



SEOPW CRA Public Art and Placemaking Grant Program

Fiscal Year 26-27

PROGRAM OVERVIEW

The Southeast Overtown/Park West Community Redevelopment Agency's (SEOPW CRA) Public Art Activation and Beautification Grant Program supports the **design, fabrication, and installation of culturally significant public art and place-based improvements** within the SEOPW CRA boundaries.

This program is intended to strengthen the Cultural and Entertainment District through **permanent or semi-permanent artistic interventions** that enhance the area's visual identity, celebrate its rich history, and reflect the community's character. The program intends to foster the cultural ecosystem of Historic Overtown and the surrounding redevelopment area.

Funded projects should result in **tangible public art assets** that enhance the public realm, support neighborhood revitalization, and align with the SEOPW CRA's broader redevelopment goals. While community engagement and educational components are encouraged, they must be directly tied to the **creation of a lasting public art installation and/or culturally significant public art interventions**.

Through strategic investment in public art, the program promotes **creative placemaking, enhanced aesthetics, and increased walkability**, reinforcing SEOPW CRA's commitment to creating accessible, culturally meaningful public spaces.

GOVERNMENT ENTITY DISCLAIMER

NON-TIF (TAX INCREMENT FINANCING) FUNDING SUPPORTS THIS PROGRAM, ENSURING COMMUNITY INVESTMENT WHILE PRESERVING TIF REVENUES FOR MAJOR REDEVELOPMENT PROJECTS.

This program does not utilize Tax Increment Financing (TIF) funds.

Non-TIF funding refers to financial resources that are not derived from the incremental increase in property tax revenues generated within a designated redevelopment (TIF/CRA) district, and therefore are not subject to the restrictions associated with TIF funding.

All funding allocated to this Program is sourced from non-TIF funding streams, meaning it is independent of redevelopment trust funds and is not tied to property tax increments within the Community Redevelopment Area.

ELIGIBILITY

Location*: Activations and/or projects must occur within the SEOPW CRA boundaries, with priority given to publicly owned spaces such as parks or roads.

Public Access: The public must have direct access to the activation.

Grant Term/Timing: Initiatives must occur between September 1, 2026, and February 28, 2027.

Restrictions: Activations cannot promote tobacco, illegal drugs, gambling, or sexually oriented content.

No Multiple Applications: Applicants cannot apply more than once per grant term.

Note: Alcohol, political activities, and staff salaries are not eligible. The activation shall not involve or allow discrimination based on race, color, gender, age, religion, national origin, marital status, disability, gender identity, or sexual orientation.

Funding is not intended for standalone events, festivals, or programming without a direct and measurable public art installation outcome.

**SEOPW CRA Boundary Map is located on page 8.*

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ACTIVATION CRITERIA:

The SEOPW CRA will implement a multi-tiered public art strategy that includes activation programming, creative placemaking initiatives, and permanent public art investments tied to capital and development projects. Exceptions may be considered at the discretion of the Executive Director. All activations must occur within the SEOPW CRA boundaries*, including private venues with public access.

Definitions:

Activation: For the purposes of this program, an “activation” is defined as a public-facing artistic intervention that results in the creation, installation, or enhancement of a tangible public art asset within the SEOPW CRA boundaries. For the purposes of this program, all activations must result in a tangible public art installation or place-based improvement.

Art: For purposes of this program, “Art” is defined as tangible artistic works that can be physically displayed and viewed, such as paintings, murals, sculptures, photography, and mixed-media pieces. Performance and service-based art forms, while equally valuable, are outside the scope of this initiative.

An eligible activation should:

- Incorporate a strong educational or historical component tied to the culture and legacy of Overtown
- Highlight the SEOPW CRA’s redevelopment efforts, milestones, or strategic goals (Integration of the SEOPW CRA Cultural and Entertainment District)
- Enhance placemaking and improve public spaces within the redevelopment area

Matching Grant Structure:

- This program operates under a maximum of 50% reimbursement model
- All applicants must demonstrate the capacity to cover at least 50% of the eligible project costs

Grant disbursement occurs post-activation upon:

- Submission and approval of a Post-Activation Evaluation Report
- Verification of expenditures and activities
- Execution of Grant Agreement

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GRANT TIERS & FUNDING STRUCTURE

TIER 1 – SMALL-SCALE ACTIVATIONS/PROJECTS: MAXIMUM AWARD UP TO \$5,000

Reimbursement: Up to 50% matching grant

Eligible Activities:

- Educational, historical, or cultural exhibitions that result in a physical public-facing installation or interpretive display
- Design and fabrication of small-scale public artworks (e.g., murals, sculptures)
- Temporary or semi-permanent installations in publicly accessible spaces
- Creative placemaking elements integrated into the built environment (e.g., painted infrastructure, artistic streetscape enhancements)
- Community engagement activities **directly tied to the design or creation of public art** (not standalone programming)
- Integration of technology into public art, such as QR codes, mobile-friendly content, or audio features that provide historical, cultural, or artistic context
- Digital storytelling components embedded within installations (e.g., artist narratives, redevelopment history, or community stories accessible via smartphones)

TIER 2 – MID-SCALE ACTIVATIONS/PROJECTS: MAXIMUM AWARD UP TO \$15,000

Reimbursement: Up to 50% matching grant

Eligible Activities:

- Production and installation of mid-sized public artworks or installations
- Artist-led collaborative projects resulting in a permanent or semi-permanent public art asset
- Series of coordinated public artworks across multiple sites
- Heritage-based or interpretive artworks reflecting neighborhood identity and history
- Interactive public art incorporating technology (e.g., augmented reality, projection, or digital storytelling platforms tied to physical installations)

TIER 3 – LARGE-SCALE ACTIVATIONS/PROJECTS: MAXIMUM AWARD UP TO \$24,500

Reimbursement: Up to 50% matching grant

Eligible Activities:

- Culturally significant, art-centered public showcases anchored by permanent or semi-permanent installations
- Commissioning and installation of large-scale, landmark-quality public artworks
- Permanent or long-term installations in key corridors, civic spaces, or redevelopment areas
- Multi-site public art initiatives with a unified design concept
- Large-scale interactive or technology-enhanced public art installations (e.g., immersive lighting, digital media, projection mapping, or responsive environments)
- Projects incorporating durable materials and long-term public visibility

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ELIGIBLE USES OF GRANT FUNDS

(Each expense requires pre-approval by the assigned project manager*)

- Project-related logistics directly supporting the fabrication and installation of public art (e.g., equipment rentals, site preparation, installation support)
- Artist fees
- Historical or educational materials and displays
- Permit fees and city service costs related to the activation

**Cash transactions are not eligible for reimbursement*

Design & Planning

- ☐ Artist design fees (concept development, renderings, design revisions)
- ☐ Architectural, engineering, or fabrication drawings that are required for installation
- ☐ Site analysis and project planning that are directly tied to the artwork
- ☐ Permitting, licensing, and required approvals for public art installation

Fabrication & Materials

- ☐ Materials for creation of public art (e.g., paint, metal, wood, lighting elements, mixed media)
- ☐ Fabrication costs, including studio production and specialized manufacturing
- ☐ Equipment and tools necessary for fabrication (rental or purchase if project-specific)
- ☐ Structural supports, bases, mounting systems, or protective coatings

Installation & Construction

- ☐ Site preparation (surface treatment, cleaning, priming, minor construction)
- ☐ Installation labor (contractors, fabricators, installers)
- ☐ Equipment rentals for installation (e.g., lifts, scaffolding, cranes)
- ☐ Transportation and delivery of artwork and materials
- ☐ Utility connections (e.g., electrical for light-based installations)

Place-Based Improvements

- ☐ Streetscape enhancements integrated with the artwork (e.g., planters, seating, lighting tied to the installation)
- ☐ Wayfinding or interpretive signage connected to the public art piece
- ☐ Protective elements (e.g., barriers, anti-graffiti coatings, enclosures)

Educational & Interpretive Components

- ☐ Educational materials explaining the artwork's cultural or historical significance
- ☐ Public-facing signage, plaques, or QR-based digital content
- ☐ Programming that supports understanding of the installed artwork (must be tied to the physical piece)

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INELIGIBLE EXPENSES:

- X General operating expenses or overhead unrelated to the project
- X Ongoing maintenance beyond the initial installation and activation
- X Food, beverage, or entertainment costs
- X Marketing services, including but not limited to photography, videography, or promotion
- X Any other expenses deemed unacceptable by SEOPW CRA

POST-ACTIVATION REPORTING REQUIREMENTS

All grantees must submit a Post-Activation Evaluation Report within 45 days of the activation or the project's conclusion. This report must include:

- Summary of activation goals and outcomes
- Documentation of community impact and educational/historical relevance
- Financial reconciliation, including all invoices, receipts, and proof of payment **(No cash payments will be eligible for reimbursement.)**
- At least five (5) photos documenting the activation
- Public engagement and accessibility metrics (e.g., site usage, interaction with installation, digital engagement if applicable)

Failure to submit the required report will result in forfeiture of grant funds.

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APPLICATION & APPROVAL PROCESS

Applications will be reviewed for:

- ☐ Cultural significance and alignment with SEOPW CRA goals
- ☐ Impact and sustainability of public art and/or activation
- ☐ Public accessibility
- ☐ The applicant's capacity to successfully execute the project
- ☐ Financial readiness to meet the 50% match
- ☐ Clear incorporation of education, heritage, and/or redevelopment awareness

Grants are subject to funding availability. Priority will be given to applicants who:

- Leverage other funding or sponsorship sources
- Collaborate with local schools, historians, or legacy institutions
- Amplify underrepresented voices in the community
- Highlight local heritage

For more information or to apply, please contact:

E-Mail: cra@miamigov.com

Phone: (305) 679-6812

Website: www.seopwcra.com

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SEOPW CRA BOUNDARY MAP



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References/Resources

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