

# FY24 Public Art Across Maryland (PAAM) Grants

## **New Artworks &**

## **Conservation**

## **How to Apply Webinar**

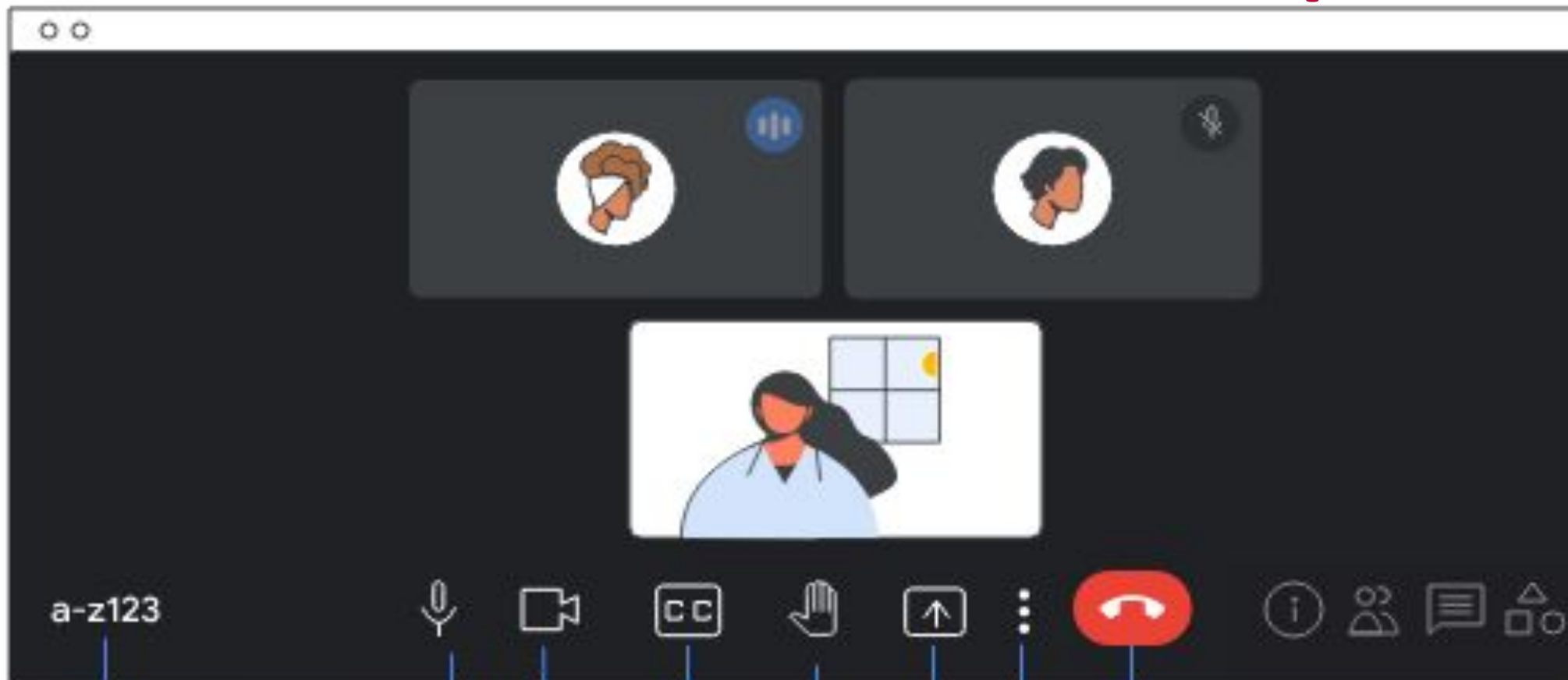
Friday, September 8, 2023

12:00 p.m-1:00 p.m.

Liesel Fenner, Public Art Program Director

Rosa Chang, Special Projects Assistant

# Reference Shot of Features (1 of 2)



a-z123

Meeting code

Turn mic on or off

Turn camera on or off



Leave meeting

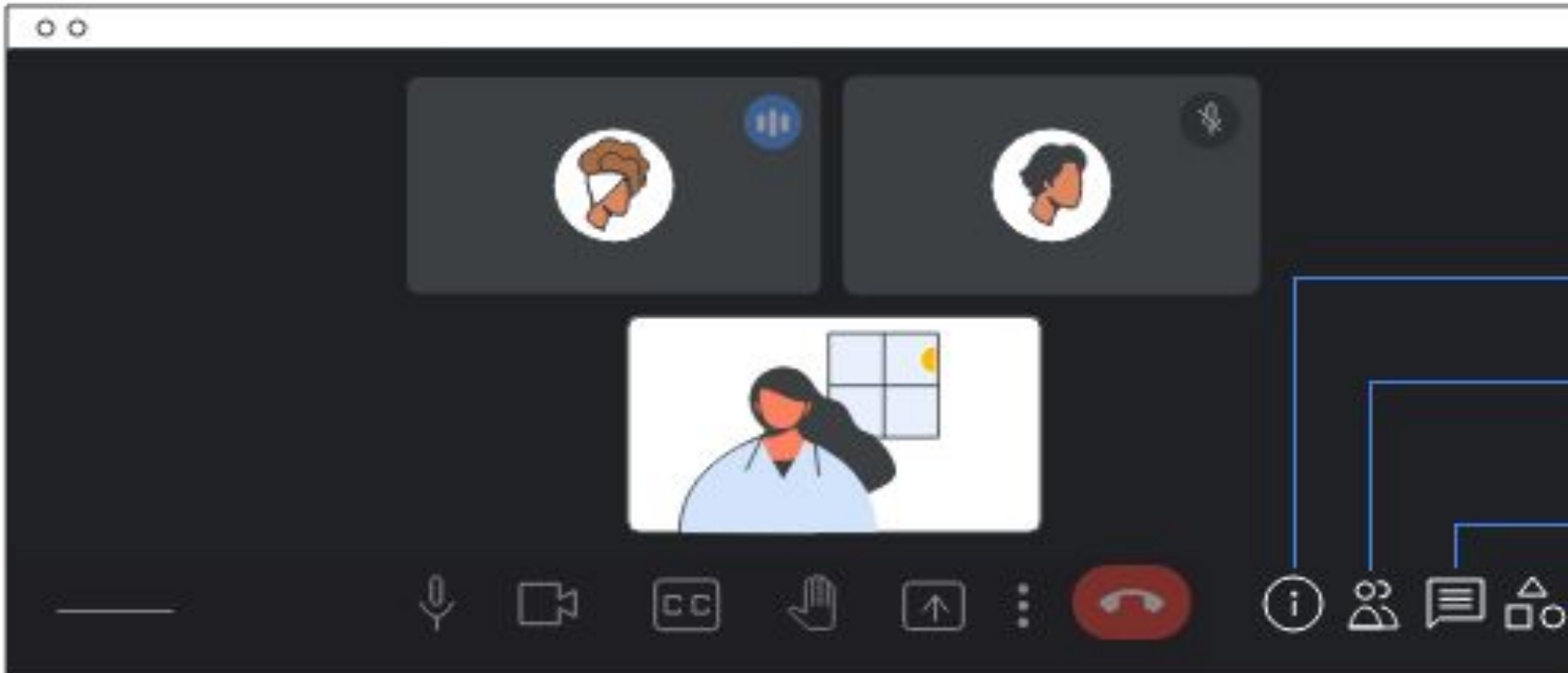
Change settings, background, layout, and more

Share your screen or give presentations

Turn captions on or off

Raise your hand

# Reference Shot of Features (2 of 2)



- Share meeting details with guests
- View, remove, and pin participants, and invite more people
- Send chat messages
- Use Breakout rooms, Polls, Q&A and other meeting features

## **Land Acknowledgement Statement**

We acknowledge the lands and waters now known as Maryland are the home of its first peoples: the Accohannock Indian Tribe, Assateague People's Tribe, Cedarville Band of Piscataway Indians, Choptico Band of Indians, Lenape Tribe, Nanticoke Tribe, Nause-Waiwash Band of Indians, Piscataway Conoy Tribe, Piscataway Indian Nation, Pocomoke Indian Nation, Susquehannock Indians, Youghiogheny River Band of Shawnee, and tribes in the Chesapeake watershed who have seemingly vanished since the coming of colonialism. We acknowledge that this land is now home to other tribal peoples living here in diaspora. We acknowledge the forced removal of many from the lands and waterways that nurtured them as kin. We acknowledge the degradation that continues to be wrought on the land and waters in pursuit of resources. We acknowledge the right of the land and waterways to heal so that they can continue to provide food and medicine for all. We acknowledge that it is our collective obligation to pursue policies and practices that respect the land and waters so that our reciprocal relationship with them can be fully restored.

## Equity and Justice Statement

The arts celebrate our state's diversity, connect our shared humanity, and transform individuals and communities. The Maryland State Arts Council (MSAC) and its supporting collaborators are committed to advancing and modeling equity, diversity, accessibility, and inclusion in all aspects of our organizations and across communities of our state.

MSAC and its grantees are committed to embracing equity and non-discrimination regardless of race, religious creed, color, age, gender expression, sexual orientation, class, language, and/or ability.

## **Vision**

The Maryland State Arts Council plays an essential role ensuring every person has access to the transformative power of the arts.

## **Mission**

Maryland State Arts Council advances the arts in our state by providing leadership that champions creative expression, diverse programming, equitable access, lifelong learning, and the arts as a celebrated contributor to the quality of life for all the people of Maryland.

**Goal 1. Increase Participation:** Broaden MSAC's constituency, providing avenues designed to increase pathways to engagement

**Goal 2. Provide Intentional Support:** Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents

**Goal 3. Build Capacity:** Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission

**Goal 4. Leverage Connections:** Further enhance current relationships and involve additional partners, collaborators, and constituents who will benefit from and advance the work of MSAC

**Goal 5. Bolster Maryland Arts:** Showcase the high caliber, diverse and relevant work of Maryland's artists and arts organizations; their contributions to community vitality and MSAC's role as a catalyst

# Creative Meeting Actions

**Celebrate** being in the space with other creative people.

**Engage** with everyone's presence as a gift.

**Acknowledge** that together we know a lot.

**Enter** the conversation with curiosity and inquiry.

**Share** your idea and trust that it will be heard.

**Use** "I" statements.

**Focus** your language on the task at hand.

**Hold** one another accountable with care.

**Apply** "Yes, and!" - "I hear your idea and I'm going to add to it!"

**Balance** speaking and listening.



## Agenda:

- What is Public Art?
- MSAC Project Grants At-a-Glance
- New Artworks Grant Application
  - Q&A
- Conservation Grant Application
  - Q&A

***These slides and a link to the recording will be posted on our website***

# MSAC Definition of Public Art

“Art that is created intentionally for a place and space in the public realm, regardless of whether it is situated on public or private property. Located indoors or outdoors, public art is free and accessible to everyone. Public art can include: expressions of community values or enhancements to an environment, and can raise awareness of an unseen narrative. Public art supported by MSAC grants must have a physical presence and a lasting impact on the place and community where it is installed.”

# MSAC Project Grants at-a-glance:

	Creativity Grant	New Artworks		Conservation	
	PROJECT	PLANNING	PROJECT	PLANNING	PROJECT
<b>This Grant supports:</b>	Art project, event, or activity	The process for planning and designing a new public art project with the community	The creation, fabrication, installation, and dedication of a new public art project	The process of assessing the condition of, planning, and gaining approvals for conserving or relocating existing public art.	Conservation of existing public artworks. This may include the relocation of work for public display within the state.
<b>This Grant will support up to:</b>	<b>\$4,000</b>	<b>\$10,000</b>	<b>\$30,000</b>	<b>\$10,000</b>	<b>\$50,000</b>
<b>Who can apply for the grant?</b>	Artists & Organizations	Artists & Organizations	Organizations	Organizations	Organizations
<b>Application Deadlines?</b>	<b>Monthly: 5th of the month</b>	<b>January 26, 2024</b>	<b>January 26, 2024</b>	<b>January 26, 2024</b>	<b>January 26, 2024</b>

## Important information

1. After this webinar download and read the PAAM Grant Guidelines: [msac.org/programs/public-art](https://msac.org/programs/public-art)
2. Grant applications are received online: set up an account at [marylandarts.smartsimple.com](https://marylandarts.smartsimple.com)
  - On the Funding Opportunities page select the type of grant of PAAM grant you're applying for
  - Review the question to start a draft application, and don't forget to click 'save'

### 3. PAAM Grant Office Hours

2nd Thursday of each month, Noon - 1 PM office hours are for artists and organizations applying for a New Artworks or Conservation Grant. Join the Public Art Program Director in an informal, virtual setting to ask questions specific to your project and receive technical and/or application support.

October 12, November 9, December 14, January 11. They will not be recorded. Register at:

<https://www.eventbrite.com/o/maryland-state-arts-council-17190128438>

**There is only ONE application deadline per fiscal year:**

**→ FRIDAY, JANUARY 26, 2024, 11:59 PM**

# Public Art New Artworks Grant



*Wheaton Mural* by artist, Eric B. Ricks  
Commissioned by PAAM Grantee: One Montgomery Green  
Located in the Wheaton Arts & Entertainment District, MD



1



2



3



4

1. *'Archway to the Garden'* Harwood Community Garden by artist, Dave Eassa. Baltimore, MD
2. *'Robert and Rosetta'* by artists, Oletha DeVane and Christopher Kojzar. Baltimore, MD
3. *'Skippers View'* Mural at Allegheny County Board of Ed/ C&O Trail by artist, Christopher P. Sloan, Bill Dunlap, Arnold d'Epagnier. Cumberland, MD
4. *"A Stroll Down Memory Lane"* by North End Group. Leonardtown, MD

## Two Types of New Artworks Grants

### Planning Grant

- Awards up to \$10,000 to independent artists and/or organizations developing public art project ideas and proposals with communities.

### Project Grant

- Awards up to \$30,000 to organizations to support the fabrication and installation of new public artwork(s) that have come through a community process. The selected artist(s) is the Partner on the project.

## Which New Artworks Grant do I apply for January 26, 2024?

- Has the community been involved?
- Is the artist(s) selected?
- Is there a non-profit organization (or municipality) involved?
- Is the location for the artwork selected?
- Is the public artwork fully designed including detailed drawings?
- Do you have written permission to install the artwork?
- Do you have an entity (not the artist) committed to maintaining the artwork?

Any 'NO' answers?

Then apply for a **Planning Grant**



## New Artworks Planning Grant Supports:

- Administrative fees for the selection of the artist such as issuing a Call to Artists
- Community engagement fees, it is required that the public art process have come through a community process
- Artist fees and/or honorariums for artwork design and proposal development\*
- Consultant fee(s) such as public art consultant, architect/landscape architect, digital graphics...
- Facility/equipment rentals for community meetings
- Application software fees for administering the artist selection process

*\*The intent of the planning grant is to support the time and labor of artist(s) creating the artwork design.*

# New Artworks Planning Grant Application

## Question 1:

### **Describe the Planning Process and the Intended Goals**

Provide a detailed description of the public art planning process including:

- Goals for the proposed project
- Describe how the community will be engaged in the planning process
- If the artist is to be selected, a description of the artist selection process\*

*\*At the PAAM Grant Office Hours on October 12, we will be discussing types of processes on how to select an artist*

## Question 2 Planning Grant Schedule - the chart is in SmartSimple



### Planning Schedule

**i** Please use this chart to list the schedule of activities associated with your application. Click the + sign to enter each activity and dates in which they are estimated to occur. Dates can be approximate and do not need to be exact/finalized.

Pre-filled activity types can be found in the dropdown; if any of them are not relevant to your project, please disregard. If you select "Other Activity" please be sure to provide explanation in the "Note" column.

Reminder that MSAC-supported activities cannot start until 8 weeks after application deadline (approx. March 26, 2024).

Grant supported activities cannot start until after grant notification in late March 2024

Start Date	End Date	Activity/Task	Notes
2024-03-29	2024-04-26	Develop Call to Artists	Work with our public art committee to write and distribute the Call.
2024-04-29	2024-06-17	Call to Artists Open for Applications	6 weeks for artists to hear about and submit an application

You can add additional categories by clicking +



# New Artworks Planning Grant Application

## Question 3 Project Budget: Use the Chart in Smart Simple

Expenses can include:

- Administrative fees related to community activities and the artist selection process\*
- Artist fees and/or honorariums\* for artwork design and proposal development
- Facility/equipment rentals for community meetings
- Online application software fees
- Consultant fee(s) such as a public art consultant, design services from an architect, engineering services, digital graphics services for preparing an artwork design proposal

*\*We will discuss proposal honorariums at the PAAM Grant Office Hours Oct. 12*

# Budget Chart

expense line that is applicable. If a line is not applicable for your project, you do not need to include that line in your report.

Please use the "Notes" column to provide descriptions when selecting "Other" expenses or income and/or to provide further information.

## Expenses - Fees (For Organizational Applicants)

Type	Amount	Notes
		\$0.00



For artist applicants your fee goes here



## Expenses - Fees (For Independent Artist Applicants)

Type	Amount	Notes
Artwork Proposal Design Fee		
		\$0.00



## Expenses - Additional Contracted Services

Type	Amount	Notes
		\$0.00



Additional expense categories are listed further down in the Chart



# Budget Chart

## Financial Information



Enter your expenses and income associated with your New Artworks Planning application. Click the + sign to enter each income and expense line that is applicable. If a line is not applicable for your project, you do not need to include that line in your report.

Please use the "Notes" column to provide descriptions when selecting "Other" expenses or income and/or to provide further information.

For organizational applicants your fee goes here



### Expenses - Fees (For Organizational Applicants)

Type	Amount	Notes
Org Administrative Fees (incl. staff time for planning, <span>▼</span> )	<input type="text"/>	<input type="text"/>
		\$0.00



### Expenses - Fees (For Independent Artist Applicants)

Type	Amount	Notes
		\$0.00



Additional expense categories are listed further down in the Chart



### Expenses - Additional Contracted Services

Type	Amount	Notes
------	--------	-------

# Scoring Rubrics

Before submitting your grant application  
CHECK THE RUBRIC for your specific grant

Make sure your responses to the grant questions are clear, specific and detailed for the panelists reviewing and scoring your grant

\*additional info on scoring is on Slide 54

FY24 Public Art Across Maryland New Artworks Planning Grant Rubric			
Excellent to outstanding	Good to very good	Satisfactory	Fair to Marginal
<b>1. Detailed description of the public art planning process including:</b> <ul style="list-style-type: none"> <li>● Goals for the proposed project</li> <li>● Goals for engaging the community and how engagement will take place</li> <li>● If the artist is to be selected, a description of the artist selection process</li> </ul>			
Clear, specific and detailed description of the planning process including evidence of strong community engagement.	Description of the planning process including evidence of community engagement.	Minimal description of the planning process with minimal evidence of community engagement.	Unclear description of the planning process and no community engagement.
<b>31-40</b>	<b>21-30</b>	<b>11-20</b>	<b>1-10</b>
<b>2. A detailed schedule with dates and activities/tasks for the planning process described in Question 1.</b>			
Clear, specific and realistic planning schedule including dates and activities/tasks in alignment with the planning process in Question 1.	Realistic planning schedule including dates and activities /tasks in alignment with the planning process in Question 1.	Minimal overview of dates and activities/tasks.	Unclear and unrealistic planning schedule.
<b>16-20</b>	<b>11-15</b>	<b>6-10</b>	<b>1-5</b>
<b>3. Detailed budget expenses applicable to the planning process outlined in Question 1.</b>			
Clear, specific and realistic project expenses in strong alignment with the planning process in Question 1.	Realistic project expenses with evidence of alignment with the planning process in Question 1.	Minimal overview of expenses.	Unclear and unrealistic expenses.
<b>16-20</b>	<b>11-15</b>	<b>6-10</b>	<b>1-5</b>

## New Artworks Project Grant

To apply for a project grant the following must be confirmed at the time of application:

- Only organizations can applying for a Project Grant
- The artist(s) is selected and listed as a Partner
- The location for the artwork is identified
- The artwork is fully designed for the location including detailed drawings
- Artwork planning and development came through a community process
- You have written permission to install the artwork

---

***You are not required to have received a Planning Grant in order to apply for a Project Grant.***



## New Artworks Project Grant Supports:

- Paying artists, fabricators, contractors... to complete design, fabricate, and install the artwork
- Renting equipment and/or space needed for fabrication and/or installation
- Purchasing artwork materials and/or tools for fabrication and/or installation
- Transportation of the artwork to the site
- Administration/Project Management fee (typically 15-20% of the project budget)
- Photo Documentation, Plaque/Signage, Artwork Dedication Event, other misc. fees

# New Artworks Project Grant Application

**Question 1:** Provide a detailed description of the proposed public art project including:

- Artwork concept/meaning
- Creation/fabrication and installation process including materials/media. Description should align with the submitted artwork drawings in Attachment A.

**Question 2:** Describe the community/public engagement that took place during the planning process; additionally, please describe how you will continue to engage the community/public during the project implementation. Also include:

- Related activities and programming at the dedication or following the artwork installation
- Other activities specific to needs of the community and proposed artwork context

## Question 3: Prior Experience

Describe the experience of the applicant and artist(s), demonstrating their ability to successfully manage and implement the proposed project. Artist's experience should align with the proposed artwork media in the Artwork Drawings in Attachment A, and Artist's Background Work samples in Attachment B.











*continued...*


# Question 4: New Artworks Project Schedule - use the chart in SmartSimple

**i** Please use this chart to list the schedule of activities associated with your application. Click the + sign to enter each activity and dates in which they are estimated to occur. Dates can be approximate and do not need to be exact/finalized.

Pre-filled activity types can be found in the dropdown; if any of them are not relevant to your project, please disregard. If you select "Other Activity" please be sure to provide explanation in the "Note" column.

Reminder that MSAC-supported activities cannot start until 8 weeks after application deadline (approx. March 26, 2024).

Start Date	End Date	Activity/Task	Notes
<input type="text" value="yyyy-mm-dd"/> 	<input type="text" value="yyyy-mm-dd"/> 	Final Artwork Design Coordination 	<input type="text"/>
<input type="text" value="yyyy-mm-dd"/> 	<input type="text" value="yyyy-mm-dd"/> 	Artwork Materials Purchasing 	re-contact vendors to order delivery 
<input type="text" value="yyyy-mm-dd"/> 	<input type="text" value="yyyy-mm-dd"/> 	Artwork Creation/Fabrication 	<input type="text"/>

You can add additional categories by clicking + 



# Question 5: New Artworks Project Budget

## Financial Information

**i** Enter your expenses and income associated with your New Artworks Planning application. Click the + sign to enter each income and expense line that is applicable. If a line is not applicable for your project, you do not need to include that line in your report.

Please use the "Notes" column to provide descriptions when selecting "Other" expenses or income and/or to provide further information.

### Expenses - Artist Fees

Type	Amount	Notes
Artist(s) Fee(s) - Artwork fabrication/creation		
		\$0.00



### Expenses - Contracted Services

Type	Amount	Notes
Artist Assistants	\$1,000.00	part-time
		\$1,000.00



Additional expense categories are listed further down in the Chart



## New Artworks Project Grant Application

- **Question 6: Maintenance**

Please describe the maintenance required, and an organization or entity that will be responsible for artwork oversight and funding maintenance. Description should address theft, vandalism, durability and seasonal exposure. The artist can be contracted to do maintenance but cannot be responsible for funding and oversight.

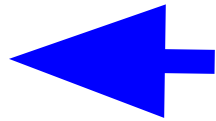
# New Artworks Project Grant Application

## Required Attachments:

- a. **Artwork Drawings and Location Map:** Please upload one (1) PDF file with the following:
  - i. Map of the artwork location (can be a Google Map), should show the surrounding neighborhood context
  - ii. Photos and/or drawings communicating the existing site and where the artwork will be located on the site
  - iii. Drawings and/or renderings that FULLY communicate the proposed public artwork and how it will be installed. Text on the drawings must note the materials, colors/finishes, and artwork dimensions for scale.
- b. **Artist Background Work:** Please upload one (1) PDF file of images of prior artwork completed by the artist(s).
- c. **Letter(s) of Permission:** to install the artwork at the proposed location is required from the property owner, or owner's agent, or local municipality/government entity. Project press release statements are not permissible as a Letter of Permission.  
*(A formal Right of Entry Agreement may be required for final installation)*

*... and now a brief break to discuss a potential project*

## Developing a Project Proposal



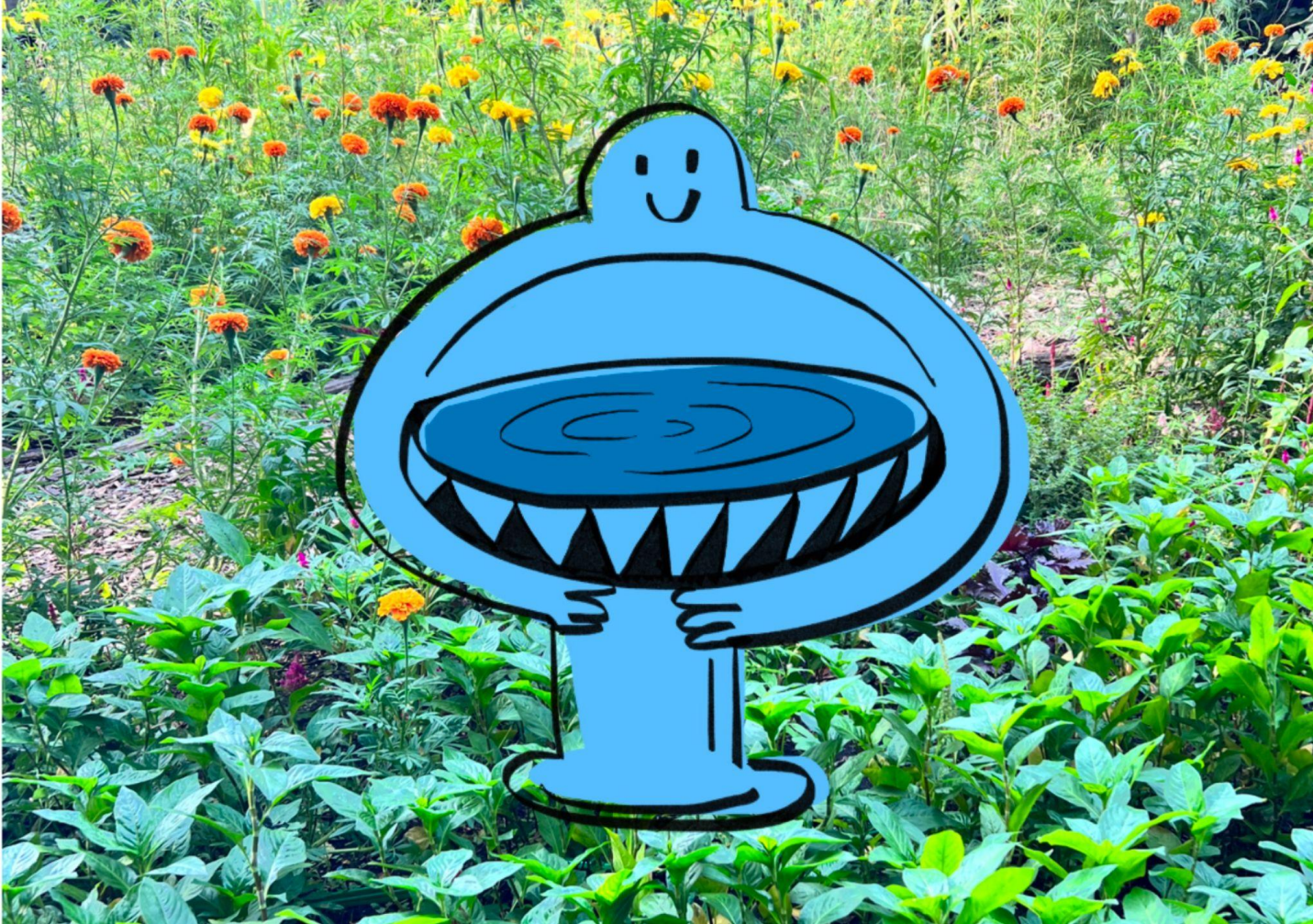
Water sculpture idea

What information is missing?

SEED OF AN IDEA...

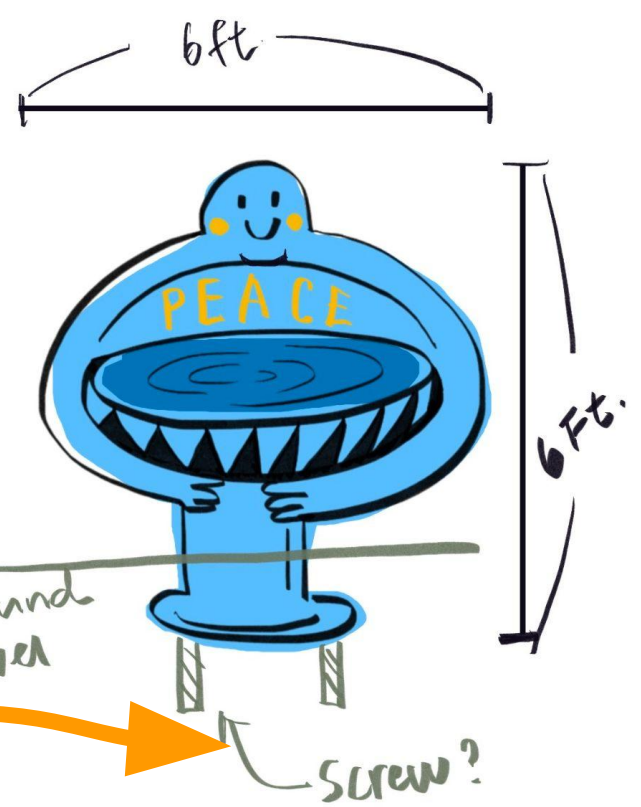


## Developing a Project Proposal

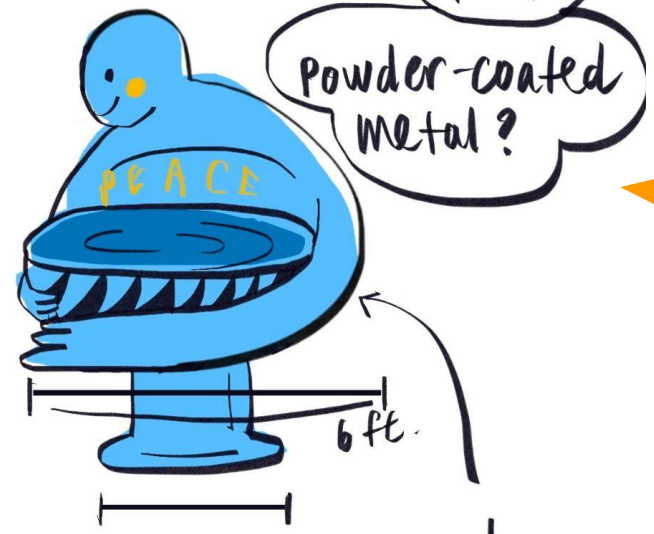


What information is missing?

CREATING A CONCEPT....



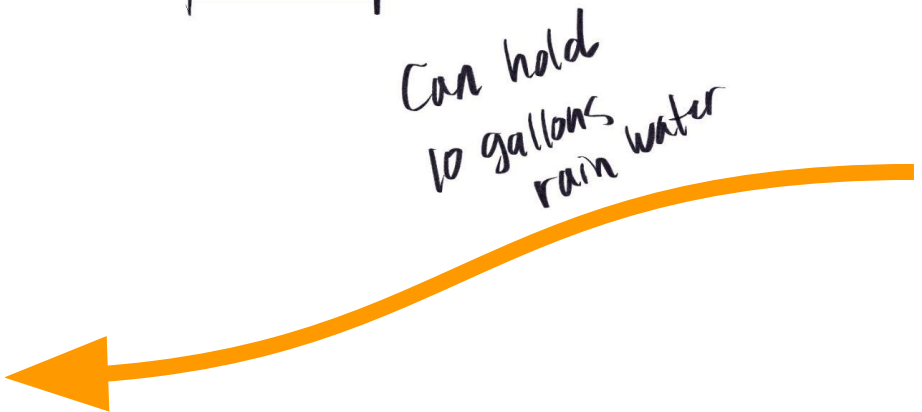
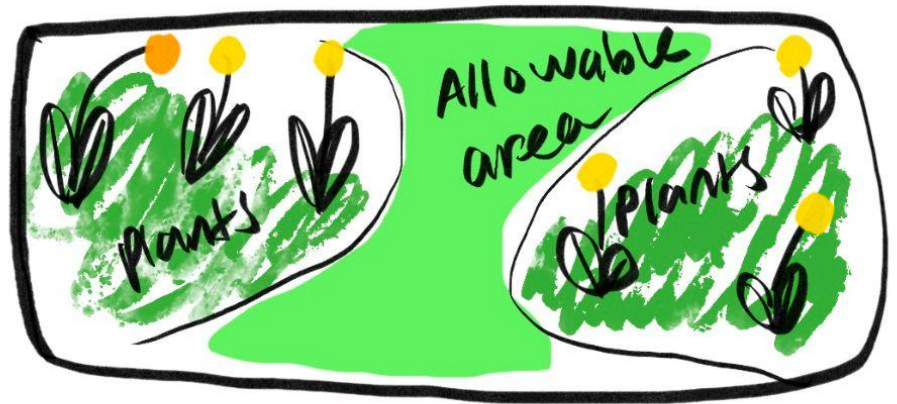
\* Material: something very solid and water-proof.



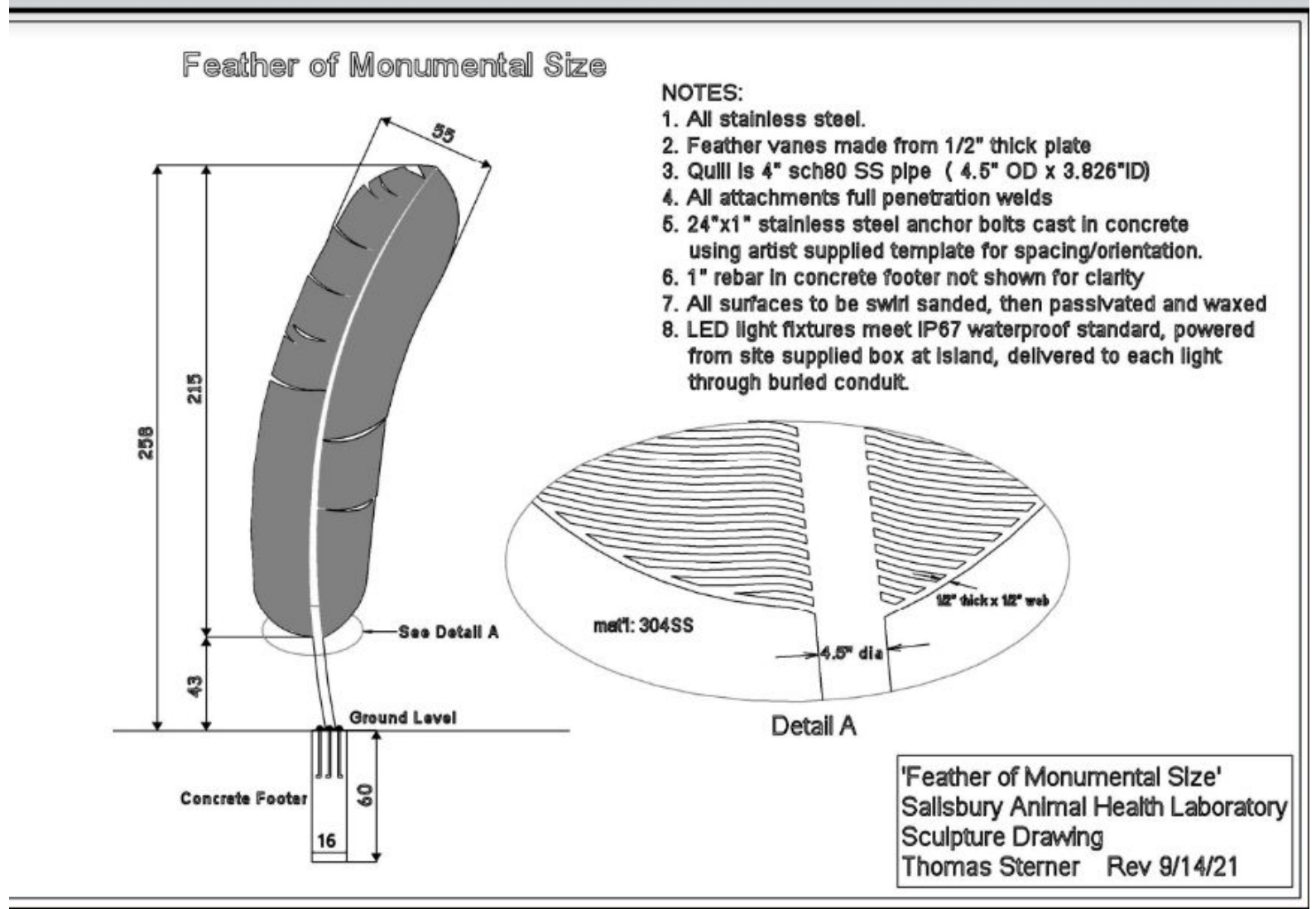
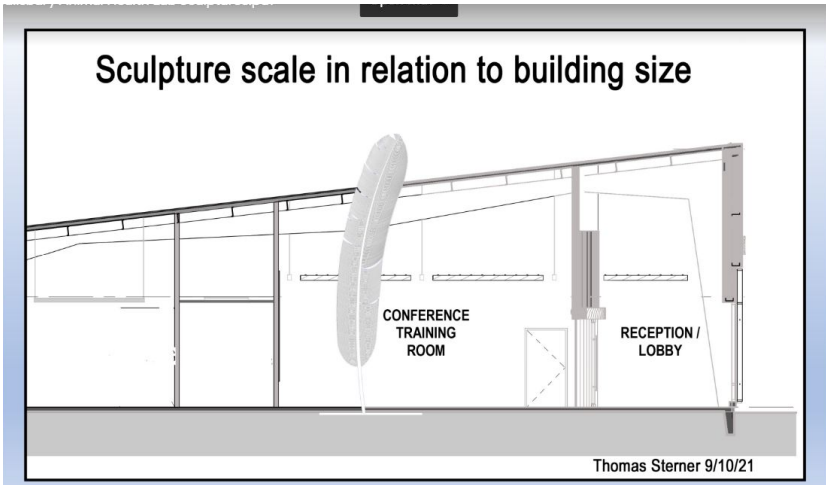
- Exploring fabrication methods & materials

- Installation & engineering for durability & safety

- Researching property ownership, permits



# One example of proposal drawing utilizing digital services



Artist, Thomas Sterner's design for the Maryland Department of Agriculture Salisbury Animal Health Lab

# Q & A

# Public Art Conservation Grant

Diane Fullick, Fine Art Conservation  
Applying a hot wax treatment to  
Ruben Kramer's "Thurgood Marshall"  
at the Federal Courthouse in Baltimore, MD





Reinstallation of Vollis Simpson's Giant Whirligig at American Visionary Art Museum



Reinstallation of Four Dishes by Alexander Calder at the BMA



Repainting of Art Benson's "Nut & Bolt" at Mt. Royal Elementary Middle



Linda DePalma's "Redwood Arch" was recently repainted on site at Paca & Redwood Streets, Baltimore



Before & After: Art Benson's "Nut & Bolt" at Mt. Royal Elementary Middle School



## Two Types of Conservation Grants

### Planning Grant

- Awards up to \$10,000 to support artwork conservation planning efforts including: project administration, consultancy fees, community engagement, and collection management services and technology.

### Project Grant

- Awards up to \$30,000 to support maintenance and conservation, can include re-siting or relocation of existing permanent public artwork.
- The conservation project must be fully developed and planned - including identification of the project team and written support of the owners of the artwork and the site/property where the work is, or will be located.

## Who can apply?

### Organizations:

- 501(c)3 nonprofit organization incorporated in Maryland (an organization with an IRS-designated 501(c)3 status)
- Unit of government (a unit of government (town, city, county, state capacity) with the capacity to undertake an arts program)
- College/University (an established higher education institution in Maryland)
- School (a public or private school serving students in grades PreK-12)
- County Arts Councils
- Arts and Entertainment Districts

***Artists seeking funding for conservation or relocation should contact & collaborate with the collection manager, local arts council or property owner in order to apply for funding.***

## Which Conservation Grant do I apply for?

- The conservation professional and/or contractor has been selected

We have community support from one or more of the following:

- The artist\*
- Artwork owner or overseer
- Broader community of stakeholders
- We have a conservation assessment report describing the scope of work required, and budget.

Any **'No'** answers?

Then apply for a [Planning Grant](#)

\*If the artist is deceased, please attempt to contact their representative (gallery, executor, relative...)

# Conservation Planning Grant Application

- **Question 1: Describe the artwork(s) being conserved**

Describe the artwork and why it is prioritized for conservation, its importance to the collection and community including historical and/or cultural relevance.

- **Question 2: Planning Schedule**

- **Question 3: Planning Budget**

## Question 2: Conservation Grant Planning Schedule

### Planning Schedule











Please use this chart to list the schedule of activities associated with your application. Click the + sign to enter each activity and dates in which they are estimated to occur. Dates can be approximate and do not need to be exact/finalized.

Pre-filled activity types can be found in the dropdown; if any of them are not relevant to your project, please disregard. If you select "Other Activity" please be sure to provide explanation in the "Note" column.

Reminder that MSAC-supported activities cannot start until 8 weeks after application deadline (approx. March 26, 2024).

Grant supported activities cannot start until after grant notification in late March 2024

Start Date	End Date	Activity/Task	Notes
2024-03-31 	2024-04-30 	Conservation Committee Work 	assemble a committee 
2024-04-30 	2024-05-30 	Contracting Conservator to Perform A 	research a conservator 

You can add additional categories by clicking +



# Question 3: Conservation Grant Planning Budget

## Expenses - Artist Fees

Type	Amount	Notes
Artist Fee		
		\$0.00
+		

## Expenses - Contracted Services

Type	Amount	Notes
Professional Conservator	\$8,000.00	
		\$8,000.00
+		

## Expenses - Miscellaneous

Type	Amount	Notes
Organizational Administrative Fee (inc. staff time lea	\$2,000.00	
		\$2,000.00
+		

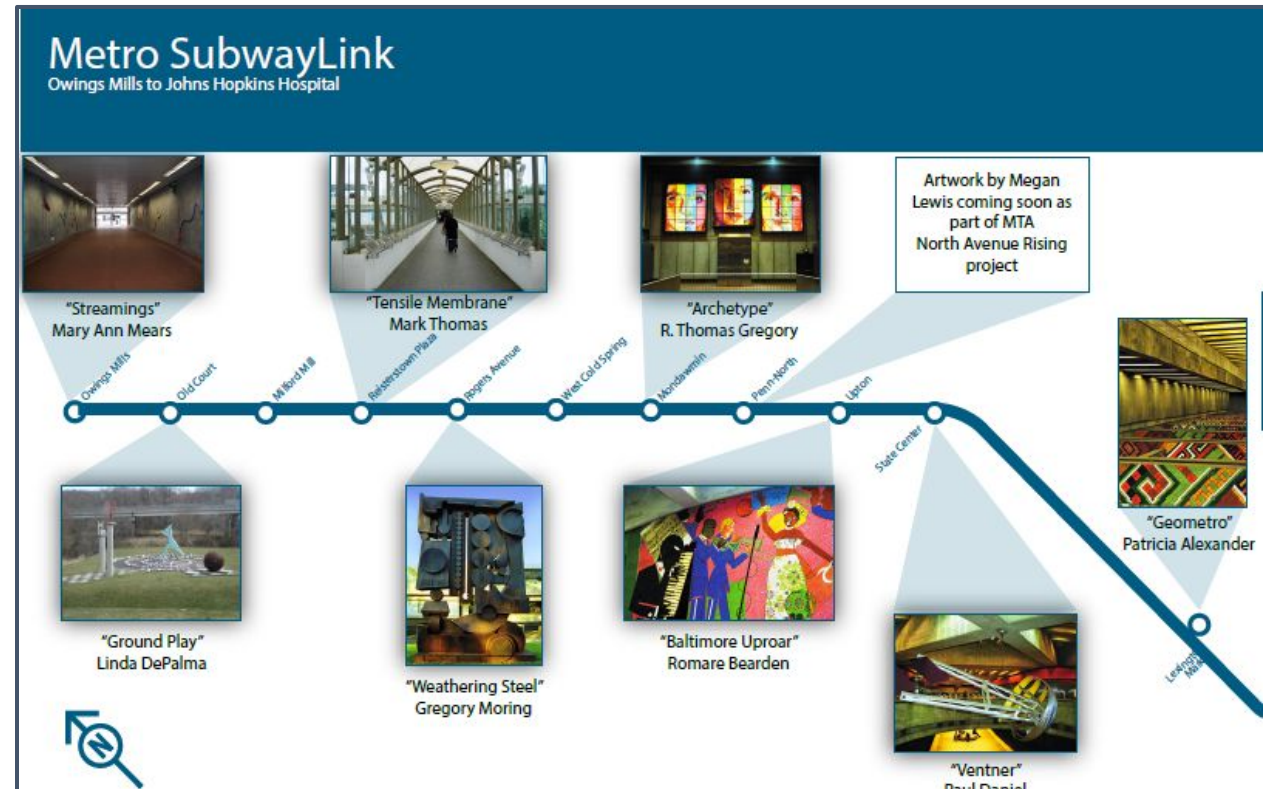
Additional expense categories are listed further down in the Chart



# Conservation Planning Grant Application continued...

## Required Attachments:

- A. One (1) PDF file including an artwork location map
- B. One (1) PDF file of photos of the artwork to be conserved, including an overall perspective of the artwork as well as detailed close-ups of critical areas for conservation focus.



## Conservation Project Grants Support:

- **Relocating a public artwork** within, or to, Maryland
- **Conservation and maintenance activities**  
Cleaning, waxing, coating, painting, replacement or addition of components
- **Landscape site improvements**
- **Lighting and electrical work**
- **Plaque or interpretive signage**





# Conservation Project Grant Application

- **Question 1: Project Description**

- Describe the artwork being conserved. This can include narrative from a Conservator's Assessment Report.
- Please include why the artwork is important to the collection it is a part of, or the community where it is located.

- **Question 2: Describe the proposed conservation work to be performed and outcomes of the work**

This can include narrative from the Conservator's proposed Scope of Work

- **Question 3: Provide a roster listing the conservation team members that includes a brief narrative of relevant training or education and experience. Information must include:**

- Artist, or Artist's representative (member of artist's estate or closest living relative, gallery representative). *If Artist or representative cannot be identified or included please describe the reason why, and/or the best efforts taken by the applicant.*
- Professional Conservator(s)
- Owner of artwork, or owner's rep (i.e. local public art administrator, collection manager, applicant organization's property attorney, etc..)

## Question 2: Conservation Grant Project Schedule










Please use this chart to list the schedule of activities associated with your application. Click the + sign to enter each activity and dates in which they are estimated to occur. Dates can be approximate and do not need to be exact/finalized.

Pre-filled activity types can be found in the dropdown; if any of them are not relevant to your project, please disregard. If you select "Other Activity" please be sure to provide explanation in the "Note" column.

Reminder that MSAC-supported activities cannot start until 8 weeks after application deadline (approx. March 26, 2024).

Grant supported activities cannot start until after grant notification in late March 2024

Start Date	End Date	Activity/Task	Notes
2024-04-08 	2024-05-16 	Conservation Committee Work 	team who develop the final plan for the conservation of 'Starlight'
yyyy-mm-dd 	yyyy-mm-dd 	Artwork Site Prep 	conservator to improved artwork foundation before conservation work
+ 			

You can add additional categories by clicking +

## Question 2: Conservation Grant Project Budget

### Expenses - Artist Fees

Type	Amount	Notes
Artist Fee	\$10,000.00	for full conservation
<b>\$10,000.00</b>		
+		


### Expenses - Contracted Services

Type	Amount	Notes
Professional Conservator	\$20,000.00	for full conservation
<b>\$20,000.00</b>		
+		

### Expenses - Implementation

Type	Amount	Notes
Equipment rental		

Additional expense categories are listed further down in the Chart



## Required Attachments:

- A. Upload one (1) PDF file with the following:
  - A map of the artwork location (can be a Google Map)
  
- B. Upload one (1) PDF file with the following:
  - Photos of the artwork to be conserved, including an overall perspective of the artwork as well as detailed close-ups of critical areas for conservation focus.
  - If applicable, include plans, drawings, renderings that illustrate the proposed conservation project.
  
- C. Letter of Permission from site owner and/or artwork overseer/owner citing that the applicant has permission, to conserve and/or relocate the artwork.



# Scoring Rubrics

Before submitting your grant application  
**CHECK THE RUBRIC**  
for your specific grant

Make sure your responses to the grant questions are clear, specific and detailed for the panelists reviewing and scoring your grant

\*additional info on scoring is on Slide 54

FY24 Public Art Across Maryland Conservation Planning Grant Rubric			
Excellent to outstanding	Good to very good	Satisfactory	Fair to Marginal
<b>Questions 1. A detailed description of the planning process and intended goals which includes evidence of why the artwork is relevant and important, and the community partners to be involved.</b>			
Clear, specific and detailed description of the planning process which includes strong evidence why the artwork is relevant and important and the community partners to be involved.	Description of the planning process which includes evidence why the artwork is relevant and important and the community partners to be involved.	Minimal description of the planning process with minimal evidence of why the artwork is relevant and important and the community partners to be involved.	Unclear description of the planning process and no evidence why the artwork is relevant and important and the community partners to be involved.
<b>31-40</b>	<b>21-30</b>	<b>11-20</b>	<b>1-10</b>
<b>Question 2. A detailed Schedule with dates and activities for the planning process described in Question 1.</b>			
Clear, specific and thorough explanation of project planning expenses in strong alignment with the planning process outlined in Question 1.	Explanation of project planning expenses aligned with the planning process outlined in Question 1.	Minimal description of expenses minimally aligned with the planning process outlined in Question 1.	Unclear expenses not aligned with the planning process outlined in Question 1.
<b>16-20</b>	<b>11-15</b>	<b>6-10</b>	<b>1-5</b>
<b>Question 3. Detailed budget expenses applicable to the planning process outlined in Question 1.</b>			
Clear, specific and thorough explanation of project planning expenses in strong alignment with the planning process outlined in Question 1.	Explanation of project planning expenses aligned with the planning process outlined in Question 1.	Minimal overview of some expenses minimally aligned to the planning process outlined in Question 1.	Unclear expenses not aligned with the planning process outlined in Question 1.
<b>16-20</b>	<b>11-15</b>	<b>6-10</b>	<b>1-5</b>

## How all PAAM Grants are reviewed and scored:

- MSAC convenes a group of panelists\*, composed of members of the public statewide representing a range of discipline expertise. The panelists use the Public Art Across Maryland scoring rubrics to evaluate applications.
- Round 1 Review: Panelists review and provide initial scores for applications independently. Scores from all panelists are averaged for each application; high scoring applications that meet a certain percentage threshold are advanced to Round 2.
- Round 2 Review: Panelists convene for a virtual panel meeting to discuss and submit final scores for applications advanced to Round 2. Scores from all panelists are averaged for each application. The panel meeting is open to the public; applicants may observe but must remain on mute. Final awards are determined by MSAC staff following the meeting.

\* *Apply to serve as a FY24 PAAM panelist. Application deadline October 12*

<https://www.msac.org/about/ways-get-involved>

## PAAM Grant Schedule

- **Grant status notification is late March 2024.** Then you can start the project activities that are supported by MSAC.
- Awardees will be sent a Grant Agreement Form in SmartSimple. You might sign and submit the Form to start the grant processing stage.
- **Approx. 8 weeks from signing your Grant Agreement Form you'll receive the check. This is mid to late May. Plan your activities, material purchases, artist fees... accordingly.**

It is ok to begin grant activities immediately after notification.

(Some awardees may be able to 'front' the money to start the project before the check arrives, and then reimburse themselves or organization when the check is received)

## **IMPORTANT REMINDERS for New Artworks or Conservation Grants:**

Application Deadline: **Friday, January 26, 2024**

- Grant applications are submitted on SmartSimple: [marylandarts.smartsimple.com](https://marylandarts.smartsimple.com)
- It is not required the applicant have received a Planning Grant to apply for a Project Grant
- You cannot apply for a Planning Grant and a Project Grant for the same project January 26, 2024
- An applicant cannot receive two Planning Grants and two Project Grants in the same fiscal year



## Important Notes:

- Download and READ the Guidelines - Don't wait until the last minute.
- Register for our PAAM Grant Office Hours, the 2nd Thursday of the month:  
**October 12, Nov. 9, Dec. 14, Jan 11**  
Register here: <https://www.eventbrite.com/o/maryland-state-arts-council-17190128438>
- Technical Assistance
  - New Artworks Grant technical assistance: [liesel.fenner@maryland.gov](mailto:liesel.fenner@maryland.gov)
  - Conservation Grant technical assistance: [liesel.fenner@maryland.gov](mailto:liesel.fenner@maryland.gov)
  - SmartSimple technical assistance: [tammy.opel@maryland.gov](mailto:tammy.opel@maryland.gov)

## Information Resources:

- These slides and recording will be available at: [msac.org/public-art-resources](http://msac.org/public-art-resources)
- Also check out: 'Public Art 101' - includes info on how to select an artist, 'Tips on Mural Making', 'Working with a Fabricator',...
- Artist Selection Software: PublicArtist.org, Submittable, SlideRoom, CallforEntry; Google Forms can receive artist's submissions online but does not calculate scoring by the artist selection committee

# Q & A

The webinar recording will be posted to our website next week.

# Q & A

The webinar recording and PDF of the slides will be posted to our website

## Planning Grants Support:

- **Administrative fees**
- **Consultant fee(s)**  
Conservator, Artist, Structural Engineer, etc...
- **Community Engagement**  
Meetings, surveys, research, etc..
- **Collection Management Activities & Technology:**  
inventory work, file digitization, collection management software





## A note about public art creation

1. Artists may create the artwork themselves

*In process: Calvert County Public Library- Sculpted relief tile mosaic by artist, Parran Collery  
Prince Frederick, MD*



## A note about public art creation

1. Artists may create the artwork themselves.
2. Artists may lead and direct the overall vision, creating the artwork with the community



**Broadneck Elementary  
community at work!**

PAAM Grant Awardee, artist Gayle Mangan Kassal working with students to create a mural



Metal Fabricator

## A note about public art creation

1. Artists may create the artwork themselves.
2. Artists may lead and direct the overall vision, creating the artwork with the community
3. Artists may **design the artwork** then **contract with a fabricator to create the work.**

This is an excellent process for artists to realize ideas, without being an expert in the material, nor having to purchase the tools necessary to create the artwork.

- **Question 3: Provide a roster listing the conservation team members that includes a brief narrative of relevant education and experience. Must include but not limited to:**
  - **Artist, or Artist's representative** (member of artist's estate or closest living relative, gallery representative).
  - **Professional Conservator(s)**, and/or site contractor (landscape, lighting...)
  - **Owner of artwork**, or owner's rep (i.e. local public art administrator, collection manager, etc...)