



SEOPW CRA PUBLIC ART ACTIVATION AND BEAUTIFICATION GRANT PROGRAM GRANT APPLICATION

This program prioritizes projects that result in visible, site-specific public art installations. Standalone events or programming are not eligible.

SECTION 1: APPLICANT INFORMATION

Organization Name: _____

Primary Contact Person: _____

Primary Phone Number: _____

Secondary Contact Person, if applicable: _____

Secondary Phone Number, if applicable: _____

Email Address: _____

Website/social media (if applicable): _____

Is the organization a registered 501(c)(3) non-profit? (Circle YES or NO; if yes, attach a copy of tax-exempt status): YES / NO

Federal EIN or State Registration Number: _____

SECTION 2: PROJECT OVERVIEW

Project Title: _____

Project Description (Public Art Installation, max 300 words): _____

Type of Grant Requested (Please check box):

- ☐ **Tier 1** (Reimbursement: Up to 50% matching grant, up to \$5,000)
- ☐ **Tier 2** (Reimbursement: Up to 50% matching grant, up to \$15,000)
- ☐ **Tier 3** (Reimbursement: Up to 50% matching grant, up to \$24,500)



SECTION 3: PROJECT DETAILS (PUBLIC ART INSTALLATION)

Project Type (Public Art Installation, Interpretive Artwork, Placemaking Installation, etc.): _____

Project Timeline: _____

Location(s): _____

Describe how the project site was selected and how the installation responds to its surroundings:

Project Partners, if Applicable (e.g., artists, fabricators, property owners, community organizations):

Describe the physical public art installation or tangible outcome of this project (REQUIRED). Include materials, scale, and expected duration (e.g., temporary or permanent):

Will the project be located at a public venue? (Please note: Public access must be free and open to the public for a reasonable duration of time.)

- ☐ Yes
- ☐ No

If the project is not at a public venue, is it a private venue with substantial public access?

- ☐ Yes
- ☐ No



SECTION 4: EDUCATIONAL OR HISTORICAL RELEVANCE

How does your project include an educational or historical component, or highlight SEOPW CRA redevelopment?
(Max: 300 words)

SECTION 5: COMMUNITY ENGAGEMENT

How will your project engage the community in the design, creation, or experience of the public art installation?
(Max: 250 words)

SECTION 6: TECHNOLOGY

Will your project incorporate technology (e.g., QR codes, AR, digital storytelling, etc.)? If yes, describe how it enhances the public art installation:

SECTION 7: BUDGET BREAKDOWN

Provide a line-item budget with the total project cost. (Budget submission may be in the form of an attachment and may include quotes/invoices where available.) Please note: Budgets must prioritize costs directly related to the design, fabrication, and installation of public art. Event-related expenses are NOT eligible, unless directly tied to installation of public art.



SECTION 8: REQUIRED ATTACHMENTS

- ☐ Proof of non-profit or official entity registration
- ☐ IRS W-9 form
- ☐ Letters of support (optional, but encouraged)
- ☐ Visual concept examples or mood board (if applicable)
- ☐ Line-item budget for the total project cost

SECTION 9: REPORTING REQUIREMENTS

Grant recipients are required to submit documentation after the project is completed that, at a minimum, provides:

- ☐ Total dollar amount spent on the project. (Copies of invoices, receipts, and other proof of payment are required for processing. **CASH TRANSACTIONS ARE NOT ELIGIBLE FOR REIMBURSEMENT.**)
- ☐ Public engagement metrics (e.g., interaction with the installation, site usage, digital engagement if applicable)
- ☐ All metrics requested in the Expense & Reporting Form

Failure to provide the information listed above within three (3) months of the project's completion or the deadline specified in the grant agreement may disqualify the applicant and the organization from future grant funding under this program.



SEOPW CRA PUBLIC ART GRANT PROGRAM – SCORING RUBRIC (100 POINTS TOTAL)

1. Public Art Impact & Tangible Outcome (25 points): Does the project result in a meaningful, physical public art asset?

- **21–25 pts:** Clear, high-quality **permanent or semi-permanent installation** with strong visual and community impact
- **16–20 pts:** Solid public art component with defined installation, moderate impact
- **10–15 pts:** Limited or unclear physical art outcome
- **0–9 pts:** Primarily event/programming-based with minimal or no lasting installation

2. Alignment with SEOPW CRA Redevelopment Goals (20 points): Connection to SEOPW CRA priorities, Cultural & Entertainment District, and redevelopment narrative.

- **16–20 pts:** Strong alignment; clearly advances **placemaking, district identity, and redevelopment storytelling**
- **11–15 pts:** Moderate alignment; some connection to CRA goals
- **6–10 pts:** Weak or indirect alignment
- **0–5 pts:** No clear connection to CRA priorities

3. Cultural & Historical Significance (15 points): Reflects Overtown’s history, legacy, and cultural identity.

- **13–15 pts:** Deeply rooted in **local history, culture, and community voice**
- **9–12 pts:** Good cultural relevance but limited depth
- **5–8 pts:** Minimal cultural connection
- **0–4 pts:** No meaningful cultural relevance

4. Placemaking & Public Realm Enhancement (15 points): Improves the physical environment, walkability, and user experience.

- **13–15 pts:** Strong **site-specific design** that enhances public space and walkability
- **9–12 pts:** Moderate improvement to public realm
- **5–8 pts:** Limited impact on surroundings
- **0–4 pts:** No clear placemaking benefit



5. Innovation & Use of Technology (10 points): Integration of technology to enhance education, storytelling, and engagement.

- **9–10 pts:** Thoughtful integration (e.g., **AR, QR, digital storytelling, interactive elements**) tied to the artwork
- **6–8 pts:** Some use of technology but not fully integrated
- **3–5 pts:** Minimal or superficial use
- **0–2 pts:** No technology component

6. Feasibility & Project Readiness (10 points): Ability to successfully execute the project.

- **9–10 pts:** Clear plan, timeline, permits considered, experienced team
- **6–8 pts:** Generally feasible with minor gaps
- **3–5 pts:** Significant concerns about execution
- **0–2 pts:** Not feasible or poorly defined

7. Financial Readiness & Budget (5 points): Ability to meet fifty percent (50%) match and provide a realistic budget.

- **5 pts:** Strong budget, clear match funding secured
- **3–4 pts:** Reasonable budget with some gaps
- **1–2 pts:** Weak or unclear financial plan
- **0 pts:** No demonstrated capacity to meet the match



AUTOMATIC DISQUALIFIERS (PRE-SCREEN – NOT SCORED)

Applications will be **automatically rejected, before scoring**, if they:

- Are primarily **event-based (festivals, fairs, performances)** with no tangible art installation
- Do not occur within SEOPW CRA boundaries
- Do not provide public access
- Do not meet the fifty percent (50%) matching requirement
- Propose non-tangible art (performance-only, programming-only)
- Non-compliant with previous grants

SCORING INTERPRETATION

- **85–100 points:** Highly competitive – strong candidate for funding
- **70–84 points:** Fundable – may require minor revisions
- **50–69 points:** Moderate/Needs Improvement – consider partial funding or revisions
- **Below 50:** Not recommended for funding