

# Iowa City Public Art Matching Grant Program

## ..... FREQUENTLY ASKED QUESTIONS .....

The Iowa City Public Art Matching Grant Program aims to foster creativity and increase public access to public art opportunities in the Iowa City community.

	<p><b>TIMELINE</b></p> <p><b>Application Period:</b> January 15 – March 15, 2024 <b>Review &amp; Funding Awards:</b> March/April <b>Projects Completed:</b> by December 31, 2024</p>
	<p><b>FUNDING</b></p> <p><b>50/50 Matching Grant</b> <b>Max Grant:</b> \$4,000 (total project cost of at least \$8,000) <b>Minimum Grant:</b> \$500 (total project cost of at least \$1,000)</p>
	<p><b>ELIGIBILITY</b> (see FAQs for more detail)</p> <ul style="list-style-type: none"><li>✓ Visual, audio, or performance-based projects</li><li>✓ Publicly accessible and viewable within Iowa City</li><li>✓ Organizations, schools, artists, businesses and individuals may apply</li></ul>
	<p><b>SELECTION CRITERIA</b> (see FAQs for more detail)</p> <ul style="list-style-type: none"><li>✓ Fresh, innovative projects which advance City's public art priorities</li><li>✓ Realistic implementation plan and uses quality, durable materials</li><li>✓ Leverages diverse funding sources and support for the project</li><li>✓ Enhances public access or opportunity for the arts and fills a gap</li><li>✓ Projects that are function, ephemeral, unexpected, or have a participatory element will be strong competitors</li></ul>

# FREQUENTLY ASKED QUESTIONS TABLE OF CONTENTS:

- FUNDING:..... 3**
  - How much grant funding can I apply for? ..... 3
  - What funding sources can be used as “match” for the grant? ..... 3
  - When must the funds be spent?..... 3
- ELIGIBILITY:..... 3**
  - What are the goals of the program?..... 3
  - Who can apply?..... 3
  - I was awarded a Public Art Matching Grant in the past. Am I eligible again?..... 3
  - What types of projects are eligible for grant funding?..... 4
  - Are there any project components I should consider including in my proposal?..... 4
  - Where can funded projects be located or performed?..... 4
  - Can I charge admission or a fee for individuals to access the public art project?..... 4
  - What types of expenses can the matching grant funds be spent on?..... 4
- PROCESS & REVIEW ..... 5**
  - Who will review my application? ..... 5
  - What criteria will my proposal be judged on? ..... 5
  - Should we submit a letter of support?..... 5
  - When will success applicants be notified?..... 6
  - What terms will successful applicants need to agree to? ..... 6
- TECHNICAL ASSISTANCE..... 6**
  - I need an accessibility accommodation or assistance completing the application form..... 6
  - When filling out the online application, will I be able to save my work and return to it in a prior submission? ..... 6
  - I’m having trouble accessing the form or completing it. .... 6

## **FUNDING:**

### **How much grant funding can I apply for?**

These are 50/50 matching grants, so the grant award cannot exceed more than 50% of the total project costs. The maximum matching grant award is \$4,000 (towards a total project cost of at least \$8,000). The minimum matching grant award is \$500 (towards a total project cost of at least \$1,000). The grant program is intended to help catalyze projects which could not move forward without Public Art Matching Grant funding.

### **What funding sources can be used as “match” for the grant?**

A minimum 50% match is required. Other non-City grant funds, donations, organizational or personal contributions, and/or in-kind services, commodities, or supplies are all eligible sources of matching funds. Proposals which leverage a higher percentage of non-City funding sources or demonstrate diverse financial commitments may score more competitively.

### **When must the funds be spent?**

All projects must be completed, and all expenses paid, by December 31, 2024.

## **ELIGIBILITY:**

### **What are the goals of the program?**

The Public Art Matching Grant program is intended to foster creativity, enhance the community’s image as an arts and cultural hub, and increase access and opportunity to public art in Iowa City. Public Art Matching Grant projects should advance the priorities outlined in the Public Art Strategic Plan and Public Art Management Guidelines.

### **Who can apply?**

Almost anyone can [apply](#): organizations, schools, individuals, non-profits, arts and culture organizations, privately owned/operated businesses, neighborhood associations and individual artists may apply. What’s important is that the project meets the goals of the program, takes place within Iowa City, and is freely accessible to the public.

### **I was awarded a Public Art Matching Grant in the past. Am I eligible again?**

Only if the previously awarded project was completed satisfactorily. Even then, the review committee may give higher preference to those projects or applicants which have not received funding before.

### **What types of projects are eligible for grant funding?**

Visual, audio, or performance-based projects. Past project examples include free musical performances, murals, pop-up painting events, art festivals, neighborhood art projects, temporary and pop-up art installations. Be creative!

*Proposals which fund regular programming; fundraising; events that influence public policy or evangelize a belief; do not have the arts as their primary focus; or promote a for-profit business are all ineligible.*

### **Are there any project components I should consider including in my proposal?**

The Public Art Advisory Committee is interested in projects which incorporate one or more of the following:

- Functional Art: Art projects with a function, such as a bus stop bench
- Unexpected Art: Projects that happen in a place or time where art is unexpected
- Participatory Art: Projects with a clear opportunity for or aspect of community participation in the project.
- Ephemeral Art: Projects which may only be experienced in a certain place and time, and then is over.

### **Where can funded projects be located or performed?**

Any installations or performances awarded Public Art Matching Grant Funds must take place within Iowa City. Projects may be located on public or private property, but must remain free and openly accessible to the public. You are responsible for contacting and obtaining prior approval from the private property owner or City, if public property.

### **Can I charge admission or a fee for individuals to access the public art project?**

No. Projects awarded Public Art Matching Grant funds must be free and openly accessible to the public. Proposals which result in personal profit or gain for the applicant will not be considered.

### **What types of expenses can the matching grant funds be spent on?**

When you submit your application, you will be asked to submit a detailed budget which clearly outlines which expenses Public Art Matching Grant Funds will be used for. Eligible uses include:

- ✓ Materials and supplies necessary for the creation of the artwork
- ✓ Wages/stipends for artists/performers to create the work
- ✓ Contract labor for installation such as site prep or concrete installation

*Ineligible expenses include: private organization expenses, general administration fees other than artist wages/stipends, fees to secure a site (permits, purchasing land) and food or beverages.*

## **PROCESS & REVIEW**

### **Who will review my application?**

The Iowa City Public Art Advisory Committee (PAAC) will review all applications based on a scoring rubric and make final decisions during a PAAC meeting.

### **What criteria will my proposal be judged on?**

A successful application will include:

- ✓ A complete application form that provides clear and concise information
- ✓ Projects are new or different, advance the goals of the PAAC, and extend the definition of Public Art
- ✓ Images or concept plans with project illustrations or past artist work samples
- ✓ Thoughtful and strategic project locations
- ✓ A detailed implementation plan, reasonable timeline, and realistic budget
- ✓ Stated need for Public Art Matching Grant Funds
- ✓ Demonstration of support for the project, through diverse funding sources, collaborative partnerships, or letters of support
- ✓ Specific quantitative and qualitative performance metrics
- ✓ A clear audience with plans to engage the community or promote equitable access to the project
- ✓ Incorporates functional, unexpected, participatory, or ephemeral art

### **Should we submit a letter of support?**

The application includes a section for you to upload a letter of support, if any. Letters of support should be provided if you are working with any project partners and/or the

project will take place on private property requiring property owner approval and cooperation.

**When will success applicants be notified?**

All applicants, regardless of whether they are being awarded funding, will be notified by May 2024.

**What terms will successful applicants need to agree to?**

Awarded applicants will sign a grant agreement with the City agreeing to a completion timeline, scope of work, and any reporting requirements or performance metrics needed to ensure success.

**TECHNICAL ASSISTANCE**

**I need an accessibility accommodation or assistance completing the application form.**

If you need disability-related accommodations to apply, please contact the Public Art Coordinator Rachel Kilburg Varley at 319-356-5248 or [rkilburg@iowa-city.org](mailto:rkilburg@iowa-city.org). Early requests are strongly encouraged to allow sufficient time to meet your access needs.

**When filling out the online application, will I be able to save my work and return to it in a prior submission?**

Yes, the last page of the form includes a "Save as Draft" button at the bottom of the page. As an extra precaution, we recommend drafting responses to the application questions in a separate document and transferring them to the form when you're ready to submit.

**I'm having trouble accessing the form or completing it.**

Please contact the Public Art Coordinator Rachel Kilburg Varley at 319-356-5248 or [rkilburg@iowa-city.org](mailto:rkilburg@iowa-city.org). It is recommended you give yourself sufficient time before the deadline to complete the form, in case of technical difficulties.