

# City of Fargo

## CALL FOR PUBLIC ART PROJECTS



### About the Arts & Culture Commission

**Arts and Culture Commission Vision** The City of Fargo envisions a livable community where integrating public art into City initiatives, neighborhood revitalization efforts and private developments is a norm; where every citizen, worker and visitor in Fargo has the opportunity to freely experience quality art and creative expression as part of their daily lives.

**Arts and Culture Commission Mission** Implement the Public Art Master Plan, ensure the City's ongoing commitment to encourage and support the growth of diverse, high-quality and meaningful public art throughout the City of Fargo.

*For additional context, find 10 program goals and guiding principles within the City of Fargo Public Art Master Plan ([PAMP](#)) [pages 11 to 13](#) or 22 to 25 as printed, the results of a community [survey](#), and additional information at [www.FargoArtsandCulture.com](http://www.FargoArtsandCulture.com).*

### GENERAL APPLICATION INFORMATION

The Arts and Culture Commission (ACC) is committed to increasing the City of Fargo's access to the creation of public art and works to facilitate arts development, provide opportunities for local and emerging artists and promote and increase capacity of arts, both visual and performance-based, permanent and temporary, in the public realm.

#### 2022 Call for Public Art Projects Purpose

The purpose for the Call for Public Art Projects is to produce public art city-wide for the City of Fargo. It is an opportunity to describe a project that uses arts and culture strategies to improve city infrastructure, build social cohesion and advance community cultural life. The ACC seeks artist involvement in projects that enhance the community, neighborhood or site. Projects are encouraged to build community support, including the community's arts and cultural influences.

#### ***Special Consideration:***

*There may be additional funding available to support projects specifically benefiting the Madison/Unicorn Neighborhood and focused on topics of community welcoming and belonging. This focused funding opportunity comes from a Kresge Foundation grant received by the City of Fargo and is separate from the ACC funds allocated for a call for public art projects. As inspiration in developing and designing projects, applicants are encouraged to review the findings from the [Madison/Unicorn Brief](#) (a chapter within the City's Core Neighborhood Plan) and the City's [Public Arts Master Plan](#). **Note:** This consideration is optional and does not invalidate project applications for projects in other parts of the city or neighborhoods.*

#### Who May Apply

Applicants must be 18 years of age or older and may be individuals or collaborative teams of residents, business owners, community organizers, artists, and culture bearers, community-based organizations and City of Fargo departments. Applicant must reside, work or be a student within the Fargo area.

#### 2022 Available Funding

In 2022, the ACC has \$45,000 in \$5,000 - \$15,000 increments to allocate toward successful applications. It is highly unlikely any one application will receive \$45,000. *Projects focused on the Madison/Unicorn*

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*Neighborhood may have additional funding available.*

### How to Submit

Complete the application questions, adhering to character limits and include any supporting attachments. A digital application form is available at [www.FargoND.GoV/CallForPublicArtProjects](http://www.FargoND.GoV/CallForPublicArtProjects), or you may submit a PDF of your application to [Planning@FargoND.Gov](mailto:Planning@FargoND.Gov), or drop a printed copy (one-sided, no staples) to the Planning Department on the 2<sup>nd</sup> floor of City Hall.

### Questions

Please email questions to the Fargo Planning Department at [Planning@FargoND.Gov](mailto:Planning@FargoND.Gov) or call 701-241-1474. Questions submitted by 4:00 PM, February 24, will be answered and shared at [www.FargoND.GoV/CallForPublicArtProjects](http://www.FargoND.GoV/CallForPublicArtProjects).

### 2022 Call for Public Art Projects Timeline

Application opens ..... February 4, 2022  
Question & Answer Informational Session..... 10:00 – Noon, location TBD, Thursday, February 24, 2022  
Application period closes ..... 4:00 PM Central, Friday, March 18, 2022  
Review process ..... 6-10 weeks  
Notification ..... week of April 24, 2022  
Approved project implementation and completion ..... December 2022

### Review Process

- Selection Committee reviews all Call for Public Art Projects applications;
- Selection Committee makes initial selections based on completeness and review criteria;
- Select applicants may be invited to present to the selection committee, tentatively scheduled the week of April 4, 2022;
- Selection Committee makes recommendations to the Arts and Culture Commission;
- Applicant seeks additional approvals pending scope of work;
- Notification of acceptance is estimated the week of April 24, 2022.

### Please Note

- A submitted application is not an agreement for funding for the project.
- Applicants are expected to lead project processes, develop and implement the project, and work independently.
- Should funds be received, the Arts and Culture Commission must be listed as a sponsor on all print or digital publications communicating or publicizing the project.
- In the event funds are committed and the project is deemed incomplete, funds must be returned to the Arts and Culture Commission.

### Links

Public Art Masterplan [https://download.fargond.gov/0/fargo\\_public\\_art\\_master\\_plan\\_use\\_v18\\_spreads\\_12-20-17\\_update.pdf](https://download.fargond.gov/0/fargo_public_art_master_plan_use_v18_spreads_12-20-17_update.pdf)  
Public Survey Results <https://fargond.gov/city-government/departments/planning-development/arts-culture/public-art-survey-results>  
Madison/Unicorn Core Neighborhood Plan [https://download.fargond.gov/0/nhoodbrief\\_madisonunicornpark\\_singles.pdf](https://download.fargond.gov/0/nhoodbrief_madisonunicornpark_singles.pdf)  
Fargo Arts & Culture [www.fargoartsandculture.com](http://www.fargoartsandculture.com)  
Core Neighborhoods Plan <https://fargond.gov/city-government/departments/planning-development/plans-studies/core-neighborhoods-plan>

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### Successful Application

Successful applicants focus their project within Fargo city limits. The ACC or selection committee will use the following Review Criteria to evaluate applications:

Review Criteria	
<b>Overview</b>	Applicant's process or project expresses creativity, innovation and originality. Proposal describes the purpose of the project and how the artwork, event or performance is inspired by or uniquely "Fargo."
<b>Special Consideration (Optional/ Not Required)</b>	<i>(See page 1 of this application packet for more information) Applicant identifies how the proposal addresses Core Neighborhood Plan, Madison/Unicorn Neighborhood or the Public Art Master Plan, making community connections and addresses topics of welcoming and belonging.</i>
<b>Public Art</b>	The artwork, event or performance encourages community participation, or complements, enhances or modifies a public space. Considers style, scale, material, form, durability and public safety and liability. Considers structural and surface integrity, permanence and protection as appropriate.
<b>Outcomes</b>	Applicant identifies partners or stakeholders who may have influence, be affected, or have an interest in the project; Identifies outcomes which may be physical, social, emotional, relational for one or many stakeholders; Conveys a clear and appropriate message or meaning for public display or performance. Does not contain advertisement for commercial, political, or established organizations. Does not encourage, promote, support, or passively allow racism, discrimination, stereotypes or cultural appropriation.
<b>Communication</b>	Outlines any plan/s for communications necessary to invite or gain awareness about the project; identifies communication channels like press releases, social media, posters, paid advertising or public relations activities, etc.
<b>Budget</b>	Outlines the total income and expenses including materials, permits, labor, marketing, etc. to produce or fabricate the artifact; includes stipends or payment for the work rendered by artists, organizers or culture bearers, etc.
<b>Timeline</b>	Outlines the project's key milestone activities and dates including project kick-off and completion.
<b>Artistic or Cultural Practice and Integrity</b>	Applicant honors relationships to a cultural community, observes protocols, practices and traditions; Demonstrates quality craftsmanship and mastery of skills and techniques; Considers principles of art and design.
<b>Experience, Fabrication or Production</b>	Applicant demonstrates their or the team's capability to lead, curate or implement projects and especially innovative arts, cultural and creative projects. Demonstrates the ability to meet the specific criteria established in the proposal. Includes maintenance plan, insurance considerations, material choices as applicable.

See attached matrix for additional information.

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### Definitions

Even in art it's very difficult to avoid jargon, so the following list of definitions may help decipher what the reviewers are asking of applicants.

<b>Artist</b>	Anyone with a creative practice of any discipline or form, of any experience or background <sup>1</sup>
<b>Community Artist</b>	Artists who regularly work with community use a number of terms to describe themselves, including: artist organizer, community artist, cultural worker, culture bearer, social practice artist, civic practice artist, participatory artist, socially engaged artist, etc. <sup>2</sup>
<b>Culture Bearer or Traditional Artist</b>	Culture bearers practice intergenerational lifeways and living, evolving cultural art practices that educate, exchange, and share in order to preserve life tradition and knowledge. Art forms and cultural traditions can include: healers, storytellers (oral and written), dancers (ancestral to hip hop), makers (instruments, print, textiles, mixed media), language, drummers, etc. <sup>3</sup>
<b>Project</b>	The resulting art which may be sculptural, visual or performance based, lasting or temporary.
<b>Public Art</b>	Public Art is art in public spaces; it may interpret the history of the place, its people, or addresses a social or environmental issue. It may be temporary or permanent. Public art can include murals, sculpture, memorials, integrated architectural or landscape architectural work, community art, digital new media and even performances and festivals. <sup>4</sup>

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<sup>1</sup> Springboard for the Arts [Handbook for Artists Working in Community](#) pg 12

<sup>2</sup> Springboard for the Arts [Handbook for Artists Working in Community](#) pg 13

<sup>3</sup> McKnight Foundation

<sup>4</sup> Americans for the Arts

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**Sample Budget (to be used as a guide only)**

**Sample Budget**

<b>Income</b>	
City of Fargo	\$5,000
Other Source (if available)	\$4,000
<b>Total Income</b>	<b>\$9,000</b>
<b>Expenses</b>	
Artist Fees	\$3,000
Materials	\$2,000
Labor	\$1,000
Permits	\$0
Marketing: Social, Posters, Photos	\$500
Installation	\$2,500
<b>Total Expenses</b>	<b>\$9,000</b>

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### Project Considerations

The following are items to consider as you plan and write the Call for Public Art Projects application. This section is intended to be a guide and is not all inclusive of all aspects related to a project.

#### Stakeholders

- Impact: Consider the impact (potentially positive or negative) the project may have on neighbors.
- Permissions: If the location is on private property, what permissions are needed?

#### Location/s

- Public and right-of-way: what ordinances and requirements pertain to the right-of-way.

#### Approvals

- Permits: Does the project require any permits from the City of Fargo, such as building, electrical, plumbing, erosion control, allowances in the right-of-way, etc.?
- Potential approvals needed: Neighborhood Associations, City Departments (Engineering, Planning and Development, etc.), Fargo Police and Fire Departments, Fargo Park District, Department of Transportation, State and Federal Jurisdictions, Utility Providers, ND One Call

#### Site Conditions & Public Safety

- Lighting: Consider location of electricity; if electrical permit is required; include all associated costs.
- Water: Consider location of available water and feasibility of getting water to project; consider the impact of storm and rain water on the project.
- Weather: Consider the unique weather of our area, such as temperature, humidity, wind, precipitation and other environmental conditions.
- River/Storm Basins: Consider the unique water conditions of our area, such as river flooding and basins.

#### Production/Installation

- Does the project need to be secured to the site or ground; are soil excavation or footings needed; are those costs included in the budget?
- Professional Designer: Does the project require a professional, such as structural engineer or other; are those costs included in the budget?

#### Durability

- Durability: What is the lifespan of the project; is the project susceptible to vandalism?

#### Maintenance

- Insurance: Does the project need insurance coverage?
- Maintenance: What is the maintenance for the project; who will maintain it and how will it be maintained; what is the expected cost of maintenance; are those costs included in the project budget?

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## APPLICATION

### Project Information

Project Title	
Amount Requested	Submission Date

### Applicant Contact Information

Applicant (Individual or Organization)		Legal Structure, if applicable:	
		( )	
Contact First Last Name	Address	Phone	Email

## APPLICATION QUESTIONS

- 1. Project Overview** (up to 300 words) *Describe the purpose of the artwork, event or performance, the source of inspiration and how the artwork, event or performance is inspired by or uniquely "Fargo". (Special Consideration - Optional): Describe what, if any, connection to the Core Neighborhood Plan and/or Public Art Master Plan.*
- 2. Public Art** (up to 200 words) *Describe how the artwork, event or performance encourages public participation or function, or complements, enhances or modifies a public space.*
- 3. Outcomes** (up to 300 words) *Identify the stakeholders who have interest in the project. Describe any anticipated outcomes; consider the physical, social, emotional, relational outcomes.*
- 4. Communication** (up to 250 words) *Outline a plan for communications necessary to invite or gain awareness about the project. For example, the timing and frequency of press releases, social media, posters, paid advertising, or public relations activities.*
- 5. Timeline** (up to 150 words) *Outline key milestone activities and dates including project kick-off and completion.*
- 6. Budget** (up to 150 words) *Outline the total income and expenses including materials, permits, labor, marketing, etc. to produce or fabricate.*
- 7. Experience** (up to 400 words) *Describe or list your experience leading or curating and implementing projects and how the specific criteria established will be met.*
- 8. Artistic or Cultural Practice and Integrity** (up to 300 words) *Describe your art or cultural practice.*

**Supporting Attachments** *List the supporting images.*

# CALL FOR PUBLIC ART PROJECTS SCORING MATRIX



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**Project Title**

**Applicant Contact**

**Amount Requested**

- ☐ Applicant's project benefits the Madison/Unicorn Neighborhood. *Noted only, no points assigned.*
- ☐ I would definitely recommend funding this project.
- ☐ I would recommend partial funding. Amount \$ \_\_\_\_\_
- ☐ I would *not* recommend funding this project.

\_\_\_\_\_  
**Scorers Name**

Excellent, Outstanding 7 – 9 Points	Very Good, Strong 4 – 6 Points	Weak, Inadequate 0 – 3 Points	SCORE
<b>1. Project Overview</b> <ul style="list-style-type: none"> <li>Detailed, clear description of project</li> <li>Project clearly expresses creativity, innovation or originality</li> <li>Clearly describes how the project is inspired by or uniquely “Fargo”</li> <li>.</li> </ul>	<b>1. Project Overview</b> <ul style="list-style-type: none"> <li>Project generally described</li> <li>Project generally expresses creativity, innovation or originality</li> <li>Describes how the project is inspired by or uniquely “Fargo”</li> </ul>	<b>1. Project Overview</b> <ul style="list-style-type: none"> <li>Project overview is unclear</li> <li>Project express limited creativity, innovation or originality</li> <li>Limited description of how project is inspired by or uniquely “Fargo”</li> </ul>	
<b>2. Public Art</b> <ul style="list-style-type: none"> <li>Project describes community building, deep participation or complements, enhances or modifies a public space</li> <li>Describes a clear plan for material, form, durability, public safety and liability</li> <li>Response includes a plan for structural and surface integrity, permanence and protection as appropriate</li> </ul>	<b>2. Public Art</b> <ul style="list-style-type: none"> <li>Project describes limited community participation or complements, enhances or modifies a public space</li> <li>Describes plan for style, scale, material, form, durability, public safety and liability</li> <li>Response considers structural and surface integrity, permanence and protection as appropriate</li> </ul>	<b>2. Public Art</b> <ul style="list-style-type: none"> <li>No evidence of community participation, or project does not complement, enhance or modify a public space</li> <li>Project material, scale, form, or durability are a public safety liability</li> <li>Response does not account for appropriate structural and surface integrity, permanence or protection</li> </ul>	



# CALL FOR PUBLIC ART PROJECTS SCORING MATRIX



Excellent, Outstanding 7 – 9 Points	Very Good, Strong 4 – 6 Points	Weak, Inadequate 0 – 3 Points	SCORE
<b>3. Outcomes</b> <ul style="list-style-type: none"> <li>Strong evidence of committed partners and clearly identified stakeholders</li> <li>Clearly identifies outcomes for stakeholders</li> <li>Conveys a clear and appropriate message for public display or performance</li> <li>Actively opposes discrimination, stereotypes, and cultural appropriation</li> </ul>	<b>3. Outcomes</b> <ul style="list-style-type: none"> <li>Identifies partners and stakeholders</li> <li>Describes outcomes for stakeholders</li> <li>Conveys an appropriate message or meaning for public display or performance</li> <li>Passively opposes discrimination, stereotypes, and cultural appropriation</li> </ul>	<b>3. Outcomes</b> <ul style="list-style-type: none"> <li>Does not identify stakeholders</li> <li>Limited outcomes identified</li> <li>Overtly or passively includes advertisement or permits racism, discrimination, stereotypes or cultural appropriation</li> </ul>	
<b>4. Communication</b> <ul style="list-style-type: none"> <li>Outlines specific and obtainable plan for communications and identifies communication channels</li> </ul>	<b>4. Communication</b> <ul style="list-style-type: none"> <li>Outlines a communication plan</li> </ul>	<b>4. Communication</b> <ul style="list-style-type: none"> <li>Communication plan is vague or not included</li> </ul>	
<b>5. Budget</b> <ul style="list-style-type: none"> <li>Project income/expenses are obtainable and comprehensive</li> </ul>	<b>5. Budget</b> <ul style="list-style-type: none"> <li>Lists project income/expenses</li> </ul>	<b>5. Budget</b> <ul style="list-style-type: none"> <li>Incomplete income/expenses budget information provided</li> </ul>	
<b>6. Timeline</b> <ul style="list-style-type: none"> <li>Timeline is clear, specific and obtainable</li> </ul>	<b>6. Timeline</b> <ul style="list-style-type: none"> <li>Timeline outlines the project's key milestone activities and dates</li> </ul>	<b>6. Timeline</b> <ul style="list-style-type: none"> <li>Timeline is vague</li> </ul>	

# CALL FOR PUBLIC ART PROJECTS SCORING MATRIX



Excellent, Outstanding 7 – 9 Points	Very Good, Strong 4 – 6 Points	Weak, Inadequate 0 – 3 Points	SCORE
<b>7. Experience, Fabrication or Production</b> <ul style="list-style-type: none"> <li>Demonstrates capability to complete projects with the specific criteria established in the response</li> <li>Demonstrates extensive experience leading projects or arts, cultural or creative projects</li> <li>Outlines needs or plans for material maintenance as appropriate</li> </ul>	<b>7. Experience, Fabrication or Production</b> <ul style="list-style-type: none"> <li>Demonstrates intent to complete projects with the specific criteria established in the response</li> <li>Demonstrates some experience leading projects</li> <li>Vaguely outlines needs for appropriate material maintenance</li> </ul>	<b>7. Experience, Fabrication or Production</b> <ul style="list-style-type: none"> <li>Limited evidence of capability to complete projects with the specific criteria established in the response</li> <li>Experience with projects, not as lead</li> <li>Lacks or ignores maintenance plan necessary for material choice</li> </ul>	
<b>8. Artistic or Cultural Practice and Integrity</b> <ul style="list-style-type: none"> <li>Response honors relationships to a cultural community and observes protocols, practices and traditions</li> <li>Demonstrates evidence of mastery craftsmanship, skills or techniques</li> <li>Response demonstrates mastery of art and design principles</li> </ul>	<b>8. Artistic or Cultural Practice and Integrity</b> <ul style="list-style-type: none"> <li>Response recognizes relationships to a cultural community and observes protocols, practices and traditions</li> <li>Demonstrates evidence of quality craftsmanship, skills or techniques</li> <li>Response considers basic principles of art and design</li> </ul>	<b>8. Artistic or Cultural Practice and Integrity</b> <ul style="list-style-type: none"> <li>Response does not include cultural community relationships</li> <li>Limited evidence of craftsmanship, skill or technique</li> <li>Limited consideration of art and design principles</li> </ul>	
<b>TOTAL SCORE:</b>			

**Reviewers Notes:**