

## **LOI Eligibility 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.
- Describe/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; and/or,
  - The ways in which cultural differences strengthen our communities.
- 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.
- 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.

\*The location for the artwork does not need to be known to submit an LOI. Semifinalists will be asked to identify locations as a part of their applications.

## **Additional Considerations**

- While we are open to LOIs that are initiated by individual artists, it is essential that all proposals are rooted in community story / history, demonstrate authentic community involvement and are partnered with an eligible organization (funding will not be granted to individuals or through fiscal sponsors outside of the community).
- Community matching funds to increase project budgets are welcomed, but not required.

## **Submission Requirements**

1. **Organizational Information** In order to submit a Letter of Intent, you will need to create an account in ZSR's online system. You will be asked for your organization's Tax ID number, as well as for some general information about your organization. In addition, you will be asked to upload items (2) through (4) below as attachments.

2. **Letter of Intent (3-5 pages)** Please provide a narrative outlining your organization's interest in and qualifications for the project. The narrative should also address the following questions:
  - a. How does your proposal express/demonstrate/depict one or more of the following?  
Please elaborate.
    - 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 is not often told;
    - The ways in which the racial and ethnic diversity of our communities makes our communities better; and/or,
    - The ways in which cultural differences strengthen our communities.
  - b. How has this story already been told in your community, if at all? Why is it not well-known or acknowledged in the community?
  - c. Who are the collaborators and why have these people/organizations come together around this project?
  - d. 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?
3. **Letter(s) of Support** Please include letters of support from collaborating community organizations and/or government agencies that demonstrate community investment in the project (no more than 5). Ideally, the letters of support will indicate how each partner plans to support the project. In the event that a location has already been identified, please include a letter from the entity that owns the site of the proposed public art installation, if possible.
4. **Tax-Exempt Status Documentation** In addition to the above narrative, please attach a copy of your organization's IRS Tax-Exempt Certification Letter.

**Additional Submission Materials (Welcomed but not required)**

**Site Location** - In the event that a location has been identified, please submit up to five images, embedded into the narrative document, that clearly show the proposed installation location and its accessibility to the public, along with a descriptive caption below each image. If you add photographs, you may add two pages to your narrative document, but please do not extend your narrative text beyond five pages.

**Scope and budget** - We understand that at this phase of the process it will be difficult to commit to a size, scope and budget for your project. However, we are eager to understand what you envision for your community. If possible, please indicate an estimated timeline and budget using the drop-down menu options.