



## **Paid to Create Public Art Grants**

*Guidelines 2018*

The Crested Butte Creative District provides funding for temporary, ephemeral, and permanent public art on property and right-of-ways owned by the Town of Crested Butte (“Town”) through its Paid to Create grants program. The Paid to Create grant program is designed to foster creative projects that can be enjoyed by the community at large.

Individuals and organizations are encouraged to apply for funding for creative projects. While projects may be led by an organization, all funds from the Paid to Create grants must be used to pay creatives for the creation of public art.

The Creative District will consider grant requests up to \$1000. Applicants are encouraged to match their project budget to the project scope and size.

Applications are considered on a rolling basis. The last day to apply for funding in 2018 will be July 1 with final funding recommendations made at the August Creative District Commission meeting. Projects must be completed, with final reports turned in, by December 1, 2018.

Creative District grants are highly competitive. In the past, the Creative District has received many more eligible proposals than funding available. Past applicants who did not receive funding may apply again, but are encouraged to talk with the Creative District to ensure that their proposal meets the eligibility guidelines.

### **Eligibility**

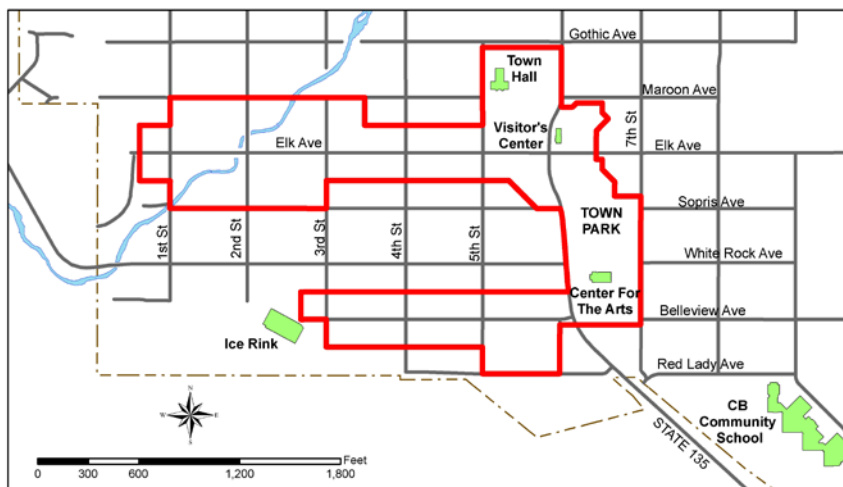
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Individuals, non-profit, and for-profit organizations who would like to create or pay creatives for works of permanent, ephemeral, or temporary public art are eligible for Paid to Create Public Art grants. Collaborative projects are also encouraged, but must have a lead contact for the application.

For the purposes of the Paid to Create grant, public art must be located on public property and is defined as:

- Visual art that is publicly accessible to the community.
- Installation art that is publicly accessible to the community.
- Heritage exhibitions that are publicly accessible to the community.
- Free performance art held in a public venue. Preference is given to performances that will involve large numbers of people, run for more one show, and engage non-traditional arts patrons.

Creatives must present their completed work within the Creative District boundaries, unless otherwise permitted by the Creative District Commission. Projects must occur on publicly-owned property or right of ways. Applicants are highly encouraged to propose projects identified in the Town's public art map. For more information on potential project locations, please contact the



All project proposals must follow the Town's public arts policy. Per the policy, proposals must include a 10% maintenance retainer for temporary public art projects and a 20% maintenance retainer for permanent public art projects. Applicants are encouraged to propose projects identified in the Town's public art map.

What is not eligible:

- Projects that have applied for or received funding from the Town of Crested Butte's Community Grant program.
- Already completed projects.
- Projects that do not meet the definition of public art above. This includes projects focused on business development, professional development, or personal artistic development.

- General operating expenses, fundraising, or deficits.
- Projects located on private property.

Who is not eligible:

- Applicants who have already been funded by the Creative District in 2018.
- Applicants who have not completed projects or final reports from Creative District grant cycles in the past two years.

*Examples of previously funded projects that meet the criteria for a Paid to Create grant are:*

1. Mural in the KBUT Studios (building is owned by the Town of Crested Butte) - Project proposed by the creative.
2. Decoration of the wooden posts for the StoryWalk® on the Lower Loop – Project proposed by the non-profits implementing the StoryWalk® project.
3. Painting of a lamp post red in honor of the Town’s fight to protect Mt. Emmons – Project proposed by the creative.

*Examples of ineligible projects:*

1. Creative work that will later be sold for a profit.
2. Creative work that is not publicly accessible or located on Town of Crested Butte property
3. Expenses not directly related to the creation of public art. This includes, but is not limited to, marketing, food, and general operating expenses.
4. Personal equipment purchases. This includes, but is not limited to, software, cameras, and long-term creative materials (easels, printers, etc.)

## Application Process

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All interested parties must complete a grant application. The Creative District will review applications on a monthly basis and may ask applicants to meet with the Creative District before finalizing the funding decision. Town Staff must review public art placement prior to any grant funding decisions.

Funding decisions will be made based on the following criteria:

1. Compliance with Paid to Create grant guidelines.
2. Potential for the project to enhance the physical space of the Creative District through public art.
3. Potential for the project to engage the Crested Butte community.
4. Quality of the proposed project and use of funds.

5. Artistic excellence, skill, creativity, and innovation.
6. Thoughtful, realistic planning, including the timeline, budget, and presentation for the project.
7. Professional application

Preference is given to applicants who can combine funding from the Paid to Create grant with additional resources, monetary or non-monetary, for the implementation, coordination, and marketing of the project.

## Project Requirements

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*Deadlines:* Projects must be installed or completed and all work materials removed by the due date specified in the funding agreement with the Town.

- Grant recipients who do not complete their project within 30 days after the due date will be asked to return funding in full. Grant recipients who do not complete their project will not be eligible for future funding for two years.

*Reporting:* All projects will be accompanied by a final report. Grant reports forms are available on the Creative District website.

*Acknowledgement:* Recipients must acknowledge the Crested Butte Creative District by posting a sign on or near the project that says, "This project was funded (or funded in part) by the Crested Butte Creative District." The sign needs to include the Creative District logo. Any marketing materials for your project (flyers, brochures, description of the project, social media) must also include the logo. The creative must choose two of the four following ways to thank the Creative District:

1. Upload photos or video of project to Facebook and publicly thank the Crested Butte Creative District in the post. Share this post with the Creative District page, and include Creative District logo.
2. Send a thank you letter to the Crested Butte News, publicly thanking the Crested Butte Creative District for the project grant.
3. Write a half page or longer testimonial to be used on the Creative District website and in marketing materials that explains how the Crested Butte Creative District funding helped you realize your vision for this project.
4. Suggest an alternate way of acknowledging the Creative District and submit to the Creative District Commission for approval.

## Funding Award Process

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*For the Paid to Create Public Art Grant, the Creative District will consider funding requests of up to \$1000 to pay creatives for the creation of temporary, ephemeral, or permanent public art. Funding requests should match the project scope and size.*

Grant disbursement is as follows:

- 50% of the grant award following receipt of a signed grant funding agreement, including information on confirmed project location or venue, project due date, and rehearsal/creative space (if needed).
- 50% of the grant award following receipt of the final report.

Prior to receiving any funding, grantees must sign a funding agreement and meet with the Creative District to discuss specific project details and expectations.