



PUBLIC ART SMALL GRANTS PILOT PROGRAM DESCRIPTION

GRANT PROGRAM DESCRIPTION

The City of Alameda is launching a pilot program to solicit applications for small grants for public art in Alameda. This Public Art Small Grants Pilot Program is for both cultural art events and physical art installations. A small grant may be a stand-alone grant, seed money, or combined with a larger grant.

The goal of the Public Art Small Grants Pilot Program is to provide multiple small grants to the Alameda community. Up to \$20,000 in grants will be awarded for this pilot year. Applications will be accepted from January 2, 2020 to February 29, 2020. Awards will be announced by April 30, 2020 and funds will be eligible for use for one year (from May 1, 2020 to April 30, 2021). Grant awards will be made in the following categories:

Micro Grants

\$250 – \$500

Small Grants

\$501 – \$2,000

Applicants for grant amounts in the \$250-\$500 range, in particular, are encouraged to apply and up to 10 grants will be awarded in this category. A maximum of 20 grants will be awarded.

REQUIREMENTS FOR GRANT QUALIFICATION

To qualify for the grant, cultural art events and physical installations must be: located in the City of Alameda, in an accessible location, and free to the public. Individuals or organizations located outside of the City of Alameda may apply, however, Alameda residents and organizations will be given a preference. Non-profit status is not required.

EVALUATION AND CRITERIA

Applications will be evaluated by a Public Art Small Grants Committee, which will include two members of the Public Art Commission, and one member of City staff. Applications will be ranked based on the criteria below:

- Artistic merit
- Community access (how many people will have access to the event or art installation)
- Community engagement (event or art engages broader community in local arts and/or cultural activity)
- Cultural representation (event increases awareness of underserved communities)
- Local representation (Alameda resident or organization)

CULTURAL ARTS AND PHYSICAL ART DEFINITIONS

Cultural arts may include, but are not limited to: performance arts: theatre, dance, music; literary arts: poetry reading and storytelling; film and video; screenings and installations; education; art lectures and presentations; special events; and festivals and celebrations.

Physical artwork includes, but is not limited to, sculpture, painting, mosaics, photography, crafts, murals, mixed media and electronic arts. Eligible artwork may be permanent, fixed, temporary or portable.

OTHER REQUIREMENTS, GUIDELINES AND SPECIFICS

The City of Alameda Public Art Small Grants Program emphasizes smaller organizations and entities. Individuals or organizations needing \$250-\$500 to fund or complete funding for their projects are especially encouraged to apply.

Grant recipients are required to complete a one-paragraph (email) event summary within a month after the event, including award amount, date(s) of event, what the money was used for, attendance, and a photo of the event or art installation. (For example: "We received \$250 for our Art Fair on July 15, 2020, used it to market the fair in print and social media, and approximately 400 people attended; please find attached a picture of the event.") Failure to provide this information may result in becoming ineligible to participate in future grant opportunities with the City of Alameda.

Grant recipients are required to acknowledge that the City of Alameda has provided funds for the cultural art event or physical art by stating such on the program, website(s), flyers or other media acceptable to the City of Alameda and/or adding the City's seal, logo or other acknowledgement acceptable to the City of Alameda to the art piece for physical art.

The City of Alameda Public Art Small Grants Pilot Program provides sponsorship grants. The individuals and organizations awarded grants are responsible for all relevant permits, fees, insurance, and event liability. In order to receive payment, **all grantees are required to provide to the City a current W-9 form, and City of Alameda business license.**

If an applicant wishes to receive grant funds before the event or the installation of the art, the applicant may request such funds by submitting an invoice as early as 60 days before the date of the event or installation. Such invoice must include original receipts, returned checks, etc. Please note that the City's accounts payable cycle is 30 days. For payment of grant funds after the event or installation of the art, an invoice with receipts or a photo of the event or installation is required. Send all invoices with documentation to: Community Development Department, 950 West Mall Square, Room 205, Alameda, CA 94501.

Notice: Applications will be accepted January 2, 2020 to February 29, 2020. Incomplete applications that do not conform to the requirements specified herein will not be considered.

The creation of this Pilot Program does not obligate the City to award funding. The City retains the right to award all, partial, or no funding. The act of submitting an application is a declaration that the applicant has read these guidelines and understands all the requirements and conditions.

Please submit questions to econdev@alamedaca.gov.