork.

#### Recommended Language

The Public Art Across Maryland program supports communities planning and creating public art. 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 work may be in any media, temporary or permanent, and inside or outside. The artwork must be free and publicly accessible to all.

**Justification: (Feedback from LISTENING SESSIONS, CREATIVE CONVERSATIONS and EDITOR SESSIONS)** Expansive program description more inclusive and encouraging.

- "Add community engagement" (Listening Session)
- "Expand public art capacity and awareness" (Listening Session)
- "Broaden community development-community building" (Editors)
- Revised description encapsulates revision suggestions re-envisioning the program and realizing new projects statewide (Program Director recommended language)

### Policy Change Recommendation 3

#### Strategic Planning Goal:

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

#### NEW POLICY

There are two types of public art grants available:

#### Planning Grant

Awards of up to \$2500 support the community visioning process including the identification of a site location for the artwork, articulation of artwork goals and themes, administration of Call-to-Artist solicitation and artist selection process, and artist development of artwork concept

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proposal(s). The proposed public art project site must be in Maryland and the artwork proposal development is restricted to artists living in Maryland. No match required.

**Justification: (Feedback from LISTENING SESSIONS, CREATIVE CONVERSATIONS and EDITOR SESSIONS)** Planning grants support the much-needed time and resources needed to select an artist and develop a public art project idea.

- “Focus the planning grant on a stipend for artists to make proposals/early design development work” (Editors)
- “The grant subsidizes best practice of paying the artist for design time” (Editors)
- Support for administration and artist proposal honorariums is needed (Program Director recommendation from site visit conversations and an assessment of three fiscal years of public art project grant reviews where many grant requests were not ready for funding)

### **Policy Change Recommendation 4**

#### **Strategic Planning Goal:**

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

#### **Current Language**

Current award limit is \$5,000.00.

#### **Recommended Language**

Implementation Grant

Awards of up to \$10,000 requiring a 1:1 match, supports the fabrication and installation of a public artwork. The artwork concept must be fully developed including identification of the artist(s) creating the work. The artist or artist team creating the public art project must live in Maryland.

**Justification: (Feedback from LISTENING SESSIONS, CREATIVE CONVERSATIONS and EDITOR SESSIONS)** Increased project grant amount will increase the opportunity and support for additional projects.

- “Many county arts councils and nearly all A&E District folks are ill-equipped to manage a public art project to a good outcome” (Editors)
- Increased grant amount will increase caliber of scale, support more durable materials for longevity, and project management (Program Director recommendation from site visit conversations with CAC and A&E Directors)

### **Policy Change Recommendation 5**

#### **Strategic Planning Goal:**

1: Increase Participation: Broaden the engagement of MSAC’s constituency and beyond, providing avenues designed to increase pathways to participation with MSAC

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

#### **NEW POLICY**

It is not required the applicant have received a Planning Grant to apply for an Implementation Grant.

**Justification:** A project idea, with artist selected, may already be developed and ready for submission for an Implementation Grant.

- “Fund projects that are ready to go, don’t require a planning grant first” (Editors)

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- Non-profit arts organizations frequently inquire about grants for project implementation (Program Director recommendation assessment of three fiscal years of public art project grantmaking,)

### **Policy Change Recommendation 6**

#### **Strategic Planning Goal:**

- 1: Increase Participation: Broaden the engagement of MSAC's constituency and beyond, providing avenues designed to increase pathways to participation with MSAC
- 2: Provide Intentional Support: Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents

#### **Current Language**

Public Art Project grants are restricted to County Arts Councils and/or Arts & Entertainment Districts

#### **Recommended Language**

Maryland non-profit organizations, departments of local government, County Arts Councils, and/or Arts & Entertainment Districts are eligible to apply.

Applicant may apply with a project partner

Only one organization may serve as the lead applicant and will be the recipient of grant funds and responsible for report requirements

**Justification:** There is existing statewide interest and need by non-profit organizations for public art support. Not all CAC's/A&E's apply, funds go unspent.

- "I want to apply" (Listening Session - non-profit arts organization director)
- "Opportunities for artists to do public art with communities" (Listening Session)
- "I would like to connect with an organization to create a project" (Listening Session artist)
- "As an arts organization our most pressing issue is getting funding for public art" (Creative Conservations)
- Site visit conversations with artists and non-profit arts organizations frequently request they would like to work together to apply for public art funding (Program Director recommendation)

### **Policy Change Recommendation 7**

#### **Strategic Planning Goal:**

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

#### **Current Language**

Adjudication:

Currently, there are no planning grants.

#### **Recommended Language**

Adjudication:

Planning Grants

Successful evidence of response to Application Questions 1-5.

**Justification:** Streamlined criterion

- "Applications will be scored on a rubric" (Editors)
- "Add community engagement, how the community was involved" (Listening Session)
- Criteria necessary for the new planning grant (Program Director recommendation)

### **Policy Change Recommendation 8**

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### **Strategic Planning Goal:**

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

### **Current Language**

Artistic merit of the proposed public artwork including innovation; appropriateness of the artwork in terms of scale, form, content, and material to the site; durability of the artwork relative to theft, vandalism, and the environment; experience of the artist to create the proposed work

Feasibility of the budget

Ability of the applicant, artist, and partner (if applicable) to complete the public art project within 18 months.

Accessibility of the artwork to public view

### **Recommended Language**

Implementation Grant

Demonstrated alignment of proposed public artwork to the project goals and relevance to the community

Durability of the proposed public artwork relative to maintenance, theft, vandalism, and seasonal exposure;

Demonstrated experience of applicant and selected artist to execute the project

Feasibility of the project budget.

**Justification:** Streamlined criterion.

- “What was the public engagement that came to this proposal” (Editors)
- “Community process” (Editors)
- “How is artistic merit evaluated?” (Editors)
- “Applications will be scored on a rubric based on feasibility” (Editors)
- Align with MSAC EDI goal of eliminating bias by not using subjective criteria such as “merit” and “excellence” (Program Director recommendation)

### **Policy Change Recommendation 9**

#### **Strategic Planning Goal:**

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

#### **Current Language**

No statement.

#### **Recommended Language**

The Maryland State Arts Council has committed to equity, diversity, and inclusion in grantmaking, and therefore our funding mechanisms continue to be examined and updated to uncover cultural bias in the procedures and policies of state arts organizations.

The driving goals of this new vision for the 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.

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**Justification:** Equity statement to increase diversity and to align with the MSAC programs.

- “Need a broader definition of what public art is” (Listening Session)
- “Equity, Inclusion, At Risk Communities, LGBTQ Communities” (Editors)
- Incorporating MSAC EDI goals will support new types of public art and artists new to the field (Program Director recommendation)

### **Policy Change Recommendation 10**

#### **Strategic Planning Goal:**

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

#### **Current Language**

Ineligible Grant Uses:

Capital improvements not directly related to the work-of-art, purchases of permanent equipment, public artwork currently in fabrication, purchase of previously existing artwork or editions, or any ongoing operational expenses of the county arts council or partner.

#### **Recommended Language**

Ineligible Grant Applications:

This program does not fund the purchase, lease, or exhibition of pre-existing artwork

Capital improvements not directly related to the public artwork

Artwork that is not publicly accessible.

**Justification:** To support site-specific, new work developed in collaboration with community.

Grants may support purchase of equipment.

- “This program does not fund the purchase, lease or exhibition of pre-existing artwork” (Editors)
- Supporting purchase of tools/equipment enable the creation of future artwork and increases artists capacity. (Program Director recommendation from site visit interviews with artists)

### **Policy Change Recommendation 11**

#### **Strategic Planning Goal:**

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

#### **Current Language**

Matching funds may include cash donations, grants or contributions from businesses or non-state government agencies, and/or the applicant organization’s cash contribution to the proposed public art project. In-kind contributions may constitute 50% of the match. Funds from other Maryland state government sources cannot be used to match an MSAC grant.

#### **Recommended Language**

Matching funds are required for Implementation Grants and may include:

Cash donations

Grants or contributions from foundations, businesses or non-state government agencies

In-kind contributions may constitute 33% of the match.

**Justification:** An increased grant amount should warrant less in-kind contributions.

- Larger scale projects warrant increased investment from the public and/or private sector (Program Director recommendation)

### **Policy Change Recommendation 12**

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## **Strategic Planning Goal:**

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

## **Current Language**

Grant Award:

Awardee receives grant award in full upon signing of grant agreement form.

## **Recommended Language**

Grant Award:

Following submission of Grant Agreement Form, Grantee is issued the funds:

Planning Grants: Grant award in full

Implementation Grants: 50% of grant award. Remaining 50% is issued upon submission of interim report and site visit

**Justification:** Implementation Grant check-in at 50% to ensure project is on track. If not, technical assistance can be provided.

- “Do you always give the entire amount up front? Any funds held pending acceptable completion of project?” (Editors)
- Grantees often do not share challenges during implementation to avoid appearance of failure. Technical assistance midway could alleviate problems and create better artwork and outcomes (Program Director recommendation from assessment of three fiscal years of public art project grantmaking)

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### **Current Language**

Grants applications are accepted annually.

### **Recommended Language**

Grant applications will be received on a quarterly basis.

**Justification:** To increase the possibility of funding projects.

- “On a rolling basis. Quarterly deadlines/awards” (Editors)
- Maryland communities are planning public art projects throughout the year. MSAC must respond to community/project timetables (Program Director recommendation from assessment of three fiscal years of public art project grantmaking)

### **Proposed Timeline**

**April-June 2019** - Draft guidelines and plan rollout of new structure, design application

**July 15, 2019** - 2020 PAAM new guidelines and PAAM application launched

**September 15, 2020** - PAAM Application Deadline

**October-November 2019** - Staff review and panel review

**November 15, 2019** - Panel meeting.

**November 30, 2019** - Applicants notified

**January 15, 2020** - PAAM Application Deadline

**February- March** Staff review and panel review

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**March 15, 2020** - Panel Meeting

**March 30, 2020** - Applicants notified

**April 15, 2020** - PAAM Application Deadline

**April - May 2020** - Staff review and panel review

**May 15, 2020** - Panel Meeting

**May 30, 2020** - Applicants Notified

**June 15, 2020** - PAAM Application Deadline

**Cycle repeats as above**