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2022 Request for Proposals Public Art for Communities Grant Program

The Lansing Economic Area Partnership (LEAP) is currently accepting grant proposals from municipalities, businesses and organizations within Clinton, Eaton and Ingham counties for its Public Art for Communities (PAFC) program. LEAP's PAFC program, with additional support from the PNC Foundation, will award two grants of \$10,000 each to a municipality, business or community organization to commission, create and install a piece of public art for year-round, public display.

Arts and culture strategies help to enhance and celebrate the underlying identity of the physical and social space of a community. In this way, the community's character can be expressed through the artistic activation of a place.

LEAP believes that public art installations positively impact our communities through:

- Furthering our image and place into one of sophistication and creativity, exhibiting world-class arts and cultural opportunities,
- Strategically and specifically positioning various forms of public art to spur economic growth and attract/retain business and talent, and
- Institutionalizing policies and procedures on how arts and culture can be successfully implemented within a municipal body.

The most successful applicants will identify a key, central, public location that is highly visible or recognizable to a significant and regular flow of foot and vehicle traffic. Beyond visibility, LEAP strives for the public to enjoy the art and feel that the placement greatly enhances the physical aesthetic of its location. Applicants should consider how the community will utilize, interact and feel ownership over the piece. The piece should be specific to the community and its residents.

Definition of Public Art: Public art is a uniquely created piece of physical artwork, such as a sculpture, statue, mural or bike rack that will permanently endure the site, activities and weather. It must not be political or obscene in nature.

Eligibility

- The request for proposal is open to any municipality, business or organization located in Clinton, Eaton or Ingham counties.
- Scoring of applications will be weighted toward LEAP community and business members.
- Applications must be submitted by a representative of the community's municipal body acting on behalf of the municipal body.
 - If an organization or business plans to apply, they must partner with and secure a letter of support from their municipal governing body.

- Applicants need to show the existence and/or adoption of a public art policy for their community. If not already in existence, the policy must be in progress at the time of the application and adopted by the time the award is made.
 - Two templates of public art policies are available at: www.purelansing.com/publicart.
- Art pieces must be created by an artist from Michigan and specifically the tri-county region, if possible.

Deadline

The deadline for proposal submission is **5:00 p.m. Friday, May 27, 2022**. Please submit applications to: Emma Bostwick, Tri-County Development Manager, emma@purelansing.com. Feel free to contact Emma prior to the deadline with questions and/or ideas.

Submission

Please include the following items in your written submission:

- Evidence of existence and/or adoption of a public art policy for the community (if in process, please explain when it is planned to be adopted).
 - Plans to seek matching dollars from the private sector or community in the form of crowd funding or contribution (matching dollars are not required but encouraged).
 - Plans to seek in-kind support for the project in the form of landscaping, maintenance, lighting, etc.
- Narrative of the municipality's efforts and priority of placemaking initiatives, showcasing examples of other placemaking initiatives in the community.
- Description of how the public art piece will contribute to the distinct identity for the area and specific location of placement.
- Discussion of how the art piece will enhance business development efforts and attract/retain talent and new businesses to that specific area.
- Description, including photo or map, of the location of the public art piece.
- Information related to the visibility of the location (traffic counts, pedestrian counts, etc.).
- Submission of a site prep outline, physical foundation development, continuous maintenance plan, insurance/liability issues and any other logistical information that could be beneficial for application review.
- Final installation budget and plan.
- Description of community plans to jury the artists/art pieces.
 - Suggestions for committee members that will draft the RFP and/or jury the pieces.
- Timetable for the commission and installation of the public art piece (Timeline suggestion, see below.)

- LEAP RFP open for submissions: March 21, 2022 – May 27, 2022
- Review of received proposals: May 27 – June 7, 2022
- Press event/announcement: June 2022
- Funded community art committees convene to write artist RFP: June-July 2022
- Community call to artist RFP open for submissions: July-August 2022
- Select artist/enter into contract with artist: August 2022
- Fabrication of art piece: September 2022-February 2023
- Unveiling of art piece/joint press event with LEAP and PNC Foundation: March 2023

Selection Process

LEAP's Placemaking Workgroup will serve as the review panel that will recommend submission(s) to LEAP's President & CEO for award approval.

Selection Criteria

Award selection will be based on the following criteria:

- Does the community have a public art policy in place or in process?
- How engaged is the community in creating a sense of place for the region?
- Does the project increase the sense of place for residents and visitors, including underrepresented demographics?
- Does this project impact potential business investment and talent in the area?
- Equitable geographic location: Does this project enhance an economically distressed area?
- Does the applicant demonstrate a commitment to diversity, equity, and inclusion in its art policy?
- Is the placement of the piece in a highly visible location?
- Does this project enhance visibility of underrepresented demographics?
- Will the overall project advance the region's sense of place through public art with a focus on expanding access to underserved communities?
- Does the community plan to offer a match/in kind donation to the grant dollars?
- Did the applicant provide a complete and thorough submission?
- Is the applicant a LEAP member?

Award

Awards will be announced publicly at a press event in June 2022. Applicants will be notified prior to the public announcement. Grantees will receive 50% of the grant dollars at the time of contract with LEAP and 50% upon completion of the final report and installation of the piece. **Applicants must not publicly reveal notification of award without written consent by LEAP or a LEAP-led public announcement.**

Questions

Please direct any questions to Emma Bostwick at emma@purelansing.com or 517.388.1947.

About LEAP

The Lansing Economic Area Partnership (LEAP) is a leading economic development organization recently named by Site Selection magazine as one of the nation's top 20 economic development organizations. LEAP proudly represents the tri-county Lansing region, including Clinton, Eaton and Ingham counties and has an annual contract with the region's urban core city (Lansing) to act as the City's economic development department. LEAP is considered a cutting-edge leader in incorporating diversity, equity and inclusion (DEI) into its economic development programming and organization. LEAP is a private-public 501(c)6 nonprofit partnership governed by a board of directors, including business and municipal leaders from across the tri-county region. Read more about LEAP's work, and DEI and economic development values and philosophy on our website at www.purelansing.com/about.