

## Art Belongs Here Grant Guidelines

The Art Belongs Here grant program is designed to support community-driven, collaborative projects that transform and activate outdoor public spaces and enrich the lives of Reno residents and visitors by integrating the arts, culture, and creativity into daily life and neighborhoods.

Projects should be designed to be on display for 3 months up to 1 year (or longer, depending on the type of project). Projects should be highly visible and can include but are not limited to: streetscaping, bicycle racks, murals, community projects, public art, sculpture, decorative benches and tables.

Applicants are asked to provide a detailed description of the proposed project including what challenges/opportunities are addressed through the project.

### Please Note

- Public space is defined as an area that is accessible and open to the public, such as an alley, park, plaza, or street.
- Applicants can request up to \$15,000 in funding per project. Grants must be matched 1:1 by applicants through cash or in-kind contributions (goods or services) or volunteer time by a professional (valued at \$20/hour).
- Proposals can be conceptual and do not need to identify all details regarding implementation and permitting specifics. Grant recipients will receive guidance from the Arts & Culture Staff at the City to facilitate insurance needs, precise location details, design qualifications, and other considerations. However, proposals must be grounded in reality and have a realistic approach for implementation.
- Applicants are encouraged to have highly collaborative partnerships and inclusive engagement strategies in their communities.
- Crowdfunding and fundraising through community engagement activities is encouraged.

### Program Goals & Objectives

The goal of Art Belongs Here is to support placemaking and neighborhood revitalization projects that:

- Enrich the lives of Reno residents and visitors by integrating the arts, culture, and creativity into daily life and neighborhoods that is accessible for all
- Foster community collaboration and encourage partnership among artists, performers, businesses, organizations, and agencies, non- and for-profit
- Inspire neighborhood revitalization and promote our vibrant communities as a destination to live, work, and play
- Demonstrate cultural diversity, social equity, inclusiveness and accessibility for all through the engagement of the arts, culture, and creativity in neighborhoods
- Nurture and honor community identity and heritage, preserve and commemorate local and multicultural traditions, histories, and diversity
- Animate and rejuvenate public spaces

- Increase public safety and awareness

### Eligible Applicants

To be eligible, primary applicants must be place-based entities such as:

- Neighborhood Advisory Boards
- Business Improvement District
- Business or place-based organizations (non- and for-profit)

The following INELIGIBLE APPLICANTS may participate through endorsement or partnership with the above eligible applicants, but may not apply directly:

- Religious organizations, government agencies, political groups, hospitals, newspapers and schools
- Non place-based organizations, businesses, ad-hoc groups, and individuals

### Eligible Projects

Proposals will be accepted and considered for projects that:

- Are located in an outdoor, public space within the City of Reno and are consistent with City policies and adopted neighborhood plans
- Have a project director who will initiate, plan, implement, and be directly impacted by the project
- Align with the program's goals and objectives and are highly collaborative and demonstrate a capacity to build a stronger and healthier community within a neighborhood
- Are physical, tangible structures that could inspire long-term sustainable change in public places
- Are on display for a minimum of three months and for up to one year (timelines may be flexible on a case-by-case basis)
- Are free and open to all members of the public
- Demonstrate a 1:1 match of resources including volunteer labor, donated materials, professional services or cash
- Comply with applicable design standards for accessibility based on the Americans with Disability Act (ADA)

### Eligible Expenses

Art Belongs Here funding may be used to cover expenses directly related to the project, such as:

- Project management, volunteer coordinator, community organizer
- Permits (park, construction, etc.)
- Professional consultants (designer, engineer, artist, etc.)
- Insurance
- Art supplies (paint, printing, etc.)
- Building materials
- Equipment rental
- Installation / De-installation

- Maintenance needs

Project funds may NOT be used for:

- Projects on private property (unless combined with public spaces)
- Projects that have restricted participation and public access
- Non-artistic neighborhood entrance signage or wayfinding
- Purchase of facilities
- Projects that do not include a highly visible physical element
- Maintenance, operation, or retroactive funding of existing projects
- Activities that are not tied directly to program objectives
- Re-granting
- Fundraising activities
- General operating expenses and activities
- Festivals or general events
- Surveys or studies
- Financial awards
- Cash reserves and endowments
- Food and beverage

### Selection Review Criteria

Submissions will be reviewed by a committee consisting of City of Reno designees and community members. The following factors and criteria will be used to evaluate proposals:

#### Neighborhood Participation & Community Partnerships

- Clearly define how the project will provide a creative solution for specific issues in the proposed area. Demonstrate community support and collaboration and how the project will create strong partnerships in the neighborhood.

#### Creativity, Artistic Quality, Scope & Merit

- Proposals should be innovative, well-defined, goal-oriented, original and visually compelling, and draw on community resources and talent.

#### Planning, Feasibility & Maintenance

- Proposals should demonstrate how feasible a project is in terms of timeline, budget and available resources. Explain how the project will be safely installed, maintained, and removed.

#### Economic & Community Vitality, Leverage

- How well does the project address the objectives of the grant program and catalyze a vision to enhance the vibrancy and economic vitality in a neighborhood? Proposals should include measurement tools for reporting on the success of the project and addressing challenges or opportunities in the neighborhood.

#### Community Benefit & Social Impact

- Proposals should demonstrate how the project represents and boasts community identity, heritage, engagement, and a sense of place.

## Project Evaluation

Through multiple phases of the project, grant recipients will be required to provide a project evaluation that includes expense reporting, project documentation (photographs, video, and/or text), related press, an assessment of whether grant objectives were met and how the project was successful.

## Application Checklist

Proposals for Art Belongs Here grants will only be accepted if the application form is completed and submitted online with required documentation including:

- Project Budget
- Up to two images, examples, or sketches of your proposed project
- Minimum of one letter of endorsement (formal letter or email) from neighborhood advisory board, business association, or other place-based community organization