**TEMPLATE FOR CALLS TO ARTISTS AND APPLICATION**

**INTRODUCTION**

Artist Opportunities to Participate in Re-Opening [*Town/City Name*].

In an effort to help [*Town/City Name*] downtown businesses safely reopen, the [*Town/City Name*] is allowing outdoor expansion of their activities into [*Location*]. The majority of this space will also be closed to car traffic. The new “footprint” for restaurants and retail, and pedestrian traffic, offer multiple opportunities for artists to use their creativity to create an artful, vibrant, temporary outdoor space for our community.

**OPPORTUNITIES**

[*Project Name*] is seeking to form a pool of artists of all genres for a range of projects to enliven this space as a temporary canvas with interactive community art experiences. Some are focused on creatively upgrading existing fixtures, such as planters and bollards (not inclusive of plants), light posts, utility boxes, bike racks and tree grates. Others will be created from scratch and take the form of temporary installations in locations such as [*Specific Locations*]. Other opportunities include wayfinding signage and graphics, including street and entry-way banners, as well as community engagement projects in [*Specific Site*]. Multiple projects will be funded based on the overall [*Project Name*] revenues.

If you have an idea for a creative project in a space that is not specifically identified in this Call, please contact [*Name, Email*] to discuss.

**TIMELINE**

Applications to the artist pool are being accepted [*Date*]. Applicants may be contacted any time [*Date*] and asked to work on designs for specific projects. Applicants must be able to complete and install their projects no later than [*Date*].

**PROJECT PROPOSALS**

Artists selected from the pool will be asked to submit specific designs for their project(s). If you already have designs in mind for specific projects, you may include it with your application.

**PROJECT BUDGETS**

Artists selected from the pool will be asked to submit a budget for their project(s), within the ranges stated below. The budget should include total costs for the project including artists’ fees, materials, installation costs (as applicable), and tear-down costs (as applicable). Artists will have responsibility for all of the above-named elements of the project.

1. Artistic Upgrade projects will be funded in a range of $[*Amount*] to $[*Amount*] per project.
2. Temporary Installations will be funded in the range of $[*Amount*] to $[*Amount*] per project.

**ELIGIBILITY**:

* Artists and arts organizations. Artists can be from any discipline including visual, performing, design, media (audio, video, etc.), literary and storytellers, lighting and sound design.
* Applicants are strongly encouraged to create interactive artwork wherever applicable. Applicants may apply as individuals or in collaborative teams.
* Applicants may submit for more than one project but no individual applicant (individually or as part of a group) will be funded for more than [*Number*] projects, and are unlikely to be funded for more than 1.
* Determine any geographic and/or other restriction that should apply (i.e., Sonoma County or [*Town/City Name*] only?
* Any artist selected to work on a project whose budget is over $[*Amount*] will be required to show proof of general liability insurance.

**REVIEW CRITERIA:**

* Artistic qualifications and standards of excellence in innovation, creativity and originality as demonstrated in materials submitted;
* Appropriateness of applicant’s medium and style for prospective projects;
* Demonstrated ability to undertake and successfully execute work in accordance with a proposed construction schedule, in a professional manner and within the project budget.

**INELIGIBLE PROJECTS/EXPENSES**

* Landscaping

**HOW TO SUBMIT:**

To be considered to participate in [*Project Name*] program, please fill out this brief application to tell us about your work and your vision for the project.

1. Applicant Name (may be individual, group, company, or organization)
2. Project Lead Name

* This is the person with whom we will communicate for the duration of the application and grant period. If it is the same as the Applicant Name, please re-enter it here.

1. Project Lead Email Address
2. Project Lead Daytime Phone Number
3. Applicant Physical Address (street, city, state, zip)
4. Applicant Mailing Address (street, city, state, zip) if different from Applicant Physical Address
5. Applicant Website that will be used to assess the suitability of your work for this project.
6. Provide a 2-sentence description of your vision for a project or multiple projects for this program.
   * Should you be funded, this description will be utilized on [*Project Name*] partner websites, in promotional materials, and in reports to the stakeholders.
7. Select the ALL of the specific project areas you are interested in:

* Artistic Upgrades (possible sites:)
  + Planters/bollards (structures only – not inclusive of plants)
  + Light Posts
  + Utility Boxes
  + Bike Racks
* Temporary Installations (possible locations include:)
* Sidewalks throughout the entire space
* Streets throughout the entire space
* Various storefronts (window and/or walls)
* Wayfinding Signage and Graphics (including Street Banners and “entry-way banners”)
* Community Engagement Project in [*Specific Site*]

1. If you have a specific project in mind, describe it here. In addition to the basic description, be sure to answer the following questions:\*

* How will your project temporarily improve and/or enliven the location or site where it will take place?
* Why was this site chosen as a site or area that you are interested in creatively upgrading?
* Who will be involved in producing the project (I.e., yourself and/or any collaborators)?

1. If you are applying for a Community Engagement Project, please describe your experience leading similar projects and outcomes, with examples.
2. SUPPORTING MATERIALS
   * All Applicants: Project Lead Resume – include as a PDF file. (No more than 2 pages.)
   * Applicants that included a website above that illustrates a clear representation of their work are **not** required to include work samples. However, you may include a sketch of your ideas for the [*Project Name*] project if you have one.
   * Applicants that **did not** include a website must submit three (3) items that support the creativity and innovation relevant to your vision for this project. You may include a sketch of your ideas for the [*Project Name*] project if you have one.

* **MAKE SURE each file has a descriptive title**, (i.e., do not include items that are numbered and have no description, such as 12345.jpg – include applicant name and brief descriptor, such as Rivera Occidental Mural 2018.jpg).
* Include only one image or item per file (i.e., no collages or multi-image files).