



Revitalizing Neighborhoods Together™

Request for Proposals-Public Art Program University Park Alliance Spring 2009

To be guaranteed the fullest consideration, all proposals should be submitted on or before 2:00 P.M. local time, on the 29th day of May 2009.

University Park Alliance (UPA), with funding obtained from John S. and James L. Knight Foundation, seeks proposals from area non-profit and civic organizations to further improve the University Park neighborhood. We are seeking proposals from qualified and experienced applicants to develop and implement a public art program in University Park under the guidance of UPA.

Current Needs

Public sculptures, mosaics and murals are currently found throughout the University Park neighborhood and on the campuses of Summa Akron City Hospital and The University of Akron. UPA is seeking a committed and creative partner to provide for the continuation and expansion of the University Park public art program by planning, implementing, promoting and securing funding for long-term permanent visual art installations in the University Park neighborhood.

Promoting public art is an important component of UPA's efforts to transform the University Park into a more welcoming and beautiful neighborhood. Public art promotes a rich, diverse, and stimulating cultural environment, enriches the lives of the neighborhood's residents, visitors and employees, and enhances the neighborhood's image. UPA envisions a public art program that will bring energy to green spaces, enhance streetscapes, pedestrian corridors, and community gateways, and that will ultimately advance the vision of University Park as a neighborhood of enduring diversity, vibrancy and value.

Proposal Requirements

The successful candidate will submit a compelling proposal with detailed plans over the next 24 months to accomplish the following:

- **Master Plan-** to lead an inclusive public process resulting in the establishment of goals, strategies, and proposed physical improvement elements of a public art program in the University Park neighborhood over the next 10 years;

- **Program Funding** - to develop fundraising strategies and actively recruit sufficient financial resources for funding the acquisition, installation and preservation of public art in the University Park neighborhood;
- **Promotion**- to promote awareness and appreciation of the University Park neighborhood as a rich source of public works of art, as a place that values diversity, and as Akron's cultural epicenter.

The budget for the public arts program is flexible but limited. The scope of the proposal should include 1-2 successful new installations over a two-year period. We expect to receive several proposals and cost effectiveness will be a major factor in selection.

All proposals must be in writing and include the following:

1. A clear and accurate description of the project, program, or services provided.
2. A clear and detailed estimate of costs.
3. The proposed time schedule with interim benchmarks, if warranted.
4. A description of the organization, its mission, and its capacity to accomplish the proposed project, program, or services.
5. A thorough description of how the proposed project, program, or services will help UPA accomplish its mission.
6. A copy of the organization's non-profit certification letter from the IRS or that of its fiscal agent. (Proof of 501(c)3 status).
7. Clear and measurable evidenced-based outcomes.
8. Evidence of a sustainability strategy, where appropriate.
9. List amount of cash and in-kind resources that will be leveraged.
10. Copies of latest financial statements & current year budget.

The proposals must be submitted by email on or before May 29, 2009 to:

University Park Alliance
 Attn: Ms. Lois Smith
loisl@uakron.edu

Selection Process and Expectations

The UPA Sub-Grants Committee will review and select proposals in conjunction with UPA staff. UPA reserves the right to reject any or all proposals. Final selections will be made in mid-April.

All grant recipients must provide mid-project reports and a final written report within two months of the end of the project. The final report should include an executive summary of key features and successes, sustainable outcomes of the project, and suggestions for future financial sustainability.

General Principles and Selection Criteria

Consistent with UPA's grant agreement with the Knight Foundation, UPA will:

1. Invest in organizations with strong existing or potential organizational capacity and a mission that complements the UPA mission.
2. Maintain preference towards organizations whose programs have evidence-based results and documented success from past efforts.
3. Support proposals that include clear explanation of how the program will continue and be sustained by the organization in the future, beyond the UPA funding period.
4. Support projects or programs that do not conflict with known or proposed projects of other partners.
5. Work to create healthy and strong leverage of Knight Foundation funds by carefully evaluating the portion of administrative costs, direct program costs, and total organizational budget relative to the level of investment by UPA/Knight.

Further Information

For additional information about University Park Alliance and our various grant opportunities contact:

Beth Houseman, Assistant Director
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