

Mural Arts Philadelphia

Public Art & Civic Engagement Capacity Building Initiative 2020-2023

Call for Letters of Intent

Deadline: August 24, 2020 9:00 a.m. EST

Mural Arts Philadelphia is among the nation's largest public art programs, dedicated to the belief that art ignites change. For 35+ years, Mural Arts has united artists and communities through a collaborative process, rooted in the traditions of mural making, to create art that transforms public spaces and individual lives. To learn more, visit muralarts.org.

Premised on the belief that our years of experience can be of value to those who see potential for this practice in their cities, the Mural Arts Institute is dedicated to connection: building networks, developing partnerships, and convening artists, community and partners to collaborate around participatory art. We offer the Mural Arts model to other change-oriented cities across the country to build the capacity of artists, arts organizations, cultural institutions, municipal governments and more with the goal of igniting change with public art.

Mural Arts is seeking letters of interest from organizations interested in being part of our new Public Art & Civic Engagement Capacity Building Initiative (PACE).

The primary goal of our new PACE is to help develop sustainable infrastructure to support the growth of socially-engaged public art in communities around the United States. The Mural Arts Institute will accept three host institutions into the 30-month program, providing each with a range of tools, supports, learning opportunities, and funding, detailed below. Participation in PACE will be a unique growth opportunity for participating organizations, requiring significant time, commitment, and strategic alignment. It also requires a willingness to navigate the risks inherent in any new undertaking.

Our pedagogy takes into account that every place is unique and that each partner brings its own values, assets, and challenges. We do not claim that our practices are replicable, but rather that our processes are transferable and that our learning experiences can provide guidance. As a result, we do a significant amount of customization within all of our learning engagements, and use an iterative, dialogic approach to supporting our partners. We believe people learn best by doing, and we try to align our advice and assistance to efforts being carried out on the ground.

Support for the Public Art & Civic Engagement Capacity Building Initiative is provided by The Andrew W. Mellon Foundation.

INITIATIVE STRUCTURE & EXPECTATIONS

Participating host organizations are expected to identify one staff member who will serve as the lead contact for the duration of the initiative as well as a project manager (they can be one and the same). Additional staff are encouraged to participate in the different learning experiences provided by Mural Arts. Over a 30-month period, host institutions will participate in the following activities:

- 1. Customized learning plans for host institution staff:**

At the outset of its engagement with us, each host will be asked to identify up to three institutional goals that it would like to achieve by the end of our time together and assemble a cohort of up to three participants within the organization who will go through the learning process. Goals must relate to current efforts to build community and/or cross-disciplinary engagement into public art and/or public programming; and must align with Mural Arts' competencies. Learning experiences will include individual and group sessions, as well as independent work.



2. Public Workshops:

Over the course of the Initiative, Mural Arts will lead three public workshops, presented by our host organizations. Though each workshop will be customized to the specific needs present in each place, hosts will be asked to select from one of four topics: 1) Public Art & Engagement Strategies; 2) Community Mural-making for Self-managing Artists; 3) Building and Managing Public/Private Partnerships; or 4) Public Art and Project Based Learning for Youth and Adults. Host organizations are welcome to partner with other organizations in their city/community on these events if there are others more suited to delivering public workshops.

3. Artist Catalyst program:

With ongoing guidance and technical assistance from Mural Arts, each host organization will design and launch an Artist Catalyst program, which is composed of an artist catalyst grant, training and support for selected participants. Artist Catalysts will receive funding and project management support to lead a community-based mural project. PACE's timeframe will allow for two rounds of the Artist Catalyst program, each featuring at least one artist. Artists and project managers connected to the Artist Catalyst program will attend a two-week learning intensive in Philadelphia at the start of each program cycle.

4. Annual public symposium:

Each host organization will be invited to send four people to an annual symposium, hosted by Mural Arts Institute in Philadelphia. Our symposia aim to excite and inspire through the sharing of promising practices; building connections between diverse practitioners; and identifying areas of need for further learning and conversation.

5. Participation in reporting and learning activities:

We will assess our efficacy as facilitator/teacher/convener in our partnership with our host organizations through a blend of anonymous surveys and formal reporting requirements. Surveying will occur at the conclusion of each workshop, Incubator, and symposium. Host organizations will be asked to submit formal reports twice per year. We will enlist a research partner to capture a more in-depth picture of the journey each organization, artist, and community goes through as they navigate the Artist Catalyst projects and will ask each organization to collaborate in facilitating and reporting on this work.

Timeline:

August - December 2020: Selection Process

Feb./March 2021: Mural Arts leads first public workshop, Artist Catalyst program launched

April 2021: First learning intensive in Philadelphia

June 2021: Annual symposium in Philadelphia

Aug/Sept. 2021: Mural Arts leads second public workshop, second program iteration launched

January/February 2022: Second learning intensive in Philadelphia

April/May 2022: Annual symposium in Philadelphia

July 2022: First artist projects completed

Aug/Sept. 2022: Mural Arts travels to lead third public workshop

May 2023: Second artist projects completed

May/June 2023: Final Symposium & Convening in Philadelphia, Initiative Wrap-Up

The timeline is subject to change and convenings may be produced remotely due to potential travel restrictions.

Key Resources Outline:

- **\$50,000** for each participating host organization, split over 30-month timeframe
- **\$3,000** for each workshop hosted (x3=\$9,000)
- **\$15,000** Artist fee for each selected Artist Catalyst (x2=\$30,000), to be subgranted to and managed by the host
- **\$20,000** Project budget for each Artist Catalyst project (x2=\$40,000), to be subgranted to and managed by the host
- Travel and lodging for four people to attend the annual symposium in Philadelphia
- Travel and living stipends for an artist and project manager to attend the two-week learning intensive in Philadelphia

Teams can supplement these resources with other financial resources or in-kind donations. No budgets or project proposals are required upon submission of letters of interest.

ELIGIBILITY**Eligible host organizations will:**

- Be located within cities outside an 80 mile radius of Philadelphia with populations greater than 150,000 residents
- Be a 501c3 or have fiscal sponsorship
- Possess operating budgets greater than \$500,000
- Incorporated three or more years prior to the date of application
- Understand demand for and interest in the initiative from artists and communities
- Possess institutional capacity for learning and discovery, and clear alignment to the learning opportunity
- Demonstrate commitment to diversity, equity, and inclusion, including leadership that is representative of the community that they serve.
- An intention to continue producing socially engaged public art projects past the duration of this initiative.

Organizations do not need to have significant experience leading public art projects to apply. Mural Arts accepts a broad definition of arts and culture. Applying organizations should submit only one application.

APPLICATION & PROCESS

Applications will be reviewed by Mural Arts staff and an advisory council. Mural Arts will conduct virtual site visits with finalists prior to making final decisions. Additional materials may be required at that time.

Deadline to submit LOI: August 24, 2020 9:00 a.m. EST

Decisions on finalists invited to host a virtual site visit: October 5, 2020

Site visits conducted with finalists: October/November, 2020

Decisions Announced: December 2020



Basic Information

Lead Organization name:

EIN:

Address:

Website:

Executive Director (name, title, phone, email):

Application Contact (name, title, phone, email):

Letter of Intent

Please do not exceed four pages. Narrative should be single spaced, in 11-point font, with 1-inch margins. Brevity is encouraged, and bullet points are welcome as a method for responding. We are not looking for project proposals, but evidence of the importance of this opportunity for your organization, artists community, and larger community/city. Please state the following:

- Please provide a one to two paragraph description of your organization's mission, current programs, and audiences. How do you currently collaborate with or serve artists?
- Why are you interested in this opportunity and what does it mean to you? Why is this the right time for it and why are you the right institution to lead it? In answering this question, consider referencing unmet needs or opportunities in your community, groundwork already in place, and any recent strategic planning.
- Provide evidence of your ability to sustain long term the learnings and practices developed through this initiative.
- How does your organization define diversity, equity and inclusion and how do you advance it in your culture and your work?

Attachments

- Letter stating your 501(c)(3) status
- Most recently available 990 or audited financial statement
- Current operating budget
- Bios of the Executive Director and the staff member who will serve as the lead contact for this initiative (if other than the Executive Director)
- Executive summary of current strategic plan, if available (optional)

Please submit the narrative proposal and required attachments as a single document to proposals@muralarts.org.

Please direct any questions about this opportunity to amy.johnston@muralarts.org and allow 48 hours for a response.

