



**EXHIBIT A**  
**Creative Artist**  
**Advancement Program**  
**(CAAP)**

**Professional  
Development Series**

**Fiscal Year**

**2013**

**Community  
Solutions through  
Public Art Projects**  
Incentive Program Guidelines

Broward County Board of County Commissioners /Broward Cultural Council

[www.broward.org/arts](http://www.broward.org/arts)

This project is funded in part by an award from the National Endowment for the Arts

Arts.gov



**Broward Cultural Division  
 Creative Artist Advancement Program  
 Community Solutions through Public Art  
 FY2013 Incentive Program Guidelines**

**Background**

The Creative Artist Advancement Program (CAAP) initiative is a professional development and incentive program to provide emerging and practicing professional artists (of all disciplines) customized resources and creative incentives and to engage artistically underserved communities and provide lifelong learning activities for youth and adults.

CAAP furthers the efforts of the Broward Cultural Division to (1) provide artists with specialized professional development that focuses on methods and techniques for working in community-based settings; and (2) increase the number of creative artist-led projects. Projects funded through CAAP – Community Solutions through Public Art Projects focus on artist-led, community based projects in public art, community planning and design that are led by Broward-resident artists.

**Program Schedule**

|  |  |  |
|--|--|--|
| <b>Professional Development Series</b>                 | Friday, April 26, 2013 (Opening Session)<br>Saturday, April 27; Sunday, April 28; Saturday, May 4; Saturday, May 11 and Saturday, May 18 |  |
| <b>Community Solutions through Public Art Projects</b> | Letters of Interest  | Deadline: Friday, June 7, 2013, 11:59 pm |
|  | Broward Cultural Council (BCC) Review Panel Shortlisting   | Wednesday, July 10, 2013                 |
|  | Written Appeal Deadline  | Wednesday, July 24, 2013                 |

|  |  |   |
|--|--|---|
|  | Appeals Meeting (during BCC Meeting)   | Thursday, September 5, 2013                 |
|  | Broward Cultural Council (BCC) Approval of Shortlist                                 | Thursday, September 5, 2013                 |
|  | Application Deadline   | Thursday, October 3, 2013, 11:59 pm         |
|  | Broward Cultural Council Review Panel Meeting – Application Presentation and Scoring | Tuesday, October 29, 2013                   |
|  | Written Appeal Deadline  | Tuesday, November 12, 2013                  |
|  | Appeals Meeting (during BCC Meeting)   | Thursday, December 5, 2013                  |
|  | Broward Cultural Council (BCC) Funding Approval                                      | Thursday, December 5, 2013                  |
|  | Project Implementation Period  | December 6, 2013 through September 30, 2014 |

## **CREATIVE ARTIST ADVANCEMENT PROGRAM**

### **Professional Development Series**

The CAAP Professional Development Series is an artist-focused course of study designed to assist artists (of all disciplines) by cultivating and advancing their project design, development and implementation skills. Presented over six (6) days: one (1) Friday (evening); four (4) Saturdays; and one (1) Sunday, the courses will be led by high-quality, experienced consultants providing in-depth coverage of:

- *The Nuts and Bolts of Public Art & Design*
- *The Landscape of Community Design and Its Principles*
- *Developing a Successful Project – Civic Engagement, Building Effective Collaborations and Partnerships, Outreach and Identifying Project Opportunities*
- *Getting Your Community-Based Project Funded – Local, State and National Resources*

# CREATIVE ARTIST ADVANCEMENT PROGRAM

## Community Solutions through Public Art Projects Incentive Program

The CAAP Community Solutions through Public Art Projects Incentive Program (CSPA) will provide artists (of all disciplines) who have completed all CAAP Professional Development Sessions with an opportunity to gain practical experience working with residents and stakeholders of a community redevelopment area to develop a public art proposal that addresses a community issue(s).

To be considered for funding through CSPA, a Letter of Interest must be submitted (see Program Schedule). Letters of Interest received will be reviewed and shortlisted by the CSPA Panel. Only shortlisted Letters of Interest will be invited to submit a full application and present the proposed project to the Broward Cultural Council Review Panel.

### Eligibility Requirements

1. Letters of Interest are encouraged from Broward-based emerging and professional artists working in any artistic discipline.
  - **Emerging artist:** An artist who is at an early stage in their career, who has specialized training in the art form, who has created a modest body of artistic work, and who has public presentation and/or publication experience.
  - **Professional artist:** An artist who has specialized training in the art form, is recognized as such by peers (artists working in the same artistic tradition), demonstrates a commitment to a significant amount of time to creation, and has a history of public presentation and/or publication.
2. An **artist** is defined as a person who has created a recognized body of original works of art within an artistic discipline and who is pursuing this work as a means of livelihood and/ or a way to achieve the highest level of professional recognition.
3. **Who May Apply:**  
Individual Broward-based emerging and professional artists (of all artistic disciplines) who:

- a. Have completed all CAAP Professional Development Sessions (see Program Schedule on page 3);
- b. Are at least eighteen (18) years old or older; and
- c. Reside in Broward County and who have lived continuously in Broward County for the immediate twenty-four (24) consecutive months prior to filing date of the application.

## **Key CPSA Requirements**

1. Complete all CAAP Professional Development Sessions.
2. Be shortlisted by the Broward Cultural Council CSPA Incentive Program Review Panel, at the time of application.
3. Provide a Letter of Participation signed by an authorized representative of a community redevelopment agency, certifying that the community redevelopment agency (with a defined role) will participate in the project.
4. Define process and methods to engage residents and stakeholders of the affected community redevelopment area to identify a community issue to be addressed through the arts using principles of public art, community design and planning.
5. Conduct at least four (4), artist-led public presentations, and any additional meetings as necessary, to obtain support for proposed project from community stakeholders, the general community and the governing and/or oversight board of the partner community redevelopment agency. Public presentations include, but are not limited to the following forms: charettes, demonstrations, lectures and roundtable discussions, and must address the following:
  - a. Introduction of the project;
  - b. Identifying the community need;
  - c. Presentation of proposed artistic concepts;
  - d. Community selection of proposed artistic concept; and
  - e. Presentation of proposal about the artistic concept(s) selected by community
6. Attend project review sessions as scheduled by Cultural Division staff.
7. Present a culminating project proposal to the community at a public meeting scheduled by Cultural Division staff.

## What May Be Funded

1. Funds awarded under the Creative Artist Advancement Program are for costs associated with artistic and professional services for working with residents and stakeholders of a community redevelopment area to develop a public art project that addresses a community issue(s).
2. Services must include at least four (4) artist led, public presentations and any additional meetings as necessary, which can involve a professional with specialize knowledge relevant to the development of the project that results in a written report documenting the results and outcomes of the meetings.
3. Costs include, but are not limited to the following: charettes, professionally facilitated workshops and seminars, which result in the creation of a written document or report.
4. Video-documentation or other multi-media method of project documentation.

## Funding Restrictions

Grant funds **MAY NOT** be used for:

1. Expenses incurred prior to or after the grant period.
2. Capital construction or real property.
3. Interest, reductions, deficits, loans, fines, penalties or cost of litigation.
4. Prize money, scholarships, awards, plaques, certificates or contributions.
5. Benefits and projects planned primarily for fund raising purposes.
6. Entertainment and promotional items including related expenses such as receptions, food, beverages, flowers and T-shirts.
7. Projects whose primary purpose is not secular and programs where the primary effect of funding would be to support a religion.
8. Admissions to cultural programs, exhibits or performances.
9. Travel.

10. Projects that are restricted to private participation, including those programs which would restrict public access on the basis of race, sex or sexual orientation, creed, national origin, age, disability, or habitat.
11. Using one County grant as matching funds for another County grant.
12. Funding is not for implementation or construction.

### **Request/Award Size:**

1. FY13-14: \$5,000, a total of four (4) projects will be funded at \$5,000 per project.
2. Contingent upon funding availability.

### **Review Criteria:**

#### **What the Panel Will Consider....**

The Broward Cultural Council CSPA Incentive Program Review Panel, will shortlist the submitted Letters of Interest as well as score each Application and Presentation based on the following criteria:

### **Cultural Merit**

*(Maximum Points: 35)*

1. Demonstrates clear understanding of which principles (public art, community design and planning) provide the foundation for the proposed project and how they will be used to develop the proposed project.
2. Clear understanding and demonstration of the needs of the selected community redevelopment area.
3. Qualifications of professional design personnel involved in the project.
4. Description of the role of the community redevelopment agency as a partner in the project.
5. Significance of the project in the selected community redevelopment area.
6. Contribution of the project to the CreativeBroward 2020 Community Cultural Plan.

### **Engagement**

*(Maximum Points: 30)*

1. Proposed process, method and timeline for engaging residents and stakeholders of the targeted community redevelopment area.
2. Involvement of residents and stakeholders of the targeted community redevelopment area as demonstrated by letters of support.

### **Artist Merit**

*(Maximum Points: 25)*

1. Clarity of objectives and projected outcomes.
2. Credentials, prior work, proposals and other materials.
3. Previous experience working in community-based settings.
4. Quality of presentation to the Broward Cultural Council CSPA Incentive Program Review Panel.

### **Project Administration**

*(Maximum Points: 10)*

1. Accurate and feasible budget.
2. Description of roles of staff and volunteers in executing the project.
3. Successful administration of prior Broward County cultural incentives, including compliance with required attribution, if any.

## **Appeals Process**

Applicants have two opportunities (oral and written) to appeal the Review Panel's recommendation regarding their grant applications. Each applicant must substantiate at least one of the following reasons for any appeal.

### **Reasons for an Appeal**

- The Review Panel failed to follow published procedures for applications and review;
- The Review Panel acted in an unfair manner; or
- The Review Panel's decision was based on insufficient information through no fault of the applicant.



### **Oral Appeals at the Panel Review Meeting**

After all applications have been scored by the panel, the Chair announces a break while scores are computed and ranked. If an applicant receives a score of less than 75, Chair inquires if the applicant wants to present an oral appeal based on any of the three reasons for appeals.

Speaking time is limited to three minutes per organization. The representative of the organization making the appeal must state on which of the three reasons the appeal is based. Upon conclusion of the oral appeal(s), Chair asks if any panelist wants to alter a score for the applicant(s) making an oral appeal. Panelists must state the name of the applicant and a revised score at this time.

Revised scores for the appealing applicant are re-averaged and all scores are ranked. Panel makes funding motions and votes on them.

### **Written Appeals**

Written appeals are to be addressed to the Chair, Broward Cultural Council, 100 S. Andrews Avenue, Fort Lauderdale, FL 33301-1829 and submitted within 14 days of the date of the grant review panel meeting.

Written appeals must state the reason for the appeal.

Staff will prepare a fact sheet concerning the application and scoring by the panel.

The appeals are then forwarded to the BCC for consideration in a grant appeals workshop. The appeals workshop occurs at the next BCC meeting.

### **At The Grant Appeals Workshop**

- Chair opens public workshop.
- Chair calls upon organization(s) that submitted a written appeal. (Speaking time is limited to three (3) minutes per organization).
- Chair calls upon Chair of the Review Panel to address the BCC concerning the appeals(s).
- The Grant Appeals Workshop is adjourned.

## **BCC Meeting Convened**

BCC may discuss the appeal(s), may vote to alter the funding recommendations, or may vote on a motion concerning the funding recommendations on the consent agenda. If the motion on the consent agenda is passed, Chair explains the ramifications to the appealing applicant(s).

## **How to Apply**

|  |  |  |
|--|--|--|
| <b>Professional Development Series</b>                 | Friday, April 26, 2013 (Opening Session)<br>Saturday, April 27; Sunday, April 28; Saturday, May 4; Saturday, May 11 and Saturday, May 18 |  |
| <b>Community Solutions through Public Art Projects</b> | Letters of Interest  | Deadline: Friday, June 7, 2013, 11:59 pm |
|  | Broward Cultural Council (BCC) Review Panel Shortlisting:  | Wednesday, July 10, 2013                 |
|  | Written Appeal Deadline  | Wednesday, July 24, 2013                 |
|  | Appeals Meeting (during BCC Meeting)   | Thursday, September 5, 2013              |
|  | Broward Cultural Council (BCC) Approval of Shortlist   | Thursday, September 5, 2013              |
|  | Application Deadline   | Thursday, October 3, 2013, 11:59 pm      |
|  | Broward Cultural Council Review Panel Meeting – Application Presentation and Scoring   | Tuesday, October 29, 2013                |
|  | Written Appeal Deadline  | Tuesday, November 12, 2013               |
|  | Appeals Meeting (during BCC Meeting)   | Thursday, December 5, 2013               |
|  | Broward Cultural Council (BCC) Funding Approval  | Thursday, December 5, 2013               |

|  |                               |   |
|--|-------------------------------|---|
|  | Project Implementation Period | December 6, 2013 through September 30, 2014 |
|--|-------------------------------|---|

### **For Additional Information Contact**

Grace Kewl-Durfey, Arts Administrator  
Broward Cultural Division  
Main Library – 6<sup>th</sup> Floor  
100 South Andrews Avenue  
Fort Lauderdale, FL 33301  
(954) 357-7869  
[gkewl@broward.org](mailto:gkewl@broward.org) or visit [www.broward.org/arts](http://www.broward.org/arts)