Webinar
August 22, 2018
12:00 p.m. to 1:00 p.m.

Agenda

- Provide brief overview of *All For NC: Z. Smith Reynolds Foundation's Framework for Grantmaking and Learning*
- Review ZSR's Exploratory, Visionary Ideas Strategy
- Review ZSR's Inclusive Public Art initiative
  - Criteria overview
  - Application process
- Answer questions related to ZSR's Inclusive Public Art initiative

Framework for Grantmaking and Learning

Maurice “Mo” Green, Executive Director

Three Major Strategies for Grantmaking and Learning

STATE-LEVEL SYSTEMIC CHANGE STRATEGY

Improving state-level systems and structures to remove barriers and create opportunities.

COMMUNITY-BASED STRATEGY

Leveraging the unique assets, knowledge, experience and connections in communities to create meaningful change.

EXPLORATORY, VISIONARY IDEAS STRATEGY

Investing in the bold ideas of North Carolinians.

ZSR's Other Commitments

Exploratory, Visionary Ideas Strategy

Joy Vermillion Heinsohn, Assistant Director

Inclusive Public Art

All For NC Fellowship*

Government Alliance on Race and Equity (GARE)

*(Launch of the fellowship is contingent on receiving IRS approval)

Inclusive Public Art Vision

The Z. Smith Reynolds Foundation believes that art can open the door to conversation. Our investment in inclusive public art is intended to share stories of diversity, equality, inclusion and equity as they relate to the people and places of North Carolina, especially those whose stories are often untold. We hope that this effort will catalyze community conversations that can result in a shared, and fuller, understanding of our common history — and common bonds — as North Carolinians.

During the Foundation's recent, yearlong listening and learning tour, it was evident that legacies of racism and segregation were pervasive in many communities we visited, but are not discussed often in public unless there is a major issue involving race. Combined with the historic and recent controversies regarding public art, monuments and race, the Foundation wanted to explore how art could serve as a starting place for people to engage in important — even difficult and courageous — conversations about their community's past, present and future.

Brenda Miller Holmes
Project Coordinator

Brenda Miller Holmes is a muralist, artist and educator that has been facilitating collaborative community mural projects throughout the San Francisco Bay Area, the North Carolina Triangle and internationally for more than 15 years. For 7 years she studied and worked with Master Muralist Susan Kelk Cervantes of Precita Eyes Muralists in San Francisco, where she was trained in an artistic approach that mirrors the principals of Popular Education. Brenda's interest lies in the intersection of art, community empowerment and social justice and she is passionate about sharing unifying and transformative collaborative experiences. Beyond her collaborative work, her art practice spans a variety of media. As an educator, she facilitates workshops with people of all ages and works as an independent consultant on community engaged public art initiatives.

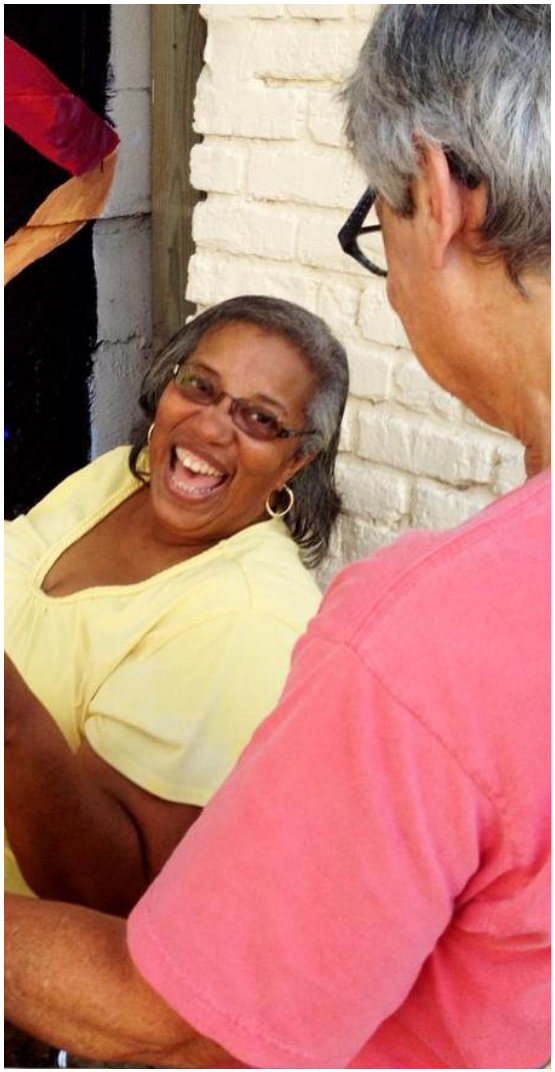
Civil Rights History Mural Project (Durham)

ZSR's Inclusive Public Art Initiative

Brenda Miller Holmes, Project Coordinator

- Summary
- Criteria
- Initiative Priorities
  - Story-driven
  - Community-Engaged
- Timeline
- Application Process

During the webinar, you can post questions in the questions box.



Public Art Advisory Council (PAAC)

Professionals in the fields of Public History and Public Art

A diverse representation of North Carolinians, both demographically and geographically

The PAAC makes recommendations to the ZSR Board of Trustees

The PAAC will be announced in early September

Process Summary

ZSR will fund up to 10 distinct public art installations in 10 localities.

Funding available per project will be up to $50,000, which should be used for community engagement, art creation and installation.

Deadline to submit a Letter of Intent (LOI) is **12:00 noon on October 8, 2018.**

Following an internal review, select LOI proposals will be invited, as semi-finalists, to pursue full proposals (deadline for full proposals is April 15, 2019).

Questions regarding the Inclusive Public Art LOI submission process should be directed to Project Coordinator Brenda Miller Holmes at **brenda@brendamillerholmes.com**.

Letter of Intent (LOI) Criteria

We are seeking **Letters of Intent (LOI)** for public art projects that express/demonstrate/depict **one or more** of the following...

- The contributions or achievements of a North Carolina person or group, especially women and people of color, whose story in a particular part of the state has not been or is not often told.
- The ways in which the racial and ethnic diversity of our communities makes our communities better.
- The ways in which cultural differences strengthen our communities.

LOI Additional Criteria

Letters of Intent **must**:

- Be driven by communities and describe how a cross-section of community-members will be engaged in, and central to, the public art project, both during the creation of the project and after it is installed.

- Be submitted by a 501(c)(3) organization, college/university, religious entity or governmental unit.

- Be for projects from communities within the state of North Carolina.

LOI Additional Criteria (Continued)

Letters of Intent **must**:

- Be for permanent public art (performance-based work and temporary installation will not be considered). Permanent public art is considered to be original visual art including, but not limited to, sculptures, murals, monuments, photographic renderings, mosaics, lighting and electronic art installations installed on a permanent basis. The location* for the art installations can be in spaces owned publicly or privately but are visible from public streets and pedestrian walkways, free of any admission fee.

*Locations for the art installations do not have to be known at the time of the LOI submission. Semi-finalists will be asked to identify locations as part of their applications.

Initiative Priorities

Projects are Community and Story-Driven

Letters of Intent should be community-driven and story-driven; that is, they should describe the story that would be told through art, as well as the ways in which community members are, and will be, involved in the telling of that story.

Initiative Priorities

Projects are Community and Story-Driven

LOIs should address the following questions:

How does your proposal express / demonstrate / depict one or more of the following?

- The contributions or achievements of a North Carolina person or group, especially women and people of color, whose story in a particular part of the state has not been or is not often told
- The ways in which the racial and ethnic diversity of our communities makes our communities better
- The ways in which cultural differences strengthen our communities

How has this story already been told in your community, if at all? Why is it not well-known or acknowledged in the community?

Initiative Priorities

Projects are Community-Engaged

This initiative aims to include historically marginalized people in the decision-making processes about art in public places and is intended to spark healthy dialogue. **The community engagement aspect of these grants will be just as important as the art installations themselves,** and the Foundation is looking for communities that will authentically engage a cross-section of their communities in telling, discussing and perhaps even producing the story(ies) depicted in the art.

Initiative Priorities

Projects are Community-Engaged

<u>LOIs should address the following questions</u>:

- Who are the collaborators and why have these people/organizations come together around this project?

- How will community engagement be welcomed and implemented at each stage of the process (e.g., identifying the story/focus of the art, drafting the LOI, selecting an artist(s), selecting a rendering, using the art to engage in community dialogue once it is installed, etc.)? And what experience does the applicant have with community engagement processes?

Additional Initiative Priorities and Considerations

- ZSR's goal is to select projects from a diversity of communities across the state. We encourage proposals from all communities; rural and urban, large and small.

- It is not necessary to have identified an artist at the LOI stage but ideally the artist selected will be rooted in the community or have strong community ties.

- Art installation locations do not need to be identified at the LOI stage but communities should be actively pursuing a location.

- We would like to learn alongside the communities that are selected and plan to document those community projects. Project collaborators should be willing to participate in documentation so that we – and others – can learn from your journey.

- Community matching funds to increase project budgets are welcomed, but not required.

Inclusive Public Art Timeline

October 8	Deadline to submit LOI
Late November	Select LOI semi-finalists invited to submit a full proposal
December-April	Community engagement processes select artists and secure public art installation sites
April 15	Deadline for full proposals from semi-finalists
Late May 2019	Final award selection for projects; the projects should be completed by June 2020

Inclusive Public Art Submission Requirements

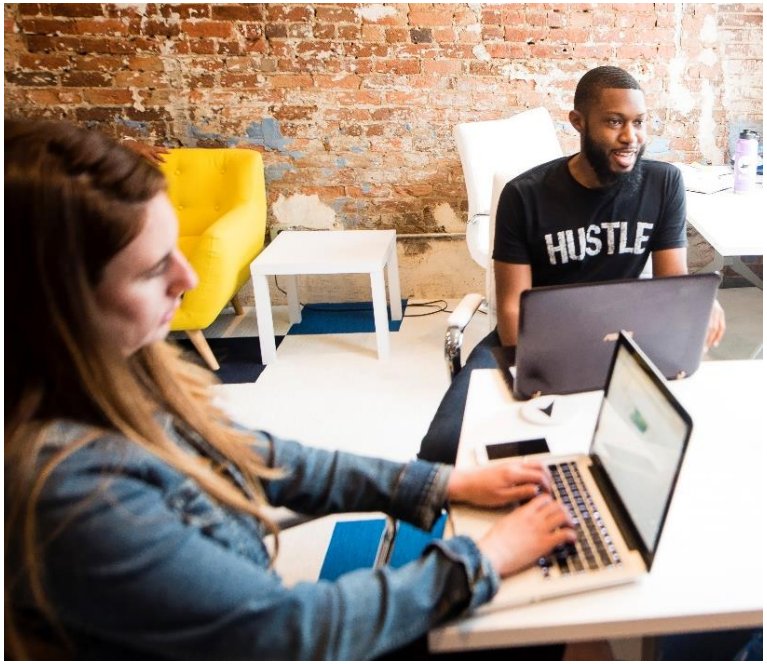
1. Organizational Information
https://www.zsr.org/content/inclusive-public-art-letter-intent-information

2. Letter of Intent (5-7 pages). Please provide a narrative that addresses all of the questions presented here.

3. Letter(s) of Support

4. Tax-Exempt Status Documentation

5. Additional materials (not required)
    - Site Location photos

Questions

- You can post questions in the questions box now.
- Answers to Frequently Asked Questions for the Inclusive Public Art Initiative are on our website at https://www.zsr.org/content/inclusive-public-art-frequently-asked-questions. (These will be updated in response to questions we receive.)
- Questions also can be sent to: brenda@brendamillerholmes.com.