



Making it Public for MA Municipalities

Info Session

September 11, 2024 @ 10a





Making it Public

Making It Public for MA Municipalities is a public art training program inspired by Forecast Public Art (FPA) and co-designed by the [Metropolitan Area Planning Council's \(MAPC\) Arts and Culture Department](#) and New England Foundation for the Arts' (NEFA) Public Art Team.





Who's it for?

- Municipal staff in Massachusetts
- Who are interested in strengthening local capacity to support, create, and promote more vibrant and just public art making
- Who have approval and bandwidth to:
 - Participate in the training workshops (Jan-Apr 2025)
 - Apply the learnings from the training to release a Call for Temporary Public Art (by end of December 2025)
 - Support the selected artist(s) throughout the process, implementation, and celebration of the public art project (2025-2026)



2025 Cohort

- **Workshop Series facilitated by MAPC:** Biweekly workshop series with 6 training sessions over 11 weeks (January-April 2025) designed to support Massachusetts municipal staff in facilitating more inclusive and equitable processes for administering a Call for Temporary Public Art.
- **\$15,000 grant from NEFA:** Apply the learnings from the workshop series to **release a Call for Temporary Public Art by the end of December 2025** and fund artist(s) through the selection process in 2026.
- **Technical Assistance** from NEFA and MAPC will also be available (April 2025-June 2026).



Timeline

September 30, 2024: Deadline to apply to participate in MIP 2025

December 2024: Municipalities notified of selection

January - April 2025: Making it Public Workshop Series facilitated by MAPC

May - Dec. 2025: Municipalities prepare a Call for Temporary Public Art; additional technical assistance available

- By June 30, 2025 – Municipalities submit first draft of Call for Temporary Public Art** for review. June-August NEFA/MAPC staff provide feedback.
- By August 31, 2025 – Municipalities submit revisions of Call for Temporary Public Art, along with draft application materials, selection rubrics, and artist grant agreements** for review. September-October NEFA/MAPC staff provide feedback.
- By November 1, 2025-** Municipalities submit FINAL Call, Application, Selection Rubric for final approval and before publicizing the call (timing will vary based on when municipality is aiming to publicize the call).
- By December 31, 2025 – Call for Temporary Public Art is publicized** by each municipality
- By June 30, 2026 – Artist(s) selected.** Support artists through implementation and celebration in 2026!

Accepting applications through September 30, 2024.

Eligibility Requirements +

Selection Criteria +

Application and Additional Information +

Scroll down for more information; Municipal Agreement Template is available under the "Application and Additional Information" section.



Eligibility Requirements

- **Must be a municipality (city/town) in the Commonwealth of Massachusetts.**
- **Must have approval from duly authorized municipal officers:**
 - For 2-3 municipal staff to participate in the *Making it Public* 2025 workshop series from January-April 2025
 - Publicize an approved **Call for Temporary Public Art** by December 2025 and re-grant at least 80% of the NEFA grant (\$12,000 of the \$15,000 grant) as payment directly to the select artist(s) through the Call for Temporary Public Art*
 - To support the selected artist(s) throughout the process, implementation, and celebration of the public art project (e.g. permits, accessing an approved vendor, connecting with other municipal departments, etc.).
- **Past participants are not eligible to re-apply.**



Selection Criteria

- **Municipal Commitment and Readiness.** Approval from the necessary municipal authority is required. The municipality's readiness (including staff bandwidth) to both participate in this learning opportunity and apply the learnings to conducting a Call for Temporary Public Art (2025-2026) is a priority.
- **Geographic/Demographic Diversity.** We aim for the 2025 cohort to represent a range of municipalities from across the commonwealth.
- **Interest and readiness to learn and implement more equitable practices** for supporting just and vibrant public artmaking. Learn more about [NEFA's public art values](#)

<https://nefa.tfaforms.net/f/MIP-MAmunicipalities2025>

For MA Municipalities

Applications must be submitted online
by **September 30, 2024, 11:59 PM ET.**

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Page 1

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Making it Public for MA Municipalities 2025 Application



The New England Foundation for the Arts (NEFA) in partnership with the Metropolitan Area Planning Council's (MAPC) Arts and Culture Department, is pleased to invite municipalities in Massachusetts to participate in the Making it Public for MA Municipalities 2025 Cohort.

Municipalities selected for the 2025 Cohort will:

- Participate in Making it Public (MIP), a free biweekly workshop series with 6 training sessions over 11 weeks (January-April 2025) facilitated by MAPC designed to support Massachusetts municipal staff in facilitating more inclusive and equitable processes for administering a Call for Temporary Public Art.
- Apply the learnings from the workshop series to release a Call for Temporary Public Art by the end of 2025. Each participating municipality will receive a \$15,000 grant from NEFA to fund artists selected through the Call for Temporary Public Art. Additional technical assistance from NEFA and MAPC will also be available.

For more details regarding applicant eligibility and selection criteria, and participant requirements, please visit: www.nefa.org/makingitpublic

Applications for the Making it Public for MA Municipalities 2025 Cohort are due by September 30, 2024 11:59p ET.

Please note that the Making it Public for Massachusetts Artists registration will open in January 2025.



Next Page

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TECH TIP

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Page 1

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Making it Public for MA Municipalities 2025 Application



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Next Page

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Application requirements:

- **Contact information for participating municipal staff (2-3)**
- **Narrative Questions:**
 - 1) Who lives/works in your municipality? How would you describe the public spaces in your communities?
 - 2) Please share examples of how your municipality is currently supporting arts and culture efforts in your communities (e.g. existing arts commission, budget, staff, budget, ordinances, public support/partnerships, etc.).
 - 3) What challenges does your municipality face when it comes to supporting more vibrant and just public artmaking?
 - 4) Why is your municipality interested in supporting more public artmaking at this time?
 - 5) What do you hope to learn from being a part of the 2025 Making it Public cohort? How do you envision these learnings fostering more equitable practices for supporting more just and vibrant public artmaking in your community?
 - 6) Please tell us about your municipality's readiness to both participate in this learning opportunity and apply the learnings to conducting a Call for Temporary Public Art in 2025.
- **Letter of Commitment from Municipality.**
- **Additional supporting materials (optional)**



NEW ENGLAND FOUNDATION FOR THE ARTS
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 Second Floor fax 617.951.0016
 Boston, MA 02118 www.nefa.org

PROFESSIONAL SERVICES AGREEMENT

This PROFESSIONAL SERVICES AGREEMENT (this "Agreement"), entered into on August 23, 2022 is made by and between **New England Foundation for the Arts, Inc., ("NEFA")**, a Massachusetts non-profit corporation with a principal place of business at 1000 Washington Street, 2nd Floor, Boston, MA 02118, AND **the town/city of [municipality]** with its principal place of business at **[address]**.

In this agreement **the town/city of [municipality]** is referred to as the "Contractor"; NEFA and Contractor will collectively be referred to as the "Parties".

In exchange for valuable consideration, the sufficiency of which is hereby acknowledged, and in consideration of the mutual covenants and promises set forth herein, the Parties collectively agree as follows:

1. **Services and Work Products.** During the term of this Agreement, the Parties shall collectively furnish the "Services and/or Work Products" as described below:
 - a. **Services**
 Contractor administers a Call for for a Call for Temporary Public Art in 2023, that exemplify applied learnings from the *Making it Public* workshop series and alignment with [NEFA's Public Art Values](#).
 - i. See Appendix A for a detailed Scope of Work.
 - b. **Work Products**
 Contractor shall produce a Call for Temporary Public Art in 2023, in alignment with municipal procurement of public art in Massachusetts.
 - i. See Appendix A for details.

Contractor shall provide 2-3 high resolution images of the final temporary art work funded, along with relevant image descriptions and photo crediting information.
2. **Payments.** In exchange for the satisfactory performance of the Services and the timely completion and delivery of the Work Products prior to Termination, NEFA shall pay the Contractor the following amounts in accordance with the terms set forth below.
 - a. The Contractor shall be paid by NEFA, according to the following payment schedule:

	Payment Amount
20% of funding will be issued from NEFA to the municipality upon NEFA counter-signing the agreement; payment will be issued by January 30, 2023.	\$3000

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Agreement Template

Payment Schedule:

- 20% of funding will be issued from NEFA to the municipality upon NEFA counter-signing the agreement; payment will be issued by January 30, 2025.
- 40% of funding will be issued from NEFA to the municipality upon: Approval of the Call for Temporary Public art from NEFA and municipality publicizing the Call for Temporary Public Art.
- 40% of funding will be issued from NEFA to the municipality upon completion of the artist selection process.



Thank you!

More information:

<https://www.nefa.org/MakingItPublic>

Email: publicart@nefa.org

Questions and Answers

Eligibility and application

Is my municipality eligible to apply for the 2025 cohort?

Any Massachusetts municipality that has not taken part in a previous MIP cohort is eligible to apply. Please visit MAPC's website to see a complete list of the municipalities in previous cohorts:

<https://www.mapc.org/resource-library/making-it-public/#previouscohorts>.

We are aware that there are some municipalities who have participated in past MIP cohorts but no longer have the individuals who participated in the workshops as staff. For the 2025 cohort, these municipalities are not eligible.

Are Federally Recognized Tribes eligible to apply? (David Weeden, Mashpee)

Neither 801 CMR 21 (statewide procurement), nor MGL c.30B references tribal governments. The only procurement requirements that include tribal governments that we are aware of is the Federal Government: [eCFR :: 25 CFR Part 900 Subpart F -- Standards for Tribal or Tribal Organization Management Systems](#).

Since MIP does focus on how public art commissions can be done in compliance with procurement law through grant agreements, the workshop curriculum might not be a good fit for tribal governments. We ask that any interested tribal governments reach out to Kim Szeto, Senior Director of Public Art at NEFA at kszeto@nefa.org to have a conversation to see if MIP is a good fit for their current needs

Can a library apply on its own, or does the actual town itself need to be a part of it?

The MIP application does require a commitment letter from the municipality.

Do you have a recommendation for what positions should comprise those 2-3 staff? procurement officer, city planner, etc.

MIP teams will look different for different municipalities; a strong application would include someone who is familiar with the municipality's procurement processes and someone who can lead the artist connection. These could be the same person, but don't necessarily need to be.

Can you fill out the application to include municipal staff who are not yet hired but will be by the start of the MIP workshops in January 2025?

[Making it Public \(MIP\) for Massachusetts Municipalities](#)

Info Session – September 11, 2024, 10:00-11:00

Those staff can be included in the application. We do request that municipalities consider their own hiring timelines and onboarding processes in relation to the MIP time commitment. Municipalities can also consider having the optional third participant involved to help cover a transition period.

Does a municipality need to have an idea of where the art would be located (i.e a specific park) prior to applying or will that be a part of the selection process?

Municipalities are not required to have a project site for their application. It can be useful to have some options already in mind since site feasibility can be a long conversation.

What was the acceptance rate for the 2024 cohort?

Last year we accepted just under 50% of eligible municipal applicants.

Workshops and timeline

Will the workshops be recorded?

The workshops will not be recorded.

What happens if you miss one of the six classes?

We are looking for commitment from municipalities to participate in all 6 workshop sessions. However, we do understand that unexpected conflicts can come up. Part of the reason we are requesting each participating municipality to have at least 2 participants is to make sure at least 1 person from your municipality can be there each week.

How long will each of the 6 training workshops be (e.g., 1 hour, 2 hours, more)? And do you have a sense of how much time we would devote to homework each week?

Workshops are scheduled for 2 hours from 10am to 12pm every other Tuesday starting January 28th and ending April 8th 2024.

Optional support sessions are scheduled for 1 hour on Tuesdays between sessions.

While the exact amount of time outside of the workshops can vary between municipalities, we have the following estimated listed in the sample agreement between NEFA and participating municipalities:

- January 28 - April 8, 2025

[Making it Public \(MIP\) for Massachusetts Municipalities](#)

Info Session – September 11, 2024, 10:00-11:00

- Estimating 2-5 hours/week per participant (to attend the workshop and complete the weekly biweekly assignments). Orientation, workshops and drop-in group office hours are all virtual and will be conducted live on Zoom.
- April 2025 - December 2026
 - Estimating a minimum of:
 - 20 hours of work to launch the call
 - 20 – 30 hours to administer the call and support the selection process.
 - Depending on when the project takes place in 2025-2026, estimating 20 hours to support the selected artist(s) throughout the process, implementation, and celebration of the public art project (e.g. permits, accessing an approved vendor, connecting with other municipal departments, etc.).

Is there a timeframe which the \$15, 000 has to be spent?

The \$15,000 should be spent by the end of 2026. We expect calls to be drafted, approved and publicized May through December 2025. A payment schedule in a sample artist agreement is a required part of the Call. Artist selection process, project implementation and celebration will happen January through December 2026.

Temporary Public Art and Call to Artists

Does public art include dance or music or is it strictly visual art?

Public artmaking is multidisciplinary! Yes, activation of public space with music and dance is eligible.

How is “temporary” defined?

We don't have an official definition but generally something that is expected to be in public for less than 18 months. This can range from public activations lasting for a few hours at a time, an installation for a couple of months, or a mural that may stay up for the full 18 months or longer.

Would it be okay if the “temporary” art lasted longer than 18 months? Can we use any portion of the funds for removal if needed?

It would be okay for the temporary public art to last longer than the 18 months – we are not requiring removal after that time (e.g., a municipality would not be required to paint over a mural). Please note that MIP is specifically focused on procurement for temporary public art and that \$15,000 grant is not sufficient for a permanent installation.

The \$3,000 / 20% of the grant that is not required to go to the selected artist(s) may be used for removal.

Could funding be used to pay artists that are creating temporary art as a part of a larger art focused day-long event?

The funding could be used for a temporary activation. However, MIP might not be the right fit for a festival style event.

Is the site for the public art restricted to public land?

We do not require the resulting public art to be on public land. Past municipalities have found that working on public land to be a more expedited process. Other municipalities have had existing relationships with private landowners and used licensing agreements for the public art.

Are the municipalities' Calls only eligible to individual artists or can organizations also apply?

Most MIP Calls have been open to individual artists (including those operating as an LLC) or teams of artists. The call can be open to organizations provided that their focus is public artmaking (such as an organization that works with youth who would be creating the art). Eligibility requirements should be clearly defined in the Call.

The Call should not fund an organization to run a Call for Art process.