



Great Idea

What, Why, Where?

Outline the project's purpose

- Where:
- What:
- Why:

Decision Makers

Who?

Who is responsible for evaluating and making final decisions about which artist(s) will be chosen?



Timeline

How?

Clear outline of the project benchmarks and expectations

- Open Call deadline
- Evaluation Date(s)
- Notification
- Installation Timeframe
- Celebration

Process

How?

Process and criteria used to evaluate and choose the right artist

- **Selection Process**
 - Organizer's Pick
 - Request for Proposals
 - Request for Qualifications
 - Invitational Call
- Evaluation Criteria
- Community Engagement