

FY25 Public Art Across Maryland - New Artworks Project Grant Rubric

1. Project Description:

Please 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

Clear, specific, and detailed written description aligns with the drawings and communicates strong feasibility.	Written description aligns with the drawings and communicates feasibility.	Some description with the drawings that communicate some feasibility.	Unclear description and unclear drawings do not communicate feasibility.
Excellent to outstanding	Good to very good	Satisfactory	Fair to Marginal
28-30	18-20	8-10	3-5

2a. Describe your community: Please describe the community that will be impacted by the proposed public artwork, including the primary stakeholders who will be involved in and affected by this project.

2b. Community Engagement: Describe the community/public engagement that took place during the planning process; additionally, describe how the community/public will continue to be engaged during the project implementation and any additional related activities. Examples may include, but are not limited to:

- Proposed community/public engagement activities in creating the artwork
- Related activities and programming at the dedication or following the artwork installation
- Other activities specific to the needs of the community and proposed artwork context

Clear, specific, and detailed description of the community and community engagement that strongly centers and values community input in both the planning and implementation process (and related activities, as relevant).	Description of community engagement that centers and values community input in both the planning and implementation process (and related activities, as relevant).	Some description of community engagement that somewhat centers and values community input through some but not all portions of the process (and related activities, as relevant).	Minimal description of the community engagement that does not demonstrate centering and valuing of community input in some or all portions of the process (and related activities, as relevant).
Excellent to outstanding	Good to very good	Satisfactory	Fair to Marginal
18-20	13-15	8-10	3-5

3. Prior Experience: Please 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 the Artist's Background Work samples in Attachment B.

Clear, specific, and detailed evidence of experience of the applicant and artist(s) that communicates strong feasibility to implement the project.	Evidence of experience of the applicant and artist(s) that communicates feasibility to implement the project.	Little to no experience of the applicant and artist(s) communicates; does not communicate project feasibility.	
Excellent to outstanding	Good to very good	Fair to Marginal	
13-15	8-10	3-5	
4. Project Schedule: In SmartSimple, fill out a schedule chart with dates and activities for the planning process described in Question 1. Activities cannot start until grant status notification, in mid-March 2025.			
Clear, specific, and realistic schedule of dates and activities that clearly align with Questions 1 & 2 and communicate strong project feasibility.	Realistic schedule of dates and activities that align with Questions 1 and 2 and communicate project feasibility.	Few dates and activities that do not quite align with Questions 1 & 2; does not communicate feasibility.	
Excellent to outstanding	Good to very good	Fair to Marginal	
13-15	8-10	3-5	
5. Project Budget: In SmartSimple fill out the budget template detailing project expenses and income. Expenses may include: Artist Fee(s), Organization Project Management/Administration, Community Activities, Artwork Materials, Site Preparation, Installation, Transportation, Contracted Services, Marketing, Plaque, and Dedication Event Costs.			
Clear, specific, and realistic project expenses and income that clearly align with the Project Description and Artwork Drawings and indicate strong project feasibility.	Realistic project expenses and income that align with the Project Description and Artwork Drawings and indicate project feasibility.	Some expenses that do not quite align with the Project Description and Artwork Drawings; does not indicate project feasibility.	
Excellent to outstanding	Good to very good	Fair to Marginal	
13-15	8-10	3-5	
6. Maintenance: Describe the maintenance required, and the 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.			
Clear and specific description of maintenance required and identification of who will be responsible for funding and oversight.		Minimal to no description of maintenance and unclear identification of who will be responsible for funding and oversight.	
Excellent - Good		Fair to Marginal	

4-5

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