



# Public Art for All Grants: Partnership Guidelines and Application Instructions

Apply Here: <http://indyarts.grantplatform.com>

**QUESTIONS?** Contact Julia Moore, Director of Public Art, Indy Arts Council, [jmoore@indyarts.org](mailto:jmoore@indyarts.org) or (317) 624-2556. [Book a meeting now](#)

***Application deadline: April 27, 2025***

---

## Program Calendar (Round 4)

**Application opens:** Wednesday, March 19, 2025 12:01 a.m.

**Application workshops:**

- ***VIRTUAL***: Thursday, April 3, 2025, 6:30-8:00 p.m. [Register here](#).
- ***LIVE***: Saturday, April 12, 2025, 11:00 a.m. at the College Avenue branch library, 4180 N. College Avenue, 46205 ***No registration needed!***

**Application closes:** ***Sunday, April 27, 2025, 11:59 p.m.***

**Decisions sent (via email):** by May 16, 2025

**Grant agreements sent:** by May 30, 2025

**Grant funds released:**

- *For grants \$10,000 and under:* 90% upon signing of agreement; 10% upon submission of a final project report
- *For grants over \$10,000:* via claim applications as expenses and matching funding are verified

**All public art projects must be completed by October 30, 2025**

**All final reports must be *uploaded online* by November 30, 2025**

# Table of Contents

About the Public Art for All Grants	2
Program Goals and Structure	3
Partnership	4
<hr/>	
<b>FAQs:</b>	4
Am I Eligible to Apply for This Grant?	5
What Public Art Projects Can Be Funded?	7
Where are the “public art deserts” located?	8
Does the Artwork Have to be on Public Property?	10
How Much Funding Can I Apply For?	11
When Do I Apply?	12
How Do I Apply?	12
How Will My Application Be Reviewed?	13
If I Get a Grant, What are the Paperwork Requirements?	14
Can I Reapply if My Application is Rejected?	16
QUESTIONS? We are here to help!	16
How to Apply	16
Finishing the Application	29

## About the Public Art for All Grants

In 2021, the Arts Council supported an initiative known as Public Art for All, wherein Rokh Research & Design Studio conducted the nation’s first comprehensive Public Art Census. The census counted and mapped all the public art in Marion County and provided an analysis of the results.

The census discovered, among other findings, that there were large areas of the county without access to public art within one mile of any given location (called a “public art desert”); that public art commissions were not distributed proportionally to women or

femme-identifying; Black, Indigenous, or other people of color (BIPOC), and lesbian, gay, bisexual, transgender, queer/questioning, intersex, asexual, and other (LGBTQIA+) artists based on their numbers in the Marion County population; and that approximately 42% of existing public art is in desperate need of maintenance. The full report is available at <http://publicartforall.com>

## Program Goals and Structure

501(c)(3) nonprofit organizations based in Marion County can apply to be a Public Art for All “partner.” Partnership applications will propose a project that achieves one or more of the following goals:

- Adds public art to one or more identified “public art deserts”
- Commissions new public art by women or femme-identifying, BIPOC, and/or LGBTQIA+ artists
- Commissions the original artist to repair damaged public art identified in the [Marion County Public Art Census](#) as in “fair” or “poor” condition
- Takes on long-term responsibility for maintaining and activating important public art that is in “good” or “excellent” condition

Partnership applications should propose a project site (or sites), a project outline, and a project budget. ***Artists and project designs do not need to be determined in order to submit a partnership application.***

If the application is approved, a partner will receive up to \$45,000 in Public Art for All funds for their project(s).

- Requests funded at \$10,000 or less have no match requirement. 90% of the award amount will be released upon signing of a grant agreement, with the remaining 10% released after the final grant report has been received
- **Requests funded over \$10,000 must be matched at least dollar-for-dollar from other sources.** Funds will be released to the partner as matching funds are documented as received or spent.

# **Partnership**

Upon approval of funding, the partner will further develop their project by:

- Continuing community engagement around the project, including collaboration with partners in the neighborhood where the project will take place
- Confirming approvals for the public art location, including executing easements with property owners as needed
- Finding and commissioning artists and, if necessary, professional art conservators
- Managing a process that is inclusive of the local community to develop artwork designs in partnership with the commissioned artist
- Soliciting and receiving matching funding, as applicable to the funding level
- Conducting and cooperating with marketing activities that highlight the project

## **Partner Support**

The Indy Arts Council will support the approved partners with advice, project document templates, and other assistance necessary to complete public art that meets industry standards for inclusive community engagement, fair artist compensation and respectful working conditions, broadly conceived promotions and publicity, and equity of opportunity and access during artist selection, contractor selection, and vendor selection.

It is the goal of the project that partners will continue to build on the knowledge and connections they have gained to add even more public art that is essential to the communities they serve.

## **Final Report**

After the project has been completed, partners will provide a final report with expense documentation and a narrative summary of the project showing its early outcomes.

---

# Frequently Asked Questions

## Am I Eligible to Apply for This Grant?

This is a grant for **organizations**. *Artists are not eligible to apply.*

The following types of organizations may apply for this grant:

- 501(c)(3) nonprofit organizations (arts-based or non-arts)
- Neighborhood associations with 501(c)(3) nonprofit status

Funding will be provided to the organization whose application was approved. They are responsible for receiving Public Art for All funds (and matching funds, as applicable to the funding level), paying expenses, tracking payments, and reporting on the project at the end of the grant period.

***This funding may not be re-granted.*** It must be spent on direct payments for project-related expenses. Paid staff time devoted to administering the grant-funded project ***is*** an eligible project expense for the matching funds requirement.

Applicants must also hold sufficient insurance to cover their participation in the project. Insurance requirements are:

- Commercial General Liability (Occurrence Basis): Bodily injury, personal injury, property damage, contractual liability, and products/completed operations coverage as follows:
  - \$1,000,000 each occurrence limit
  - \$100,000 damage to rented premises (each occurrence)
  - \$5,000 medical expense limit
  - \$500,000 personal and advertising injury limit
  - \$2,000,000 general aggregate limit (other than products/completed operations) PER PROJECT
- Auto Liability: \$1,000,000 combined single limit for owned, non-owned and hired automobiles
  - If the organization does not own an automobile, non-owned and hired coverage (“HNOA”) is acceptable
- Excess/Umbrella Liability: \$1,000,000 each occurrence and aggregate
- Worker’s Compensation: Statutory
  - If the nature of your organization does not require you to provide worker’s compensation, you must instead provide a State-issued Worker’s

Compensation Clearance Certificate. Find that here:  
<https://www.in.gov/dor/business-tax/contractors-doing-business-in-indiana/workers-compensation-exemption-certificate-clearance/>

- The grant agreement will state that the offer funding will be rescinded if evidence of insurance or a clearance certificate is not provided within 30 days of signing the agreement
- Employer's Liability
  - Bodily Injury Accident: \$100,000 each accident
  - Bodily Injury by Disease: \$100,000 each employee
  - Bodily Injury by Disease: \$500,000 policy limit
  - If the organization does not have statutory employees, this coverage is not required

## Where Can I Find Matching Funds?

Funds from nearly any source can be used to match a Public Art for All grant, if you have received more than \$10,000. In addition, the Public Art for All grant can be used as matching funds for other grants you may have already received for the project.

Consider:

- Community foundation funding
- Private foundation grants
- Corporate grants or contributions
- Federal, state, or local government grant programs
- Cash contributions from local businesses
- Income or grants contributed by a project partner
- Grants from other nonprofit organizations or civic initiatives (for example: check out the City of Indianapolis' Community Powered Infrastructure program, <https://www.indy.gov/activity/cpi>)
- Community fundraising events (however, the cost of the event itself may *not* be paid for with grant funds)
- Crowdfunding platforms (check out CreatINg Places for a program where what you raise is matched by the state of Indiana: <https://www.patronicity.com/creatingplaces>)
- Grants from civic groups (Rotary, Lions, etc.)
- In-kind donations of goods or services: e.g., paint for a mural donated by a hardware store, concrete for a sculpture foundation donated by a local processing center, or administrative time contributed by a community volunteer

- Partner's own budget line, including staff time necessary to administer the grant and the project
  - However, be careful about the original source of those funds in combination with other funding you might receive, as the match might not be allowed

This is not a complete list. If you are unsure of whether a potential source of matching funds is allowed, please contact the Arts Council in advance.

## Who Else Can Be Involved?

We encourage and applaud the inclusion of other community partners as part of the public art project. Community partners can be:

- Local arts organizations
- Local community and neighborhood organizations
- Civic societies (Rotary, Lions, etc.)
- Booster clubs
- Alumni associations
- Chambers of Commerce
- Historical Societies
- Anyone else who sees value in the project and is eager to help!

In the application you have the opportunity to name any community partnerships you may have organized to support this project, either financially or in other ways.

## What Public Art Projects Can Be Funded?

There are no specific requirements for what kinds or forms of public art can be funded, as long as it's a permanent (intended to last more than 5 years on the site) project that you can commit to maintaining for its expected lifespan.

If applicable, you can request funding for a “phase 1”, proof of concept, or planning funds for a future permanent artwork, or to provide additional funds for a planned project that is already in process at the time of application and is due to be completed by September 30, 2025. New projects that can be FULLY completed by October 30, 2025 are also eligible for funding.

Consider:

- Murals
- Sculptures
- Creative monuments
- Sound-based public art
- Media-based public art (such as projection mapping)
- History-elevating projects
- Community participation projects
- Public art restoration or maintenance projects
- Anything that is artistic, permanently sited, in public, and fulfills the goals of increasing access to public art and equity in its creation

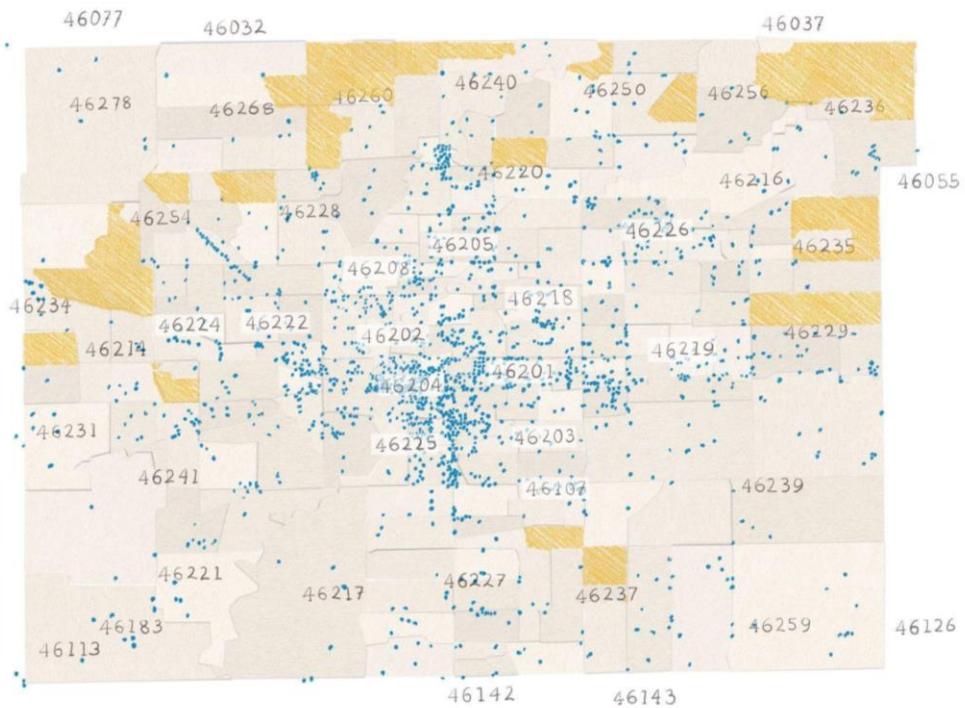
**The following types of projects CANNOT be funded:**

- Land or property acquisition
- Renovation of buildings or repair of architectural facades
- New building or facility construction
- Public space furnishings: benches, lighting, trash cans, bike racks, play structures, etc. (no matter how artistic)
- “Tactical urbanism” projects (e.g., projects which temporarily test different types of infrastructure changes)
- Banners or banner programs
- Landscaping or purchase of plant materials (however, if your potential project is an artist-created [land art](#) piece, please contact Julia Moore at [jmoore@indyarts.org](mailto:jmoore@indyarts.org) to discuss it before applying)
- Events or festivals
- Performing arts events or presentations
- Arts education initiatives or expenses related to arts education in schools

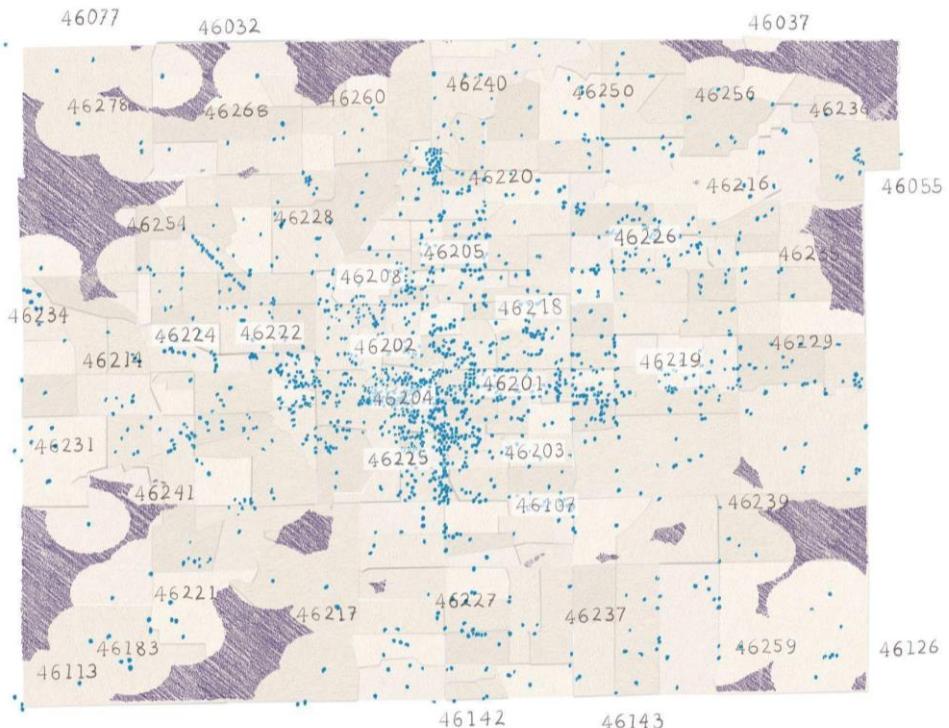
## Where are the “public art deserts” located?

Rokh's [Public Art Census](#) identified several types of public art deserts. They also plotted existing public art using blue dots. The following two types are prioritized for this grant.

On the map below, the areas shaded in YELLOW have no public art in those **census tracts**.



On the map below, the areas shaded in PURPLE have no public art **within 1 mile of any given location**.



# Does the Artwork Have to be on Public Property?

The artwork can be on either public or private property, as long as the location fulfills the stated goals of the Public Art for All grant program (see above) and is visible from a public right of way (a city street, public alley, City-owned trail, or other public area).

The Arts Council will support grantees as they navigate any permitting requirements their chosen site requires. If you are unsure about whether your site will require permits, please contact Julia Moore, [jmoore@indyarts.org](mailto:jmoore@indyarts.org), to discuss before applying.

These are the two most likely permits you may have to obtain:

- If your site is on public property, note that there is an “Art in the Right of Way” permitting process through the City that would have to be followed. For more information about that permit, contact [ReimagineROW@indy.gov](mailto:ReimagineROW@indy.gov)
- If the location is in a designated historic district, the Indianapolis Historic Preservation Commission will have to issue a Certificate of Appropriateness for the project. Please review this website for more information:  
<https://www.indy.gov/activity/historic-preservation-certificate-of-appropriateness>

We strongly encourage executing easement agreements (a deal between two parties that gives one the right to use a piece of the other's property) to create a relationship and document permission for use of the property long-term. The Arts Council can provide an easement agreement template that respects the needs of the artwork, the interests of the artist and the community, and the rights of the property owner.

Finally, the Arts Council manages “Streetcorner Canvases,” the City of Indianapolis’ program to enhance traffic signal boxes with art. If creating art on traffic signal boxes is part of your project, contact Julia Moore, the Arts Council’s Director of Public Art, at [jmoore@indyarts.org](mailto:jmoore@indyarts.org) to receive detailed program information. Your project could be eligible for the [Traffic Signal Box Art Partnership Program](#), which may be a less competitive source of funding than a Public Art for All grant; however, it is also possible to receive funding from both sources – Public Art for All and the Traffic Signal Box Art Partnership program -- to complete a traffic signal box art project, as they are not mutually exclusive.

# What Expenses Cannot Be Funded?

Although most expenses related to the planning, designing, constructing, marketing, and celebrating of a public art project are allowable, there are some types of project expenses that cannot be funded through this grant. These are:

- Fundraising events
- General operating support
  - All expenses must be tracked back to the public art project specifically!
- Religious ceremonies
- Sponsor gifts
- Scholarships or tuition payments
- Awards, certificates, or trophies
- Signage that does not directly relate to the artwork
  - We encourage you to budget the costs of creating a sign identifying the artwork by title, artist, and year and providing brief interpretive information (or a QR code that leads to more information)

If you are unsure whether a specific expense is allowable, please contact Julia Moore, the Arts Council's Director of Public Art, at [jmoore@indyarts.org](mailto:jmoore@indyarts.org) to discuss it.

# How Much Funding Can I Apply For?

You can request Public Art for All funds in any amount from \$5,000 (minimum request) up to \$45,000 (maximum request). ***Please note that the total amount of funds granted in Round 4 will be between \$50,000 and \$60,000.***

- Round 4 is designed to provide funding for projects that are **already in process** and scheduled to be completed by September 30, 2025; or NEW projects that can be fully completed by October 30, 2025.
- Requests up to and including \$10,000 have no match requirement.
  - **HOWEVER**, if your request does not fully cover the cost of the project as you have budgeted it, you will need to indicate in your application where the remaining funds are coming from
- Requests over \$10,000 **must demonstrate confirmed AND potential sources for a 1:1 match for your requested amount**. Applications that do not show a 1:1 match (even if tentative) will not be reviewed and cannot be funded. ***We recommend that you only request those funds that you can reasonably match.*** Even if you have been approved for a grant over \$10,000, you will only receive

grant funds equal to the matching funds you have raised *AND RECEIVED*. The grant agreement will make this clear.

## Can I Request Funds for Multiple Public Art Projects?

Because you can only submit one application, you may include artworks or initiatives in multiple locations as long as they all meet the stated goals of the Public Art for All grant program. Ideally all locations will contribute to the same community or organizational goal. **The total funding request covering all locations may not exceed \$45,000.**

## When Do I Apply?

Applications are accepted on or before April 27, 2025. **Your project must be completed by October 30, 2025.** This round of funding is ideal for projects that are already in process and will be completed by September 30, but need a little bit more funding. New projects that can be completed by October 30 will also be considered.

The [online application portal](#) is available 24-7 through the deadline date and time.

If you need Arts Council assistance as you apply, please plan to contact us between 9 a.m. and 5 p.m. Monday through Friday. Contact Julia Moore at (317) 624-2556 or by email, [jmoore@indyarts.org](mailto:jmoore@indyarts.org) .

## How Do I Apply?

Apply online at <http://indyarts.grantplatform.com>. Look for the Public Art for All graphic and the text that says “Public Art for All Grants”.

Applicants must be registered on the platform to apply—registration is free and can be done at the time of application. You will need an account name and an email address to

register, and you will need to create a password. *All other information requested during the registration process is optional.*

The application form includes an eligibility screening. Non-eligible applicants will not be able to proceed.

You do not have to complete your application in one sitting! You can save your unfinished application and return as many times as you like to adjust it until you are done. You can even edit it after it is submitted, up until the application deadline of April 27, 2025.

## How Will My Application Be Reviewed?

Applications will first be reviewed by the Arts Council for eligibility and consistency with the established program guidelines, and then by a review panel who will consider the program goals and how the proposed partner makes a case that their project meets those goals.

Reviewers are looking for the following:

- **Up to 25 points - Adherence to the Public Art for All Grants Goals:**  
They will be looking at the project's potential to meet the goals of public art equity through geographical location, artist commissioning, and maintenance of existing public art. The overall goal of this program is to contribute to ensuring that Marion County residents have access to public art within one mile of where they live; that any public art on view is in good repair; and that the artists whose work can be seen in public proportionally represent the population of Marion County: 47% Black, Indigenous, and other people of color (BIPOC), 51.6% female or femme-identifying, and 4% self-identifying as lesbian, gay, bisexual, transgender, queer, intersex, asexual, or similar (LGBTQIA+).
  - Although you are strongly encouraged to do so, ***you are not required to commission a BIPOC, female-identifying, or LGBTQIA+ artist.***
  - **PLEASE NOTE:** The “public” nature of the artwork will be carefully evaluated to ensure that the artwork can be viewed by anyone at almost any time. **The following projects are unlikely to be funded:**

- Projects placed in indoor locations
- Projects placed in locations that have limited hours of access
- Projects placed on private property not easily visible from a public street
- Projects placed at locations that intentionally (such as within a gated community) or unintentionally (such as requiring an admission fee, or promoting itself as available to or intended for a certain or specific audience, such as registered or enrolled clients of the nonprofit organization) limit who can see it
- **Up to 25 points - Applicant Capacity:** They will be looking at the applicant's demonstrated ability to successfully plan and manage this project to conclusion.
- **Up to 50 points - Artistic Quality and Cultural Accessibility:** They will be looking at the project's potential to create a high-quality and culturally rich artistic experience for the public, as defined by the applicant in the application.
  - *If the project artist and/or the project design are not identified at the time of application, this criterion will be reviewed based on the stated process to select the artist and the description of the community's role in providing guidance for the project design.*

## If I Get a Grant, What are the Paperwork Requirements?

Each grant will require a partnership agreement, pay applications, and a final grant report. You will need to closely track ALL grant-related expenses and keep documentation for each expense.

### Partnership agreement

The partnership agreement must be signed by the applicant organization's highest-ranked official: President, CEO, or equivalent. Please let us know if you are unsure who that might be for your entity and we will help you figure that out.

## Pay claims

**For projects funded at \$10,000 or below**, no pay claim is needed. We will use the signed grant agreement to issue the first grant check, and the completed final report to issue the second grant check.

**For projects funded over \$10,000**, Public Art for All funds will be released as documentation of match funding is received. This can be a scanned paid check from the match provider, documentation of an electronic funds transfer, or other verification that funds have been received from the match source and have been successfully processed. Documentation of expenses paid from the grantee's own funds will also serve. ***Award letters from funding sources are not sufficient for documenting receipt of funds.*** Pay applications can be sent as needed, but no more frequently than once every 30 days.

- If you are matching with your own banked funds, demonstrating that the funds have been transferred into a restricted account will be sufficient documentation.
- If you are matching using your own staff time, a statement of hours worked and the rate paid per hour will be sufficient documentation.
- In-kind matches must be documented using a signed statement by the **donor** indicating the following
  - Nature of the goods and/or services provided
  - Date the goods and/or services were provided
  - Fair market value of the goods and/or services (it is important that the **DONOR** provide this information!)
  - A statement confirming that no value was received in exchange for the goods/services, such as free tickets to a benefit event, ownership share in the project, etc.

## Final report

A final report is due within 60 days of project completion and no later than November 30, 2025.

Grantees will be sent a link to a final report template to fill out online that includes both narrative and financial sections. You will be able to upload documentation such as photographs, marketing materials, etc.

The final report will ask you to verify the equity-related outcome of your funded project, for example:

- Commissioned a woman or femme-identifying, BIPOC, or LGBTQIA+ artist to create a new, permanent artwork
- Contracted with the original artist to repair a badly damaged mural
- Created an artwork in an identified public art desert
- Addressed a theme of interest to the community that had never been considered before
- Engaged more, and a broader range of, people in the development of the project than had previously been engaged in similar initiatives

## Can I Reapply if My Application is Rejected?

No, this is the final round for this grant opportunity.

## QUESTIONS? We are here to help!

First, check the recording of the informational workshop to see if your question has already been answered. This recording will be available approximately 48 hours after the workshop takes place, and will be linked through the application form.

You might also check the [Grantwriting Tip Sheet](#) for general information about how to write a successful grant application. These tips are not specific to this particular program, but are applicable to any grant application you may encounter.

If you have other questions concerning the Public Art for All funding program or the application process, wish to talk about your public art project idea, or want to have a draft of your application reviewed, email Julia Muney Moore, [jmoore@indyarts.org](mailto:jmoore@indyarts.org). You can also self-schedule a 30-minute phone or Zoom conversation through this link: [Book with Julia](#) If you are having trouble with the online application form, take screenshots of any error messages you receive and email them to Julia Moore for assistance.

---

## How to Apply

Apply at <http://indyarts.grantplatform.com> and look for the Public Art for All graphic. Click the blue “Start Application” button to begin.

**You can register for a free account on the platform at the time of application.**

All you will need to get started is an account name, an email address and a self-selected password, but you can choose to fill out a complete profile at any time.

The partnership application consists of the following parts (explained in detail later):

- Eligibility Screening Questions
- Partner Information
- Project Location Information
- Proposal Narrative Questions (3)
- Project Budget (includes specifying matching funds sources)
- Artistic Documentation
  - If the artist and/or public art design has been confirmed, provide the relevant information
  - If the artist and/or public art design have not been confirmed, provide information about how you plan to select the artist and/or instruct them as to what you are looking for in a public art project
- (optional) Support Letters
- Demographic Questions: for the applicant organization

Each part is located on a separate tab on the online application form.

## Tab 1: Start Here

This is where you will find basic information about the grant program, links to where you can find detailed information (including this document), and where you will select the project name and the program name.

- Your registered account name will be pre-loaded into the “Applicant” blank
- For “Program,” use the drop-down menu to select the “Public Art for All” program.  
***If you do not see it as an option, contact the Arts Council immediately.***
- For “Application Name,” you can type in any text that describes how you wish your application to be referenced. It could be a project name, a team name, etc. or it could simply repeat the “applicant” name from above. The application will automatically add your registered account name, but you will be able to change it.

There is also a link to download a PDF version of the application form that you can use for reference; however, you will not be able to see all the questions until you pass the eligibility screening.

When you are done, click the **blue “Save and Next” button** to move to the next tab.

You can also choose to click “Save and Close” to exit the application and come back later. You can do that on any tab. *You do not have to complete the application in one sitting!*

## Tab 2: Am I Eligible to Apply?

This is where you will answer the following eligibility questions:

- **Is the applicant a 501(c)(3) nonprofit organization?**
  - You must answer “yes” in order to proceed to the next question, and you will need to provide your Federal nonprofit certification as part of the grant agreement paperwork if you are approved for funding. If you cannot provide this at the time of executing the grant agreement, your award offer will be rescinded.
  - If you do not know, or you are a nonprofit organization of another type, STOP, click “Save + close”, and contact Julia Moore at [jmoore@Indyarts.org](mailto:jmoore@Indyarts.org)
- **Does the project take place at a location (or locations) in Marion County, Indiana?**
  - You must answer “Yes” to this question in order to be eligible.

When no more questions pop up, click the green “Check Eligibility” button.

You will get an onscreen notice as to whether you are eligible, and a confirmation email will be sent to the email address on your account.

If you are eligible, click the blue “Confirm” button and you will be allowed to view the tabs containing the rest of the application.

If you are not eligible, click the black “Close” button. You cannot apply for this funding.

If you believe you are indeed eligible but received an onscreen “ineligible” notice, please contact Julia Moore, [jmoore@indyarts.org](mailto:jmoore@indyarts.org) to explain.

 **TIP:** If you made an error in your responses and you received an “ineligible” notice, you cannot go back and correct it. You must start a new application from the beginning.

## Tab 3: Applicant Information

This is where you will provide basic information about the partner who will manage the project and receive the grant funds.

You will need to provide the following:

- Name of Applicant Organization
  - Do not put the contact person’s name in this field!
- Address of Applicant Organization
- City, State, ZIP Code
- Name of Contact Person
- Title of Contact Person (optional, use only if contact person has a title)
- Contact Person’s Email
- Contact Person’s Phone number
- Applicant Organization Website (optional: but recommended if you have one: we can link to it)

When you are done adding information, click the blue “Save and Next” button to move to the next tab.

You can also choose to click the black “Save and Close” button to exit the application and come back later.

## Tab 4: Project Information

On this tab you will add information about the project:

- Grant Request Amount: \$ (type in numbers only, not the \$ symbol)
- Project Title: 50 characters maximum
- Brief Project Description: 750 characters maximum, full sentences (not bullet points)
  - Briefly describe, in a few words, the proposed use of grant funds
  - Briefly describe, in a few words, the purpose of the project relative to the Public Art for All grant program
- Project Start Date (this is the earliest date you will be spending granted funds; the grant agreement must have been signed prior to this date)
- Have you already started work on this project? (yes/no)
  - If you answer “yes”, you will be asked to acknowledge that you understand you will not be able to “reimburse” yourself for any expenses you have incurred or will pay out prior to the project start date you indicated above
- Project End Date (must end by October 31, 2025 INCLUDING all closeout and reporting activities)
- Street Address of Project Location
- City, State, ZIP of Project Location
  - You must have at least one defined project location in mind in order to apply for funding
  - You will be asked if the project includes multiple artworks in multiple locations, and you will be asked to provide additional address information as applicable
- City-County Council district and/or Councillor name associated with the project location
- Have you selected an artist for this project? (yes/no)
  - If you answer “yes,” you will be asked to provide the name of the artist, where they’re from, and whether they have been contracted. You will also be required to upload a letter of acknowledgement from this artist confirming their intention to work with you.
  - If you answer “no”, you will be asked to briefly describe your intended process for selecting the artist (1,500 characters maximum)

When you are done, click the blue “Save and Next” button to move to the next tab. You can also choose to click “Save and Close” to exit the application.

## Tab 5: Proposal Narrative

The narrative section is where you tell your project’s ‘story’ in as much detail as possible. Be sure to answer each of the questions. Proof the narrative carefully and have someone else read through it prior to submission to make sure it’s clearly written.

## How to Format your Narrative Responses

Each narrative question will be answered in its own individual text box and has a set limit of characters per question. We recommend that you first compose your responses in a word processing program, then **copy & paste** your text into the appropriate text box on the online application form.

If you choose to copy & paste your responses, **do not** bold, italicize, underline, bullet, number, indent, embed hyperlinks, or use any other formatting options available as you create your text. This type of formatting may cause your text to become illegible when you copy and paste it.

▼ **TIP:** We recommend that you use this free online Notepad application to compose your text: [rapidtables.com/tools/notepad.htm](http://rapidtables.com/tools/notepad.htm).

Review your pasted text carefully to ensure that it does not contain unwanted characters, symbols, etc. that may have resulted from the use of formatted text.

**Project Narrative Questions:** This is where you will give the details of your project, and how it addresses the goals of the Public Art for All grant program. As a reminder, these goals (which are **not** hard requirements), are to:

- Commission women and femme-identifying, BIPOC, and LGBTQIA+ artists proportional to the population of Marion County, Indiana
- Add public art to identified public art deserts
- Maintain existing artwork
- Other goal that helps address public art equity, as you have defined it for your own community or neighborhood

**You do NOT have to complete the entire narrative in one sitting!** You can save your work and come back later to add or edit. You can even edit it after you have submitted the application, up to the deadline date and time.

1. **Please describe your proposed project. (5,000 character limit)**

What is your project? Who is involved? Include as much information as possible about the project, its “origin story,” and how it will be carried out. Talk about what roles any site owners or community partners will play, and where, when and how it will all come together. If you’ve already selected the artist, talk about how and why they were selected. If you haven’t selected the artist (it is not required that you have done so!), talk about how you plan to go about identifying an artist. Talk about how long the artwork is meant to remain in place after it is installed, how and by whom it will be maintained during that time period, and when/by whom it will be removed. Provide any other information that you feel is relevant to

evaluate whether this project meets the review criteria listed above. Finally, when stating your timeline, **remember that the project must be installed by October 30, 2025** in order to receive funding through this grant opportunity.

2. **How does the project connect to the goal of improving equity in public art throughout Marion County? (5,000 character limit)**

Explain what Public Art for All outcomes you expect to achieve and how they contribute to an equitable community, as you have defined it. If you have an artist or design already, talk about how the design meets the Public Art for All goals. (*you are not required to already have an artist and/or a design in order to apply for funding*)

3. **What is your plan for achieving the required 1:1 funding match? (2,000 character limit)**

*(if you have previously indicated that your grant request is \$10,000 or less, you will not see this question)*

Explain how you will match the Public Art for All grant. If some of your match will be in-kind (goods and services provided without a cash or value exchange), explain the sources and whether they are proposed or promised. (your project budget will provide numerical detail to support this information)

When you are done, click the blue “Save and Next” button to move to the next tab. You can also choose to click “Save and Close” to exit the application.

**Questions about writing your narrative?** Contact Julia Moore, Director of Public Art ([jmoore@indyarts.org](mailto:jmoore@indyarts.org)) for assistance. Please allow at least three days before the application deadline when reaching out.

## Tab 6: Project Budget

Provide a project budget by listing the anticipated expenses and sources of match funding in the tables provided on the online application form.

### Project Expenses Table

This is where you will tell us your anticipated project expenses.

Every project must have **at least one expense item**, which is the total amount of the fees you plan to provide to the project artist(s). Most projects, however, will have more than one expense item.

The table allows you to list up to ten ADDITIONAL expense items in Columns A-B, and allocate how you will pay for them in Columns C-E. Column F is the total amount of allocated payments, which should be the same as Column B.

- If you have more than 11 expense items, we recommend grouping the expenses into logical categories and using the associated text field to provide a brief description of the amount.
- If you plan to use donated goods and services, please make sure that they are recognized as expenses in Columns A-B, and use Column E to indicate the value of the donation(s).
- We recommend that you reserve at least one-third ( $\frac{1}{3}$ ) of your expense budget just for artist fees. This will start you towards paying your artists fairly.

You can use the table below to write out your expenses budget and which sources will cover those expenses before filling in the online form.

Your project expenses must match the TOTAL of your requested grant, match funding if applicable, and in-kind contributions (donated goods and services). Applications where these totals do not match will not be considered for funding.

**Do not submit this table**—it is just for your planning use—you must transfer your numbers into the table on Tab 6 of the online application form!

*(ignore columns D and E  
If your request is \$10K or less and it is  
the entire cost of the project)*

A	B	C	D	E	F
Expense Item	Expense Amount	Public Art for All grant	Match funding—cash	Match funding— in-kind	TOTAL
Artist Fees	\$				

	\$				
	\$				
	\$				
	\$				
<b>Total Project Expenses</b>	<b>\$</b>				

### Sources of Matching Funds Table

If you requested over \$10,000, you must use this table to indicate **at least one source of matching funds**. Most projects will have several sources of matching funds.

- The form allows you to list up to five match sources PLUS total in-kind income. We recommend grouping income sources into logical categories, for example: corporate support, fundraising income, etc.

- In the line labeled “Total In-Kind Goods and Services,” repeat the total in-kind match figure found at the bottom of Column E on the “Project Expenses” table.

**The TOTAL matching funds you list on this table MUST equal your Public Art for All grant request (Column C total in the Project Expenses table).** Applications where these totals do not match will not be considered for funding. **Do not submit this table**—it is just for your planning use—you must transfer your numbers into the table on Tab 6 of the online application form!

Income Source	Income Amount
	\$
	\$
	\$
	\$
	\$
In-Kind Contributions (total)	\$
<b>Total Project Income</b>	<b>\$</b>

When you are done, click the blue “Save and Next” button to move to the next tab. You can also choose to click “Save and Close” to exit the application.

## Tab 7: Artistic Documentation

In this part of the application you will provide supporting material that will help the reviewers understand the ***artistic*** aspects of your application. There is a 10 MB limit PER UPLOAD, and there is space for up to 5 uploads.

Uploads can be done via drag-and-drop, or you can select your uploads from a directory.

You can also provide links to online sources of supporting material, for example, to web pages or YouTube videos.

The following types of items are good examples of artistic documentation. If you have not yet identified the artist and/or the design, provide examples that give the feel or style of the artwork that you would like to commission and clearly identify it as “EXAMPLE”.

- Artist websites
- Artist portfolios
- Artist resumes or bios
- Images of past work by the artist(s)
- Site photos
- Site plans or layouts
- Photographs of mock-ups or scale models
- Designs or sketches of the proposed artwork
- Documentation of community engagement activities done to date

With each upload you will be able to describe the relevance of the item to your project plan.

Here are the types of uploads and links you can provide:

- Uploaded still image, video, or audio files of less than 10MB each
  - ***Still images should be of good quality, in focus, and in full color***
  - Videos should be brief (less than 5 minutes).
- Uploaded documents (PDF preferred)
  - An uploaded document with a page of live links is an efficient way to convey a lot of information! Any passwords needed to access the online locations should be clearly indicated in the document.
- Links to websites, blogs, or social media accounts

- Make sure that any social media accounts you link to have public posts that are relevant to the project, and the relevance should be obvious
- Make sure that individual posts you link to are set to “public” audience
- Links to online documents, video, or audio
  - Make sure that any online locations you link to have their permissions set to “public”.
  - Reviewers will not typically listen to more than 5 minutes of linked audio or video: please keep that in mind when identifying appropriate content

Arts Council staff can preview your artistic documentation and provide an assessment of its usefulness for the application.

As you add each item, a blank space will appear where you will add the next item, up to five total.

When you are done adding material, click the blue “Save and Next” button to move to the next tab. You can also choose to click “Save and Close” to exit the application.

## Tab 8: Support Letters

In this part of the application, you will attach any letters of support you would like considered. The only required support letter is one from the artist you have identified for the project, if you already have gone through a selection process (*which is not required prior to application*). All other support letters are OPTIONAL.

While support letters may not be required, having them greatly helps the review panel understand how solid your project is and whether you have the capacity to bring it to completion, which is one of the review criteria.

The “letter” can be a document, or it can be a brief video selfie expressing support. *Do not spend a lot of time producing this video—a simple phone camera video file will be fine!*

Documents should be in DOC, DOCX or PDF format. A variety of video file types are accepted.

There is a 10MB limit PER UPLOAD, and there is space for up to 5 uploads. You may upload several letters as a single document if you like.

The following types of support letters will help you make your case for funding. **Not all of them will be applicable to your project**, but if they are applicable, it is strongly suggested that you make the effort to include them.

- Support letter or video from the highest official in your organization, confirming that they are aware of and are in favor of the project (not required, but highly recommended especially if your organization is a large one)
- Support letter or video from your chosen artist, confirming that you have been in communication and they have agreed to work with you (*remember—it is NOT REQUIRED that you have selected your artist prior to obtaining funding*. But if you **have** chosen an artist, this letter of support from them *is required*)
- Support letter(s) or video(s) from the private owner(s) of the site/s or property/ies you have identified, confirming that they have agreed to let you use their property for your public art project. *Consider combining several property owner letters into one PDF document for upload.*
- Support letter(s) or video(s) from any community partner(s) confirming that they have agreed to work with you on the project. *Consider combining several partner letters into one PDF document for upload.*
- Support, award, or application confirmation letters from sources of matching funds, confirming that you are on the path to raising the required match. *Consider combining several matching fund confirmation documents into one PDF document for upload. If you receive a Public Art for All grant, you will be required to document that the funding has been received in order to claim grant funds.*

Please limit your uploaded support letters to those individuals and groups who will be directly and actively participating in the work of the project. Support letters from legislators, celebrities, prominent citizens, or other people who will not be directly participating in the project are unlikely to be convincing as to your capacity to complete the project as proposed.

For each uploaded item, briefly note the individual's name and their role in the fields provided. There is a 50-character limit for each field.

As you upload each support letter, a space for the next one will appear.

When you are done adding your support letters, click the blue “Save and Next” button to move to the next tab. You can also choose to click “Save and Close” to exit the application.

## Tab 9: Demographic Information

Equity is extremely important to us, both as we grant funds and as we identify projects that themselves have equity as a focus.

We ask you to fill out a demographic questionnaire relating to your organization, so we can be sure that we are serving our community equitably. The Arts Council publicly reports on our applicant and funded project demographics, but only in an aggregated format with no information released specific to your application.

All questions are required, but there is a “prefer not to say” answer option for each question. We appreciate your honesty and your support!

## Finishing the Application

When you’re done with the demographic questions, you can click “Save and Next” to go back to the first tab and proofread your information tab by tab.

Alternatively, you can click the green “Submit Application” button to submit your application. You will get an onscreen acknowledgement that we received it, plus you will get an emailed confirmation to the email address associated with your account. If you get either or both of these, you’re done! Please note that if you see the onscreen acknowledgement, we have indeed received your application even if you never get an email—there is no need to contact us.

If at any point you have missed adding required information, the application system will flag it onscreen when you try to submit the application. It will be fairly obvious what is missing—the system will direct you to the tab(s) you need to finish. Simply add the missing information and click the green “Submit Application” button again.

If you get error messages that you do not understand, or you keep adding information but for some reason your application still won’t submit correctly, please take screenshots and email them to [jmoore@indyarts.org](mailto:jmoore@indyarts.org) so we can figure out what’s gone wrong and help fix it.

## QUESTIONS? We are here to help!

First, check the recording of the informational workshop to see if your question has already been answered. The recording is linked through the application form.

You might also check the [Grantwriting Tip Sheet](#) for general information about how to write a successful grant application. These tips are not specific to this particular program, but are applicable to any grant application you may encounter.

If you have other questions concerning the Public Art for All grants or the application process, wish to talk about your public art project idea, or want to have a draft of your application reviewed, email Julia Muney Moore, [jmoore@indyarts.org](mailto:jmoore@indyarts.org). You can also self-schedule a 30-minute phone or Zoom conversation through this link: [Book with Julia](#)

If you are having trouble with the online application form, email Julia Moore for assistance.

## Acknowledgements

This program is supported by the [Allen Whitehill Clowes Charitable Foundation](#), an Indianapolis arts and humanities foundation continuing the generosity of Mr. Clowes in Indianapolis and Central Indiana.

## About the Indy Arts Council

*Indy Arts Council is central Indiana's leading arts advocacy and services agency. Their mission is to champion arts & culture. Indy Arts Council believes every resident should experience arts & culture in a way that nourishes and inspires them. This vision of a creative life for all is central to the work they do to support artists, arts organizations and the community.*

924 N. Pennsylvania St.  
Indianapolis, IN 46204-1021  
Phone: 317.631.3301 Fax: 317.624.0246

