

PROGRAM OVERVIEW

Arts, culture and heritage elevate and enrich a vibrant Greater Des Moines. Through the Public Art Grant (PAG) program, Bravo offers financial support to its local government partners for public art projects that generate more artistic and cultural expression in the Greater Des Moines region. Bravo defines public art as semi-permanent or permanent artwork that is free and accessible to the public. Artwork may include, but is not limited to, sculpture, murals and installation, and is encouraged to be functional in advancement of civic goals in addition to demonstrating artistic merit and excellence.

The PAG program is a competitive grant program. There is up to \$100,000 available for awards in Grant Cycle 2019 (GC19). It is possible not all funding requests will be approved.

The PAG program is funded through hotel-motel tax revenue received from the following local government partners that have 28E agreements with Bravo: Altoona, Ankeny, Bondurant, Carlisle, Clive, Des Moines, Grimes, Indianola, Johnston, Norwalk, Pleasant Hill, Polk City, Urbandale, Waukee, West Des Moines, Windsor Heights and Polk County.

APPLICANT ELIGIBILITY

Eligible PAG applicants are Bravo's local government partners. Schools and universities are ineligible for PAG funding. A community may submit only one PAG application per grant cycle.

PROJECT ELIGIBILITY

Eligible PAG projects include concept development and the creation and/or installation of works of public art. Eligible artwork must have a useful life of at least 6 months. The artwork may be part of a building, bridge or other permanent infrastructure, but grant funds are restricted to the artistic enhancement of an infrastructure project.

The creation of a municipal public art master plan is also an eligible PAG project. A public art master plan is an actionable tool used as a road map for a city, including its commissions, city departments, program staff, artists and stakeholders, to maximize public art in supporting the goals, needs and future of its community.

Projects ineligible for PAG funding include, but are not limited, to the following:

- Works of public art that have previously received funding from Bravo
- Maintenance of current public art collection
- Landscapes and gardens that do not have a life of more than 6 months
- Amphitheatres
- Signage, including welcome signs and wayfinding signs
- Events
- Programs
- Freedom Rocks
- Bus shelters

ELIGIBLE & INELIGIBLE EXPENSES

PAG funding may be used to pay artist fees and stipends for project concept development, which can include the creation of detailed proposals for public art projects in the applicant city, as well as pay for the costs to create and to install public art, including land and site development. Eligible costs also include consultant fees for the development and creation of a public art master plan.

Grant funds must be expended within the GC19 funding period: July 1, 2019-June 30, 2020. Costs incurred outside these dates are ineligible for Bravo funding. Other ineligible expenses include, but are not limited to, the following:

- City staff salaries and wages
- Equipment and fixtures that are not integral to the structure or operation of the artwork

- Endowment
- Sponsorship
- Existing obligations, debts or liabilities
- Marketing, promotion and merchandise

GRANT AWARDS

Applicants may request up to 50% of eligible projects costs. Priority may be given to communities that have not received funding support from Bravo in a previous grant cycle. Bravo may, at its discretion, award partial funding requests. It is unlikely Bravo would award more than \$50,000 to a single application.

OTHER REQUIREMENTS

All applicants must meet with Bravo staff about their project before March 25, 2019. Failure to meet with staff by this date will result in ineligibility for funding in this grant cycle.

Applications must be submitted through FluidReview, Bravo’s grant management database. Bravo will not accept applications in any other format. Late applications will not be accepted. Only complete applications will be considered for funding.

All grant recipients must execute a Grant Agreement with Bravo Greater Des Moines. Failure to execute the Grant Agreement by the deadline provided by Bravo may result in forfeiture of the grant award.

Projects awarded grant funds in GC19 must be completed by June 30, 2020. Ribbon cuttings or other opening events may be held after this date.

GRANT CYCLE 2019 TIMELINE - PAG

March 1, 2019

Application available by 10:00 a.m.

July 1, 2019

Grant term begins

March 25, 2019

Deadline for applicants to meet with Bravo staff

August 15, 2019

Signed Grant Agreements due by 3:00 p.m.
Checks sent after execution of Grant Agreement

April 1, 2019

Final day to ask questions about the application

June 30, 2020

Grant term ends; project completion date

April 5, 2019

Application due by 3:00 p.m.

July 31, 2020

Final report due by 3:00 p.m.

June 19, 2019

Award notifications sent

APPLICATION PROCESS

1. Complete Applicant Profile

GC19 will be administered through [FluidReview](#). Each applicant is required to complete or update its profile in FluidReview before beginning the application. Please refer to the [FluidReview FAQs](#), found on Bravo’s website, if you have any questions about creating or updating an applicant profile.

2. Meet with Bravo Staff

All applicants are required to meet with Bravo staff prior to submitting an application. The deadline to meet with staff is March 25, 2019. We strongly encourage scheduling a meeting well in advance of the deadline to avoid conflicts.

3. Complete the Application

A complete and electronically submitted application is required of all applicants. Report only information for which you have a high degree of confidence and an ability to support through documentation. Applicants will be able to save, revisit and edit work before final submission. For your reference, the application questions can be found on Bravo’s website.

4. Application Attachments

Applicants will be required to attach supplemental materials to their application. Failure to submit required documentation may result in disqualification from consideration. All attachments must be in PDF format. Documentation includes:

- **Project Timeline** – Detailed timeline of major milestones for the project. Include milestones already reached and use specific dates when possible.
- **Project Budget** – One-page budget that details the costs to fully complete the project. Include maintenance and sustainability allocations, and clearly identify any expenses already incurred.
- **Project Images** (if available) – Up to three images for the project. These can be artist's renderings, sketches, photos of the site or equipment or stock photos of the materials to be used. *Make the images compelling and part of the case for funding.*

5. Submit Application

Follow the instructions outlined in the [FluidReview FAQs](#) to ensure application submission. You will receive an email confirmation if correctly submitted. Instructions for downloading, saving and printing the submitted application are in the confirmation email. Late applications will not be accepted.

APPLICATION REVIEW

All eligible applications will be evaluated by Bravo's Community Investment Committee with final funding decisions made by the Bravo Board of Directors. Meetings of the Community investment Committee are not open to the public. Applicants should not contact Committee members or Bravo Board members directly to discuss applications.

Initial eligibility will be determined by Bravo staff. Staff will review each application for the following:

- Applicant is one of Bravo's partner local governments at the time of submission
- Application is complete with all necessary attachments included
- Project fits the funding requirements outlined in the GC19 Guidelines

Applications that clear staff review will be reviewed by the Community Investment Committee. The Committee will consider the following criteria when reviewing applications for works of public art:

- Project Information
 - Demonstration of a sustainable and impactful project
 - Project scope is clearly defined and budget is appropriate for the project
 - Supplemental materials support and are relevant to the project
- Sustainability
 - Detailed maintenance and sustainability plan in place for proposed artwork
 - City's goals for public art are clearly stated
- Engagement & Artistic Value
 - Engagement of artist is thoughtful and integral to the success of the project
 - Engagement of community is thoughtful and fits the scope of the project
 - Project is distinctive and appealing to community
- Timeline & Goals
 - Project advances city's public art goals
 - Likelihood project will be completed within grant timeframe
- Overall Project Merit
 - Potential to achieve results consistent with [Regional Cultural Assessment](#)
 - Potential to reach those whose opportunities to experience the arts are limited by geography, ethnicity, economics or disability
 - Potential to make quality arts or cultural experiences more widely available in the community and the Greater Des Moines region

- Ability to carry out the project based on such factors as the appropriateness of the budget, the quality and clarity of project goals and design, resources involved and qualifications of consultants involved in the project

When reviewing applications for public art master plans the Community Investment Committee will consider:

- Project advances city's goals
- Well-articulated need for a public art master plan
- Potential for thoughtful community engagement and participation in the process
- Potential to make quality arts or cultural experiences more widely available in the Greater Des Moines region
- Implementation plan in place or will be created as a part of public art master plan
- Ability of city to carry out future public art projects that align with public art master plan

GRANT AWARD PROCESS

Award notifications will be sent via email by June 19, 2019. Applicants awarded a GC19 Public Art Grant will be required to sign a Grant Agreement by August 15, 2019. Grant awards will be disbursed after execution of the Grant Agreement. A final grant report, submitted in FluidReview, will be due July 31, 2020.

Bravo is committed to a transparent, fair and consistent grantmaking process. There is no appeal of final funding decisions made by the Bravo Board of Directors.

BRAVO GOOD STANDING

Grant recipients must maintain good standing with Bravo throughout the grant term. A grant recipient is in good standing with Bravo if it:

- Fully and completely meets all requirements stated in the Grant Agreement;
- Accurately represents its city and its activities in all documents submitted to Bravo. This includes, but is not limited to, application, final reports, mid-year evaluations (if applicable), financial reports and any other information requested by Bravo staff;
- Continues to meet the grant eligibility criteria; and
- Submits grant information, documents and reports on or before the due date.

Additionally, the Community Investment Committee, with sound cause and reasoning, may designate a grant recipient as not in good standing.

If Bravo discovers a grant recipient fails to meet any or all of these requirements, the recipient will receive written notice from Bravo of which requirements have not been met and how to return to good standing.

SUPPORT

Bravo staff is available to answer questions about the application until 3:00 p.m. on April 1, 2019. Staff is available for technical support at any time. Please email grants@bravogreaterdesmoines.org or call 515.243.0388.