



**City of Victoria
COMMUNITY ARTS PROGRAM GRANTS
Community Public Art (CPA) Grant
Guidelines**

Purpose

The City of Victoria has implemented two kinds of community arts grants to create opportunities for enriched arts and cultural experience within the life of the community. They are the Artists-in-Residence (AIR) Grant and Community Public Art (CPA) Grant. The CPA grant is designed to:

- encourage creative collaboration between artists and the broad community to create permanent visual artworks.
- increase citizen participation in artistic processes and activities, and
- increase public appreciation of the value of art in cultural, social, educational and economic life of the community.

Goals and Objectives

The following goals and objectives have been developed to guide the program:

Goal 1: To increase arts and cultural activities and integrate them into the fabric of community life.

- To increase opportunities for citizens, community organizations and businesses to participate in arts and cultural activities.
- To create new partnerships between artists, community and business organizations.

Goal 2: To enhance the quality of life for Victoria residents.

- To provide the general public with increased exposure to diverse arts and cultural activities and increased opportunities for citizens to volunteer and become directly involved in arts and cultural activities.
- To provide a community legacy in the form of a permanent artwork.

Goal 3: To create an environment that supports artists to engage in the creative process with communities.

- To give opportunities to emerging artists for permanent and ephemeral works in all mediums
- To establish mentorships between professional and local emerging artists and to build relationships that can increase collaborative projects between the professional and the community artist;
- To increase public awareness of the diversity of arts activity in the City;

Principles/Values:

The following principles and values underpin the program:

Respect for Artists: The City of Victoria values the contribution of artists to the overall health and vitality of the community. In dealing with artists, consideration must be given to:

- Providing fair compensation for artists' time and work. For the purpose of this grant a minimum hourly rate of \$25 has been established; and,
- fully engaging artists in planning for the use of their works

Pro bono creative services, works, demonstrations or performances should not be solicited as standard practice;

Preservation of Cultural Resources: Victoria has a unique place in the history of British Columbia and Canada, both as a provincial capital but also as a historic city. Recognizing that the arts created today will form the fabric of the City's history in the future, we support identifying, documenting, conserving and protecting all cultural resources, where possible, that are developed through these programs.

Community Cultural Development: The City of Victoria believes that arts and culture is integral to healthy communities. We support programs which:

- Involve artists in all aspects of the community;
- Promote the arts in all areas of community life including the economic, cultural, social and educational life of the community.

Program Description:

Program Goals and Outcomes:

The Community Public Art Program (CPA) seeks to: foster neighbourhood identity through the creation of art highlighting local sites; create a permanent artwork(s) with artistic merit; provide a community benefit accessible to all members of the community; and, use the arts to address issues or interests unique to the community.

The primary focus of the CPA is to create a piece of public art located in the community. The program is therefore limited to visual artists.

The program requires the artist(s) to engage with the community in the planning stages and the creation of the art work.

How It Works:

Building on the City's existing Public Art Policy and Neighbourhood Development Policy, the CPA invites neighbourhood and community organizations to collaborate with artists and other design professionals to create permanent public art works for publicly accessible community sites.

Eligible community groups include City of Victoria neighbourhood associations, community and seniors' centres, arts and cultural organizations, and other not-for-profit organizations.

Associations/organizations are encouraged to collaborate with local businesses and business associations.

The Lead applicant (sponsor) is responsible for managing the project, and submitting progress and final reports. All parties are expected to be fully engaged in the planning and implementation of the program.

Who May Apply:

Community organizations including City of Victoria community and seniors' centres, neighbourhood associations, arts and cultural organizations and local business (*non-profit organization*) are eligible to apply for funding. Collaboration between non-profit community organizations and businesses is encouraged.

Organizations: **All organizations must be based in the City of Victoria.** The sponsoring organization must be a non-profit society.

Artists: Must be professional¹ artists, resident in the Capital Regional District, who are prepared to work at a Victoria location for the duration of the project. Artists must be Canadian citizens or landed immigrants.

Partner Roles and Responsibilities:

The **sponsoring organization** will:

- contribute cash **and/or** in-kind resources;
- ensure that funds are in place to cover all costs and guarantee the project will run smoothly;
- engage the community in a process to determine the type of art and the appropriate site;
- provide staff and administrative support for the artist;
- ensure artists are fairly compensated for their work and that fees are paid on time and at the level negotiated;
- ensure ongoing maintenance of any public art created; and,
- carry out fiduciary responsibilities related to the grant.

In the process of creating a public art work, **the artist(s)** will:

- participate in discussions to determine the type of art to be created and its location;
- estimate the labour and materials involved in each stage of the project;
- provide project progress reports to the sponsor organization; and,
- participate in public unveiling of the art work, if requested.

¹ To be considered a professional, the artist must have two or more years of engagement in artistic practice demonstrated through a portfolio or resume with reviews.

Project Requirements and Selection Criteria:

Successful proposals will meet the following criteria:

- **Legacy:** Provide a lasting physical legacy for the community (e.g. a mosaic, mural, or sculpture)
- **Community involvement:** Demonstrate how the community will be involved in the process of producing the art.

Artistic merit and experience:

1. The proposed artist has the documented experience and skill to implement the art component of the project, including the ability to animate and facilitate community involvement, and an interest in the issues of concern to the community.
2. Visual art projects must be suitable to the site and include a plan for ongoing maintenance.
3. Artists must provide a portfolio (visual artists should provide 10-12 slides, equivalent CD/DVD images, or in the case of video work, 5 minutes on VHS or DVD) and/or a resume.
4. Artists must estimate the labour and materials involved in each stage of the project;
5. Artists must consider issues of public safety, durability, maintenance, and operating costs in the design of the project; and
6. Artists must provide a comprehensive statement of project concept, content, (including types of materials and dimensions of finished work), and aesthetic of the art work accompanied by visual renderings.
 - **Site Suitability:** the site must be publicly accessible and suitable to supporting the intended art work. The support of residents adjacent to the site must be documented.
 - **Sustainability:** the proposal must clearly indicate what the future maintenance requirements are and who will be responsible for maintenance. (The City will not be responsible for on-going maintenance.)

Restrictions:

Funding may **not** be used for the following:

- Programs that are **primarily** aimed at presenting artist and performers (e.g. concerts, theatrical presentations)
- Purchase of property, equipment, or collections (such as library holdings, existing art works)
- Capital improvements including restoration of existing art works
- Publications or recordings for commercial purposes
- Directly or indirectly acquiring academic courses or credits
- Activities primarily aimed at fund-raising;
- Reduction or elimination of existing organizational deficits
- Interest on loans, fines, penalties and /or litigation costs
- Food, beverages, refreshments or other forms of hospitality
- Expenses incurred before the project start date indicated in the grant request
- Investments
- Performances not available to the general public
- Programs that have religious or sectarian purposes.
- Travel and accommodation expenses
- Projects located outside the City of Victoria;
- Projects located on private property unless public access is ensured

Funding:

The Community Art Program Grants total varies from \$15,000 - \$20,000 per year. Each year one grant of up to \$10,000 each will be awarded for the Community Public Art Grant for artist fees, materials and supplies. The amount assigned to materials and supplies will depend on the individual project. As a guideline, artist remuneration has been set at a minimum of \$25/hour. Artists may choose to work for less than that amount if it is in their interest to do so.

Applications for the maximum of \$10,000 must have a minimum applicant cash and/or in-kind contribution of \$3,500. In-kind amounts may consist of sponsoring organizations' administrative costs (e.g. staff time, telephone, photocopying etc.), donated goods and materials, volunteer time (assessed at \$15.00 per hour) and use of facilities. Letters of commitment for cash and in-kind funds must be included in the application.

Successful applicants for the Community Public Art Grant have one year from the date of Council approval to complete their project.

Recognition of Funding Support:

Any organization receiving funds through the Program must acknowledge the City of Victoria on all related printed material using the logo provided by the City of Victoria.

Reporting Requirements:

Organizations are required to provide a final report at the end of the project including:

- statistics on program participants
- accomplishments and outcomes
- a financial statement for the program revenue and expenditures.

Please retain original documents and receipts. Unused funds must be returned to the City of Victoria.

How to Apply:

1. Review the program guidelines.
2. Prior to application, the proponent must identify the proposed art project, ensure community support for the project and identify the artist(s) they intend to engage to implement the project.
3. Identify the proposed site for the community public art project
4. Identify the non-profit society that can receive the funds on behalf of the project.
5. Identify and get the commitment of key community partners and neighbours adjacent to the site.
6. Artists must prepare portfolios and proposal outlines:
 - Portfolios should include 10-12 slides, equivalent CD/DVD images, or in the case of video work, 5 minutes on VHS or DVD.
 - Proposal outlines include visual renderings, proposed project descriptions etc. (where applicable).

Application Deadline:

Complete the application form by **May 1 annually**. Applications to be sent to:

Gail Price-Douglas
Community Development Planner
Recreation & Community Development Division
City of Victoria
633 Pandora Avenue
Victoria, BC, V8W 1N8

e-mailed to: gprice-douglas@victoria.ca

or faxed to: 361-0385 Attn: Gail Price-Douglas

Mailed applications must be postmarked by May 1 annually. Hand-delivered, e-mailed and faxed applications must be received no later than 4:30 p.m.