



**City of Pittsburgh**  
**Bloomberg Philanthropies/Public Art Challenge**  
**Partner Application**

**Public Art Division**  
Department of City Planning  
200 Ross Street, Fourth Floor  
Pittsburgh, Pennsylvania 15219

The City of Pittsburgh is pleased to announce that it has been invited to apply for the newly announced Public Art Challenge Grant, offered by Bloomberg Philanthropies (<http://publicartchallenge.bloomberg.org/>). The grant requires that the mayor of any municipality with a population of over 30,000 apply as lead applicant, with an artist or arts organization as a partner.

To this end, the City of Pittsburgh is requesting that all interested artists and arts organizations that wish to partner with the City of Pittsburgh on this grant opportunity, please utilize this application document in order to make such request.

### **Application process**

The City of Pittsburgh will receive all requests for partnership via this application document on or by **November 14<sup>th</sup>, 2014 at 4:00 PM (EST)**. A selection committee comprised of representatives from the Mayor's Office, City Planning, and Art Commission will review all applications and make a final selection of a partner or partners based on criteria listed below.

### **Selection Criteria:**

- Excellent, innovative (temporary) public art project(s)
- Potential for positive impact on the city (its neighborhoods, and region)
- Proof of clear, specific partnership between local government and artists and/or arts organizations
- Evidence of technical feasibility of the project idea and its implementation (i.e. staff, consultants, fabricators, engineers, strategy for regulatory approvals, etc.)
- Appropriate budget and capacity to leverage other sources of support
- Strong marketing and audience/city residents engagement strategy
- Commitment to evaluating outcomes

Successful projects will:

- Bring people together to experience public places in dynamic and transformative ways
- Demonstrate close collaboration between artists, arts organizations and cities
- Establish robust public-private partnerships between local government and other funders

*Please note: the above criteria are verbatim from the Public Art Challenge Grant criteria, save those caveats provided in parenthesis.*

### **Timeline**

Deadline for City of Pittsburgh partnership application:	November 14 <sup>th</sup> , 2014
Notification of selection by City:	December 1 <sup>st</sup> , 2014
Public Art Challenge application deadline:	December 15 <sup>th</sup> , 2014

Please also follow this link: <http://publicartchallenge.bloomberg.org/> to review all eligibility requirements, grant deadlines, and frequently asked questions.



**City of Pittsburgh  
Bloomberg Philanthropies/Public Art Challenge  
Partner Application**

**Public Art Division**  
Department of City Planning  
200 Ross Street, Fourth Floor  
Pittsburgh, Pennsylvania 15219

---

## **Application to Partner with City of Pittsburgh**

A complete Partner Application to the City of Pittsburgh for the Public Art Challenge shall consist of a letter of intent (cover letter) and a narrative, as described below:

### **Letter of Intent**

Please provide a Letter of Intent/cover letter to your application. The letter should be placed on organizational or individual letterhead and include the following:

Name, title, and organizational affiliation of applicant (as applicable)  
Name, title (s), organizational affiliation of co-applicant(s)  
Phone, email, website for lead applicant and main contact, and any key personnel  
Brief statement acknowledging request to partner with the City for the Public Art Challenge

### **Narrative**

Please provide a written narrative of no more than 5 pages, in 8.5 x 11 portrait, Word or PDF format that provides:

Applicant/organizational profile, and those of any partners  
List and contact info of key personnel assigned to project  
Brief history of applicant's related experience  
Proposal of partnership/project on Public Art Challenge grant with the City  
Project Budget and Action Plan  
Response to selection criteria

Optional: Images of past work, and/or images pertinent to proposed project. Embed jpeg or other images within the narrative portion of the application---**not to exceed 5 pages in total, inclusive of images.**

**Please send your application via email by including both your Letter of Intent and Narrative within one Word or PDF format document.**

All applications must be submitted no later than 4pm on November 14<sup>th</sup>, 2014 via email to:

Morton Brown, Public Art Manager  
Department of City Planning  
200 Ross Street, 4th Floor  
Pittsburgh, PA 15219

412-255-8996  
[morton.brown@pittsburghpa.gov](mailto:morton.brown@pittsburghpa.gov).

*Please note that if your final application document file size exceeds **10mb**, you may need to deliver the document by disk, or by Google Docs or Dropbox. Other file-sharing sites will not work. Please allow extra time for your delivery if this is the case. No applications will be received after **4pm November 14<sup>th</sup>, 2014.***



## About Bloomberg Philanthropies Public Art Challenge

Bloomberg Philanthropies Launches Public Art Challenge for Cities across the United States

*Inviting Mayors to Apply for funding that will Support Innovative Public Art Projects*

Bloomberg Philanthropies is launching a new program to support temporary public art projects that engage communities, enhance creativity and enrich the vibrancy of cities. Bloomberg Philanthropies is inviting mayors in cities with 30,000 residents or more to submit proposals for innovative temporary public art projects that demonstrate close collaboration between artists, or arts organizations and city government. At least three cities will be selected to receive up to \$1 million each over two years.

“Public art projects play a vital role in bringing new energy to cities – along with new visitors and more economic activity,” said Michael R. Bloomberg. “New York City hosted nearly 500 temporary public art installations during my time as mayor, and we saw just how powerful they can be. Bloomberg Philanthropies remains strongly committed to supporting public art and artists – and to helping more citizens experience familiar places in exciting new ways.” As part of the program, the Bloomberg Philanthropies grant will cover development, execution and project related expenditures but will not fund 100% of project costs. The grant is intended to provide catalytic funds as part of a strong, committed consortium of supporters. Submissions for visual and performing arts, including multimedia installations, will be considered. Applications will be evaluated on their ability to develop and execute dynamic public art projects that establish or strengthen public-private partnerships between local government and other funders, and include strong audience engagement strategies as well as a commitment to evaluating outcomes and impact on the host city.

“The Public Art Challenge is an incredible opportunity to transform the way cities embrace creativity and prompt public-private partnerships to support the arts,” said Philadelphia Mayor Michael A. Nutter. “Art should not only be accessible in museums and theaters, but also in public spaces, encouraging citizens to appreciate new forms of expression every day. I want to thank Bloomberg Philanthropies for pursuing this innovative initiative in support of public art programming.”

“The streetscape provides an enormous canvas for artists working in all disciplines,” said artist Ann Hamilton. “This program will forge new connections between artists and their cities, and create new audiences for the art of our time and place.”

“As Chairman of the NEA, I saw firsthand the impact of public art on communities around the country,” said former National Endowment for the Arts Chairman Rocco Landesman. “Bravo to Bloomberg Philanthropies for this effort to put arts and culture at the core of civic life.”

Beginning on October 13, 2014 eligible cities can submit applications. Following a review period, finalists will be selected and asked to submit a full proposal in February 2015. At least three cities will be selected in May to execute their projects over a maximum of 24 months. The application as well as more information on criteria and deadlines can be found on <http://publicartchallenge.bloomberg.org>.

Bloomberg Philanthropies has a proven track record of supporting creative and innovative public art that enlivens urban landscapes. In 2014, Bloomberg Philanthropies supported artist Tobias Rehberger’s *Dazzle Ship* in London; *We the People*, Dahn Vo’s multi-site exhibition in New York City, organized by Public Art Fund; and Doug and Mike Starn’s *Big Bambú* installation in Jerusalem.

### About Bloomberg Philanthropies

Bloomberg Philanthropies’ mission is to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: Public Health, Environment, Education, Government Innovation and the Arts. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg’s charitable activities, including his foundation and his personal giving. In 2013, Bloomberg Philanthropies distributed \$452 million. For more information on the philanthropy, please visit [bloomberg.org](http://bloomberg.org), or contact: Meghan Womack, +212-205-0176, [meghan@bloomberg.org](mailto:meghan@bloomberg.org)