



Cultivating the arts. Connecting communities.

Advancing the Arts
2024 PUBLIC ART FORWARD
GRANT GUIDELINES
(up to \$15,000)

**The reopened 2024 funding cycle is dedicated to proposals for sculpture.
PROPOSALS DUE BY 5 PM JUNE 2, 2024.**

IMPORTANT: [Click here for NEW Public Art Forward Timeline and FAQs.](#)

Our Mission

Arts Council of the Valley cultivates the arts, creates experiences, and connects communities in the City of Harrisonburg and Rockingham County.

Who We Are

Arts Council of the Valley (ACV) was founded in 2000 as a 501(c)3 nonprofit dedicated to promoting and providing memorable arts experiences for the City of Harrisonburg and Rockingham County. It is supported in part by government grants from the Virginia Commission for the Arts, the National Endowment for the Arts, the Harrisonburg Redevelopment and Housing Authority, and the City of Harrisonburg, Virginia; and by individual and corporate donations. Since its establishment, ACV has grown into a multi-faceted community organization that fosters innovative partnerships among area businesses, civic organizations, schools, and artists. Today, ACV manages Smith House Galleries and Court Square Theater; coordinates monthly First Fridays of the Valley community gatherings, supports public art installations, and funds local art projects through its Advancing the Arts grant program.

ACV's Advancing the Arts grants support artists, art educators, and organizations working in the visual, performing, and literary arts. Funds are awarded to those who advocate for the arts as a basic, central part of lifelong learning in the Harrisonburg-Rockingham area. The Public Art Forward Grant provides funding for one work of public art in downtown Harrisonburg each year through 2025.

Public Art Forward

Made possible through the generosity of the Forward family, the Public Art Forward grant supports creation and installation of a new work of public art in downtown Harrisonburg each year through 2025. The maximum award is \$15,000 per year.

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2024 Public Art Forward Grant Guidelines

NOTE: The reopened 2024 funding cycle is dedicated to proposals for sculpture.

ELIGIBILITY

Artists who:

- Have not received an ACV grant of any type in the past twelve (12) months
- Are eighteen (18) years of age or older at the time of application
- Are not enrolled as degree-seeking students at the time of application or during the grant period
- Have submitted all required reports for any prior ACV grants
- Are not current ACV board members, ACV employees, or immediate family members of such persons.

FUNDING

Payment of awarded grants will be made in three equal installments.

- The first payment (1/3 of awarded funds) is paid following receipt of an IRS W9 and the signed Grant Agreement, provided to grantees with the award letter.
- The second payment (1/3 of awarded funds) is paid at the project mid-point, following Arts Council of the Valley receipt and approval of a mid-project status report.
- The third payment (1/3 of awarded funds) is paid following Arts Council of the Valley receipt and approval of the completed Final Grant Report.

Failure to submit a final report by the deadline may result in forfeiture of final grant payment.

Expenses that cannot be funded:

- Events whose sponsors are not in compliance with the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1983
- Projects that are religious, sectarian, or political
- Projects designed to satisfy an academic requirement
- General organizational operating support
- Construction of new facilities, renovation of existing facilities, or similar facility improvements
- Deficits from past grant-funded projects
- For-profit, fundraising or private events, or lobbying efforts
- Food and beverages

AWARD REQUIREMENTS

Award recipients shall receive a Grant Agreement outlining terms of the grant. Recipients must sign and return the agreement to ACV within thirty (30) days, after which ACV may deny full or partial payment. Grantees are required to acknowledge ACV's support for their project in all printed and electronic materials, and are encouraged to invite ACV's Board of Directors and staff to any public events resulting from their projects.

PUBLIC ART FORWARD GRANT

NOTE: The reopened 2024 funding cycle is dedicated to proposals for sculpture.

Public Art Forward Grants were created to fund three new works of public art in downtown Harrisonburg, VA; one each year in 2023, 2024, and 2025. Proposals should articulate creative goals; demonstrate a clear mission and significant purpose; contribute to arts enrichment for the local Harrisonburg-Rockingham County community; provide a feasible plan to realize the project; and outline a 10-year maintenance plan for the work. If the grant includes collaborative work, all participants and their roles should be explained.

Public Art Forward Grant proposals will be evaluated on the following criteria:

- *Location.* Appropriateness, safety, and feasibility of site selected by artist; with documented approval of proposal by site owner.
- *Artistic Merit.* The aesthetic quality of the artist's past work, including content, craftsmanship, uniqueness and relevance to its environment.
- *Theme.* Artwork must complement the character of the location and be responsive to the area's diverse populations. Submissions of artwork that are overtly sexual, political, or religious in nature will not be reviewed.
- *Experience.* Degree to which artist's past work relates to the Public Art Forward project.
- *Ability.* The artist's demonstrated ability to translate art concepts into durable and safe materials that can withstand long-term exposure in an outdoor environment; and to complete the project within the grant period.
- *Project Sustainability.* Evidence that the artist's existing public artworks have maintained an appropriate level of quality and integrity over time.
- *Concept Quality.* Artistic excellence, creativity and originality of the proposal concept.
- *Technical Practicality.* The technical feasibility of the proposed artwork/installation, including safety, minimum maintenance requirements, resistance to vandalism and appropriateness for public viewing, use and access.
- *Budget.* Feasibility of the nature and scope of the project; analysis of whether the artist has done appropriate research and obtained viable cost estimates from subcontractors and suppliers for all design, materials, fabrication, delivery, installation, assistants, insurance, travel, and other costs associated with the project.
- *References.* Professional references that positively attest to the artist's ability to undertake public art projects of this size and scope.

Late and/or incomplete applications will not be considered.

IMPORTANT: [Click here for Public Art Forward Timeline, Links to Application and Reporting Forms.](#)

[Artist must submit application online using this link,](#)
with attachments in pdf format (unless otherwise specified).

Questions?

Email advancingvalleyarts@gmail.com or call 540.801.8779.

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Public Art Forward FAQs

Q. Does this grant fund murals or sculptures?

A. The first Public Art Forward grant in 2023 funded a mural on the MODdisplays building. The reopened 2024 funding cycle is dedicated to proposals for sculpture.

Q. Who submits the proposal? The artist or the owner of the location where the artwork is to be installed?

A. The artist is responsible for submitting the proposal.

Q. Who determines where the artwork will be located?

A. The artist, in collaboration with a business/organization owner, will propose a downtown Harrisonburg site for review by Arts Council of the Valley. Arts Council of the Valley is working to compile a list of possible public art locations in the Downtown Arts & Cultural District.

Q. How can I find out who owns a property where I'm interested in creating a public artwork?

A. This site (<https://gis.vgsi.com/harrisonburgva/Search.aspx>) has a property lookup feature which may be helpful in identifying the building owner. Arts Council of the Valley is working to compile a list of possible public art locations in the Downtown Arts & Cultural District.

Q. Am I responsible for maintaining the artwork?

A. No. The artist is required only to provide the 10-year maintenance plan; the property owner will determine to what degree that plan is to be followed.

Q. What if my proposed work of public art costs more than \$15,000?

A. We encourage you to seek other sources of funding, perhaps from the business where your artwork will be located, or another type of arts grant before submitting your Public Art Forward proposal.

Q. Will you award more than one grant per year as long as the project totals are equal to or less than \$15,000?

A. No. Only one Public Art Forward Grant will be awarded each year.

Q. Might the same artist receive this grant more than one year?

A. An artist may apply each year for the Public Art Forward grant. Receipt of the grant one year does not ensure that the same artist would be selected in a later funding cycle.

Q. I'm still waiting on some information; may I submit most of my application by the deadline and add a few details after that?

A. No. Late and/or incomplete applications will not be considered.

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Q. Can my project begin before the grant is awarded?

A. To be eligible for grant funding, the project must occur within the specified project dates for the funding cycle. Public Art Forward projects must start on or after May 29, 2024 and conclude on or before December 31, 2024.

Q. May I combine all my proposal attachments into a single pdf?

A. Separate attachments, labeled as specified in the application form, are strongly preferred by the grants committee.

Q. I see the grant amount is paid in three installments. What if I need additional money to cover material costs before the September 15 deadline for the mid-project report?

A. Depending on the timeline for your project the mid-project report might be submitted well before the October deadline. Should you need the second check to cover materials before you reach the project mid-point, please email advancingvalleyarts@gmail.com to describe your situation.

Q. What if the grant isn't awarded one year? Does the money roll over to the next year, or is that a lost opportunity?

A. In that event, the decision would be up to the donor.

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