

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;
 - 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.

*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

- 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.
- Strong LOIs will demonstrate community partnerships and collaboration.
- Strong LOIs will indicate a process for authentically engaging the greater community, fostering conversations across lines of difference, both during the creation of the project and after its installation. **ZSR considers the community engagement aspect of the process to be as valuable as the artwork that is created.**
- While it is not necessary to have identified an artist at this stage (that may happen once semi-finalists are identified), artists considered should be rooted in the community and/or have community ties (for example: the artist grew up in the community but currently resides in another part of the state). Second to that, artists should be residents of North Carolina. Furthermore, ZSR strongly encourages the consideration of artists of color and women artists.
- Ideally, LOIs will include an identified location for the art and/or be actively working in collaboration with either public or private entities to secure the location at the time of submission. However, locations do not have to be known at the time the LOI is submitted.
- We would like to learn alongside the communities that are selected and plan to document those community projects. Project collaborators should be willing to be recorded (photographed, filmed, etc.) at varied stages of the process so we—and others—can document and learn from your journey.

Additional Considerations

- While we are open to LOIs that are initiated by individual artists, it is essential that these 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** (5-7 pages) Please provide a narrative that addresses 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;
 - 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?
 - e. What, if any, additional financial or in-kind resources will be contributed to this project?

3. **Letter(s) of Support** In addition to the above narrative, please attach letters of support from collaborating community organizations and/or government agencies that demonstrate community investment in 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.

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 (Encouraged but not required)

Site Location In the event that a location has been identified, please submit up to 5 images that clearly show the proposed installation location and its accessibility to the public, along with an annotated description of each image.