

Art in Public Places 2015

Madison Arts Commission
City of Madison Department of Planning and
Community and Economic Development
Planning Division
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Public Art enhances the beauty of public places, provides visual focal points for parks and public gathering spaces and documents the history and unique character of our neighborhoods. The City of Madison's [Public Art Framework and Field Guide](#) encourages integrating public art in all of its neighborhoods. One of the Madison Arts Commission's (MAC) most important roles is to commission and place public art throughout the city.

STEP 1 – APPLICATION – TUESDAY, June 30, 2015 4:00PM

Applications must be received electronically by 4:00pm on Tuesday, June 30, 2015 (font size of 12).

Email to kwolf@cityofmadison.com.

STEP 2 - INVITATION TO PRESENT TO MAC – TUESDAY, July 14, 2015 5:52PM

Organizations that are invited to move on to *Step 2* will be invited to present their proposals to the Madison Arts Commission on Tuesday, July 14 at 5:30pm in room LL 110 of the Madison Municipal Building. Applicants are expected to bring the following with them (be prepared to leave a copy of all submission materials with MAC staff as a permanent public record):

- 1) **A presentation** with visuals that will show the commissioners what the project will look like when installed (for example – PowerPoint, work samples, design boards, sketches, models). Please email your technology needs to the Arts Administrator by noon Monday, July 6.
- 2) **A list of people on the advisory committee**, including their names and affiliations (for example – business owner, visual artist, city staff, musician, chamber of commerce staff, curator, entrepreneur, science teacher, etc.).
- 3) **Letter or email of support from the property owner**, or city agency where project will be located, including necessary permissions as required by City ordinances (for example – private property, parks, streets, library, fire station, and UDC, Landmarks, Zoning permissions, etc.).
- 4) **Letter or email of support from partnering organization** (if applicant is an individual artist or ad hoc group of artists partnering with a neighborhood association, nonprofit organization, or city agency).
- 5) **IRS 501c3 letter re tax-exempt status** (units of local government are exempt from this requirement).
- 6) **Supplementary materials** (for examples see below).

Organizations will have five minutes to present their projects and five minutes to answer questions from commissioners and staff:

Please address the following in your presentation:

- **Evidence of permission to site public art in your proposed location** (for example – surveys, signatures, list of meetings you have held or attended, emails, etc).
 - Explain how you engaged in a public process resulting in the identification of a publicly accessible place in your neighborhood that is an appropriate permanent site for a work of art. Possible examples are a mural on an outdoor wall; a sculpture or bench in a public park or along a sidewalk;

mosaic tiles in a dark underpass; aesthetic street treatments; or a plaza design for an urban gathering place.

- Explain the process you took, or are taking, to secure necessary permits and permissions to use that site.
- Submit a map showing where, exactly, the project will be placed.
- NOTE – If this project is going to be located in a public space and “gifted” to the City of Madison for its public art collection, then MAC and the Common Council will have to accept it as a gift upon installation. The City will require a maintenance endowment upon acceptance of a new public art piece – plan now for your project’s ongoing maintenance costs and eventual end.
- **Evidence you have strong neighborhood support for your proposed public art project** (for example – surveys, signatures, list of meeting dates, emails, etc).
 - Demonstrate neighborhood resident and business support of the proposed public art project.
 - Is the community willing to donate funds for this project?
 - Are there residents and business representatives on a steering committee that is guiding the project?
 - Have you held meetings to develop a project design through give-and-take between neighborhood residents and artists?
 - Provide a list of community individuals who serve on the Advisory Board for the project.
 - Identify who is coordinating the project and breakdown committee responsibilities.
- **Evidence that the district alderperson supports the project** (for example – letter, email, etc.).
 - Support from your district alderperson is recommended for Art in Public Places proposals.
- **Evidence of communication with the Arts Program Administrator** (for example – letter, email, list of meeting dates, etc.).
 - Prior discussions with the Arts Program Administrator make it more likely that your project is aligned with the City’s Public Art Framework and Field Guide, Neighborhood Plans, and other Civic goals. Prior contact with the Art Program Administrator is recommended for Art in Public Places proposals.
- **Evidence of a partnership or have a plan in place to develop a partnership with the artist(s)** (for example – RFP, RFQ, letters, email, article, etc.).
 - How did/will an appropriate artist for your proposed public art project be identified?
 - How did/will the following be determined:
 - Budget requirements
 - Size and material specifications
 - Aesthetic criteria
- **Plan to acquire the appropriate insurance.** The City Risk Assessor will require proof of insurance if your project is funded (see below)
- **Plan for acquiring sufficient funds to complete the project.**
 - Explain fundraising plan to complete this project.
 - Please note that, while in-kind matches are encouraged, applicants that show a cash match will be more competitive within the pool of applicants.

STEP 3 – IMPLEMENTATION

Projects that are chosen by MAC to be recommended for funding will move on to Step 3, the review process. In this phase you will –

- **Monitor the review process.**
 - Both the Board of Estimates and the Common Council will review MAC's recommendation to fund Public Art projects from the City's Municipal Art Fund. (The Art Program Administrator can explain the review process and timeline.)
- **Continue to raise private funds and in-kind contributions** to match grant funds. Private matching donations are strongly encouraged for Art in Public Places Grant projects. Think of neighborhood residents or businesses that may be willing to offer in-kind or cash contributions to this public art project.
- **Provide the City with a Certificate of Insurance.**
 - The City's Risk Manager will determine the requirement of insurance for your project.
 - Determination is based on the risk level of an event, considering such things as the type of art and potential for injury.
 - If a Certificate of Insurance is required the project organizer will submit a general liability insurance policy certificate in the amount of \$1,000,000 naming the City of Madison as an Additional Insured.
 - This official certificate may be submitted electronically, mailed or faxed.
- **Ensure Accessibility**
 - Public Art Projects must not create barriers or obstructions that impede movement through public space.
 - Public Art Projects must offer equal opportunities for access.
- **Commit to include the Madison Arts Commission logos** and credit lines on all signs and printed material.
- **Complete the MAC funded phase of your project in the 2015 or 2016 calendar year.**
- **Provide names of three outside evaluators, submit a W9, turn in a final report, and add two to five high quality, digital images of project activities and/or resulting work to MAC Flickr project grant site.**
 - Please note that the grant recipient must include the name of the photographer, and obtain all needed permissions to publish the photographs for reporting purposes.