



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. They can be stand-alone grants, seed money, or can be combined with a larger grant.

The goal of the Public Art Small Grants 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 1 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:

\$250-500	\$1,000-\$1,500
\$501-\$750	\$1,500-\$2,000
\$751-\$1,000	

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 total 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 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 Subcommittee, 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 Awardees will be required to acknowledge the City of Alameda by using the City of Alameda name and logo in all print and social media marketing and at the event.

Grant recipients are required to complete a one-paragraph (email) event summary within a month of the event, including award amount, date(s) of event, what 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 comply with this requirement will result in future ineligibility for City Public Art Grants.

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 have a current W-9 form, and City of Alameda business license.**

Notice: Applications will be accepted January 1 to February 29, 2020. Incomplete proposals that do not conform to the requirements specified herein will not be considered.

The creation of this 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 a proposal is a declaration that the applicant has read these guidelines and understands all the requirements and conditions.

Please submit questions to econdev@alamedaca.gov.