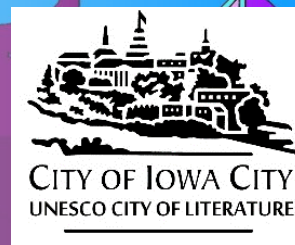


Neighborhood Art Program



PURPOSE

Neighborhood-based public art projects strengthen neighborhood identity by connecting residents and enhancing the sense of place. The Neighborhood Public Art Program provides a funding pathway for Neighborhood Associations to organize a significant public art project in their neighborhood, with the input of those who live there. The Neighborhood Art Program is offered by the Public Art Advisory Committee (PAAC).

WHO CAN APPLY?

Iowa City Neighborhood Associations or neighborhood groups actively working with the City towards formation of a Neighborhood Association.

Not currently a Neighborhood Association, but interested in learning more? Please contact the Iowa City Communications Office at 319-356-5058 or email EngageIC@iowa-city.org.

OVERVIEW

- **Funding:** Funding availability for the Neighborhood Art Program varies each year. Please visit the Iowa City Public Art webpage to learn when the program is accepting applications. If possible, non-City financial contributions toward the project budget may improve or expedite project viability.
- **Public Art Priorities:** Projects are encouraged to align with the [Public Art Strategic Plan](#).
- **Neighborhood Engagement:** Neighborhood Art Projects must offer the opportunity for all residents of the neighborhood to participate in the process. Typically, this includes one or more of the following: design input, site/location input, and possibly participation in production or installation of the artwork.

APPROVAL PROCESS

The following outlines the typical process for a Neighborhood Art Project, however neighborhood or project circumstances may vary and require flexibility of this process:

1. **Preparation and Neighborhood Outreach:** Applicants should review the following steps to ensure all aspects have been considered before applying (this includes location, budget, and the artist and the design selection process). Some level of engagement with the neighborhood regarding the project idea must have occurred before submitting an application form.
2. **Submit Application Form:** Visit www.icgov.org/publicart for a link to the application form during application openings.

3. **Staff Review:** The application will initially be reviewed by the Public Art Coordinator and Neighborhood Outreach & Engagement Specialist. City staff may contact the applicant(s) to seek clarification, flesh out project details, or begin coordinating other preliminary departmental reviews/approvals as necessary.
4. **Public Art Advisory Commission Review and Approval:** Staff will coordinate with the applicant to present the project to the PAAC. The PAAC meets the first Thursday of every month. The PAAC will use the Neighborhood Art Proposal Review Criteria (attached to this fact sheet) to guide decision-making.
5. **Public Art Agreement:** If the project is approved by the PAAC, the Public Art Coordinator will work with the applicant to execute a Public Art Agreement which will include details such as the project description, location, timeline, budget, funding, neighborhood obligations, and more. The PAAC must vote to approve the Public Art Agreement.
6. **Neighborhood Engagement:** Neighborhood engagement requirements will be detailed in the Public Art Agreement. Typically, at a minimum, the Neighborhood Association will be required to solicit public input on the project design and/or location. The Neighborhood Outreach & Engagement Specialist can assist with coordinating neighborhood engagement efforts.
7. **Artist and/or Design Selection & Approval:** There are several ways to work through the artist selection and design process:
 - The neighborhood can select a "concept" artist through a Request for Qualifications (RFQ). This artist would guide the neighborhood through the mechanics of concept, design and artist selection. Any fee for the "concept" artist would be part of the budget for the neighborhood art project.
 - The neighborhood can select an Artist to work with them to design, create and install the artwork through a RFQ process.
 - The neighborhood can directly select an artist (one that lives in their neighborhood or has a proven history of successfully creating projects similar to what they wish to see).

If needed, City staff will help coordinate a call for artists or call for proposals. The PAAC must approve of the final design, artist, and project site before the project can begin.

8. **Project Completion:** Specific project completion details will be included in the Public Art Agreement. Coordination of project completion will be a collaboration between City staff, the artist, and the Neighborhood Association. The artist and/or Neighborhood Association may be asked to provide regular progress updates to the PAAC.

CONTACT: If you have additional questions, please contact the Public Art Coordinator at publicart@iowa-city.org or 319-356-5248.

NEIGHBORHOOD ART PROGRAM PROPOSAL REVIEW CRITERIA

1. **Public Art Management Plan** Criteria:

- [5.1 – 5.2 Selection & Placement Guidelines](#)
- [6.3 Siting Procedures](#)

2. **Neighborhood Engagement:**

- Inclusive opportunities for all residents to participate in the process
- Need for public art in the proposed neighborhood (geographic access, demographic access, etc.)

3. **Project Feasibility:**

- Participation of a qualified artist capable of implementing the project
- Overall project budget/cost
- Cost and complexity of long-term maintenance requirements
- Authorization and feasibility of proposed project site