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www.cityofmadison.com/mac

Art in Public Places Guidelines 2018



Photo: Emily Wilcox

Wingra Waters, Lisa Koch

Eligibility

Applicants must either be recognized Madison neighborhood associations, or be City of Madison agencies or their associated non-profit foundations or friends' group holding a tax-exempt status under Section 501(c)3 of the Internal Revenue Code (organized in the City of Madison). Individual artists or ad hoc groups of artists interested in applying must partner with a neighborhood association, nonprofit organization, or City agency or their associated non-profit foundations or friends' group.

Purpose

The Madison Arts Commission will review community based proposals for permanent Public Art Projects to determine how best to invest available funding. The MAC AIPP award is available for the creation of permanent public art projects. MAC anticipates leveraging funding and community attention for three dimensional sculptural projects that have artistic merit and will make positive, long-term impacts on Madison.

Application Guidelines

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 Commissions (MAC) most important roles is to commission and place art throughout the city. This year MAC expects to fund four of five Neighborhood or City Agencies or their associated non-profit foundations or friends group initiated public art projects (funding at \$15,000 each). This money can only be used on expenditures of \$10,000 or higher for projects that will last 10 or more years. It cannot be distributed through MAC's annual project grant program, Blink program, or for the creation of any other ephemeral art. MAC recognizes that some public art projects take years to accomplish, however, expenditures for the proposed phase of the project that MAC funds should be for projects contracted in the 2018 calendar year. Please read through this document in its entirety. If you feel like you can answer most of the questions with ease your project is probably viable. If you have questions about whether or not your project fits the spirit and intent of our request for proposals, or if you have any questions about your project readiness please contact the Madison Arts Program Administrator at kwolf@cityofmadison.com.

Funds Available

DEADLINE: MAY 31, 2018

\$15,000 will be awarded per project. Eligible expenses on which the grant funds can be spent include: materials, insurance, maintenance, artist design fees, artist commission fees, marketing, signage, and printing. (Please note: MAC AIPP funds cannot be used to pay for project staff salaries, food, beverage, travel, permanent production equipment. The Madison Arts Commission reserves the right to disqualify proposals that are incomplete or do not fit the spirit and intent of the guidelines).

All application materials must be received by 11:59 on May 31, 2018.

<https://airtable.com/shrCvPWwF44DDyBgS>

Contact: Karin Wolf, Arts Program Administrator
kwolf@cityofmadison.com

Timeline

May 31, 2018 11:59 pm (electronic submission)	Deadline for applicants to submit an application via email to MAC
	Applicants notified via email if they are invited to step 2, presentation of proposal at the July 10, 2018 MAC meeting 5:30 pm, City County Building, Room 103A
Tuesday, July 10, 2018, 5:30pm City County Building, Room 103A	MAC review of step 2 public art proposals
Tuesday, July 11, 2017 6:30pm 210 Martin Luther King, Jr. Blvd. Room 201 (City-County Building)	Resolution introduced to Common Council with MAC funding recommendations
August 7, 2018	Common Council vote on resolution to fund recommended projects
September and October 2018	Grant contracts issued electronically

STEP 1: Application – Thursday, May 31, 2018 11:59pm

Applications must be received electronically by 11:59pm on Thursday, May 31, 2018 (font size of 12).

<https://airtable.com/shrCvPWwF44DDyBgS>

Email questions to kwolf@cityofmadison.com.

STEP 2: Present to MAC – TUESDAY, July 10, 2018 5:30pm

Organizations that are invited to move on to Step 2 will be expected to present full proposals to the Madison Arts Commission on Tuesday, July 10, 2018 at 5:30pm in room 103A of the City County Buildings.

Applicants are required to bring the following with them (be prepared to leave a copy of all submission materials with MAC 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 9, 2018.

2) A list of people on the advisory committee, including their names and affiliation (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 5 minutes to present their projects and 5 minutes to answer questions from commissioners and staff.



Communitree, Erika Koivunen

Your Presentation

Your presentation should address the following:

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.
- 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?
- 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.
- Have you held meetings to develop a project design through give-and-take between neighborhood residents and artists?

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 makes it more likely that your project is aligned with the City’s Public Art Framework and Field Guide,



Stacked (detail), Niki Johnson

Neighborhood Plans, and other Civic goals. Prior contact with the Arts Program Administrator is recommended for AIPP proposals.

Evidence of a developed partnership or a plan 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 were/will the following 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.

Implementation

STEP 3 – IMPLEMENTATION

Projects that are chosen by MAC to be recommended for funding will move on to Step 3. In this phase you will—

- **Monitor the review process.**

Both the Finance Committee and the Common Council will review MAC’s recommendation to fund Public Art projects from the City’s Municipal Art Fund.

- **Continue to raise private funds and in-kind contributions** to match grant funds. Private matching donations are strongly encouraged for AIPP 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 make a determination regarding the requirement of insurance for your project.

Determination is based on the risk level of an event which is determined by 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.

- **Assurance of timely completion.**

- **Provide names of three outside evaluators, submit a W9, turn in a final report, and add two to five high quality, digital images of final 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.



Photo: M. Stocker

Updraft,
Michael
Burns