



PARKS AND RECREATION
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The Town of Chapel Hill Parks & Recreation Department's Cultural Arts Division Request for Proposals: Creative Projects Program

Project Summary

DESCRIPTION: The purpose of Creative Projects Program is to offer individual artists/creatives and non-profit organizations up to \$1,350 to implement artistic/cultural projects, events or ideas that benefit residents of and visitors to Chapel Hill. Projects may be a specific art or cultural presentation, event, exhibit or creation (either temporary or permanent) of artistic quality and imagination that can be fully executed by June 30, 2018. The project must take place in Chapel Hill. Projects that take place in downtown Chapel Hill are encouraged. Artists are encouraged to call the contact below with questions and to discuss their proposal ideas with this individual before submitting their proposal.

ELIGIBILITY: Open to non-profit organizations and individuals 18 years or older residing in Orange, Durham, Chatham, Alamance or Wake Counties with ties to Chapel Hill, North Carolina. Projects with k-12 schools are not eligible as such projects are implemented through the Cultural Arts Division's Artist-in-Schools Residency Program. Projects with university students will only be eligible if the project takes place off-campus and in a community not directly associated with the university. **Note: Selected artists or organizations must present proof of general liability insurance** (please call the Cultural Arts Division for information regarding insurance requirements). Artists / organizations that have received a monetary award via this project in the past year are not eligible to apply.

BUDGET: Up to \$1,350 per project.

DEADLINE FOR APPLICATIONS: October 13, 2017

Project Types (Only one application can be submitted by an individual or organization)

Artistic Focus – A project that demonstrates artistic quality or creativity in programming or artist selection, and demonstrates ability by the artist or organization to implement the project.

Community Participation or Access – A project that supports cultural arts programs or services that involve direct community participation by the project's connection to family, community,

sense of self, or place.

Criteria for Selection

Artistic Merit - Project has artistic quality in premise, content and featured artists.

Strength of Planning - Organization/Individual has capacity to complete project successfully and addresses price points, location of events, marketing plan and budget, etc.

Audience Benefit and Inclusiveness - Project connects with targeted audiences and participants that are racially, culturally and/or economically diverse.

How to Apply

A complete application includes (1) Application Narrative, (2) Budget, (3) Documentation of Previous Work (4) Image List (5) Letter(s) of Support and (6) Resume(s), each described below:

1. Application Narrative

Provide a separate Word file (.doc or .docx) within the character limitation specified and respond to each question as thoroughly as possible. Please use a 12 point type font.

- a. Project category, title and short summary description and goals (up to 500 characters).
- b. Description of project activities: include location(s) where the project will take place and a description of the artist's intended audience/participants. Please estimate participant numbers (up to 3,500 characters).
- c. Description of how the project will be publicized (up to 1,500 characters).
- d. How will you measure the project's success? (up to 1,500 characters).

2. Budget (1 page)

Provide a brief budget in a Word file (.doc or .docx).

3. Documentation of Previous Work

Up to six images and/or a video of previous projects or work may be submitted. Each image must be a JPEG file no larger than 600 KB. Video submissions must be compatible with Quicktime 7 or above and run no longer than four minutes. Additionally you may submit up to three images conveying your proposal idea.

4. Image List

Images and video must be accompanied by a Word file (.doc or .docx) listing the title of each project or work depicted, year completed, media, location, dimensions and budget.

5. Letter(s) of Support

Letters of support or commitment would be considered a plus in the selection process.

6. Resume(s)

A word file (.doc or .docx) resume, no longer than 2 pages.

Please upload all digital application materials to:

<https://app.smartsheet.com/b/form?EQBCT=d26d08df0d334769bdb96907c15acc0a>

Files submitted in a single .zip file is preferred, though files may be uploaded individually as well) or send a CD or DVD containing application files through the postal mail to:

Chapel Hill Cultural Arts Division
200 Plant Road
Chapel Hill, NC 27514

Questions

For questions or additional information please contact:

Jeffrey J. York,
Public and Cultural Arts Administrator
200 Plant Road
Chapel Hill, NC 27514
E: jyork@townofchapelhill.org
T: (919) 968-2750

Disclaimer

The Chapel Hill Cultural Arts Division and Commission reserve the right to refuse any or all submissions, to refuse any finalist, to waive informalities in proposals or procedures, or to withhold the award of a commission should it be determined that submissions are not adequate, or for any other reason prior to a written contractual arrangement being reached.

About the Cultural Arts Division and the Cultural Arts Commission

The Cultural Arts Division is a part of the Town of Chapel Hill's Parks and Recreation Department. The Division develops and implements art programs to increase public awareness and access to the arts, and provides opportunities for local artists to display their work. The Division is advised by the Chapel Hill Cultural Arts Commission, an 11-member volunteer board established in 1992 and appointed by the Town Council.