



PUBLIC ART & DESIGN PROGRAM DISCRETIONARY FUND GRANT ASSISTANCE

Program Mission

The mission of the Public Art & Design program is to add to the visual identity of the city of Clearwater, creating memorable images of the city for visitors and residents alike. Public art reinforces Clearwater's role as a regional leader in culture, recreation and environmental management, and it supports the City's development as a wonderful place to live, learn, work and play.

Discretionary Fund Grant Assistance

On occasion, neighborhood and community organizations and arts advocacy agencies will develop projects that align with the Public Art Master Plan and would benefit from Discretionary Fund grant assistance. This document is to codify the process of reviewing funding requests.

Public Art Master Plan Criteria for Funding Community-led Projects

The Public Art Master Plan provides support for Neighborhood Identity and other community-led projects based on the following criteria:

- Projects in areas with an active community interested in working with an artist should take a higher priority than projects elsewhere;
- Projects in areas that do not have public art should take a higher priority than projects elsewhere;
- Projects should not rely solely on the Discretionary Fund for support;
- Projects located in the following neighborhoods should take higher priority than projects elsewhere:
 - Brookhill
 - East Gateway
 - Glen Oaks
 - Lake Belleview
 - Milton Park
 - North Greenwood
 - Skycrest
 - Spring Branch
 - Sunset Highlands

Funding Restrictions

Discretionary Fund Grant Assistance must be expended in the city fiscal year (October 1 – September 30) in which it was approved. Applicants receiving funding must register their social security or FEID number with the city for tax purposes.

Tiers of Discretionary Fund Grant Assistance

Organizations applying for Discretionary Fund grant assistance will declare their project as fitting in one of three tiers:

Tier I: Grants up to \$2,000

Tier I projects are smaller in scale or scope and are typically coordinated by neighborhood or community organizations. Requests for this tier of grant assistance will be paired with a city department that will provide oversight to ensure that the project follows best practices and is completed in compliance with city codes and ordinances. Examples of Tier I projects include: traffic signal boxes, storm drain murals, trash receptacle murals, and smaller wall murals.

Tier II: Grants from \$2,000 to \$10,000

Tier II projects are average to larger in scale and scope and will involve a joint effort between a neighborhood or community organization and an arts advocacy agency. Requests for this tier of grant assistance are presented by the sponsoring arts advocacy agency, who will provide oversight to ensure the project follows best practices. A city department will be paired with each Tier II project to ensure that all applicable permits are obtained, and the project complies with city codes and ordinances. Examples of Tier II projects include: Multiple traffic signal box installations, medium to larger wall murals, and small sculptures and site-specific public artwork.

Tier III: Grants over \$10,000

Tier III projects are large in scale and scope and will involve a joint effort between multiple neighborhood or community organizations, arts advocacy agencies, and city departments. Requests for this tier of grant assistance are presented as a partnership between a lead arts advocacy agency and city department. These projects should have a significant community presence and are typically the result of a focused dialogue or specific design intended to respond to community needs. Tier III projects must have a specific goal or outcome that incorporates one or more of the goals and objectives of the Clearwater Cultural Plan or Public Art Master Plan. Applicants must include a mechanism by which projects are evaluated to measure impact and success. Examples of Tier III projects include: Large wall murals, multiple installations of a similar theme across a broad area, larger sculptures and site-specific public artwork.

Review Process and Criteria

Prior to presenting the project for Public Art & Design Board review, the Cultural Affairs Coordinator will review the project for feasibility and to determine any significant engineering or maintenance issues related to the choice of materials or other issues that that may arise from the placement or creation of the artwork. Once approved, the application will be added to the next regularly scheduled Public Art & Design Board meeting agenda.

The applicant will present their project to the Public Art & Design Board and will detail how the project meets the mission, goals, and objectives of the Clearwater Cultural Plan and/or the Public Art Master Plan and how it will be of benefit to the community.

The Public Art & Design Board will then discuss the application, asking any applicable questions of the applicant, and will approve or disapprove the grant funding request by a simple majority vote on the basis of the following criteria:

- Project feasibility and the ability of the applicant to ensure that the project will be completed as envisioned;
- Compatibility with the mission, goals, and objectives of the Clearwater Cultural Plan and/or the Public Art Master Plan;
- Maintenance and vandalism mitigation plan;
- Applicant's demonstrated history of success with similar projects;
- Anticipated community impact.

If approved, the Cultural Affairs Coordinator will coordinate with the applicant to provide the approved level of funding. If disapproved, the applicant may:

- Resubmit an amended application and attend a future, regularly scheduled Public Art & Design Board meeting to address the Board's discussion of the project;
- Partner with another organization or agency to resubmit an amended application;
- Withdraw their application funding request.

Denial of funding does not prohibit the applicant from making future funding requests.