

# UNION ART ALLEY

*In 2023, a new project is being launched in downtown Stillwater. Union Art Alley will evolve, and revolve, with the art that is the soul of our community. A destination for photos, expression, and colorful enjoyment, Union Art Alley will highlight the area's arts and artists in a space tucked just off Main Street.*

Everyone selected to work in Union Art Alley will be a representative of, and an ambassador for, a new artistic space. Treat the building/business owners and the public with courtesy during installation, and with your artwork. Profane, obscene or offensive imagery or language is not permitted. Artistic content in the Alley must remain appropriate to all ages. Other public artwork in Stillwater must have an historic theme. While that is not necessary in Union Art Alley, considering the landscape, riverway, geologic and human history, and other aspects of this place will make your work more relevant and powerful.

## What do you need to do to get involved?

1. Develop a creative project idea that includes at least one artist. Any permissions needed regarding city and private property will be navigated by the Union Art Alley team, your focus should be on the project.
2. Prepare your proposal and budget (Project support ranges up to \$8000 for the larger mural areas).
3. Submit your proposal online by April 23rd, 2023. Artists will be selected and notified by April 28th, 2023.

## WHAT TO INCLUDE IN YOUR PROJECT PROPOSAL

### 1. COVER PAGE

- Project name**
- Project Summary: How would you describe to someone on the street?** (100 words max.)
- Lead Artist(s) info**
  - Name
  - Address
  - Phone
  - Email
  - Artist Statement (200 words max.)
- Preferred location of proposed project** (Please refer to [webpage] for descriptions of each location. If you are indicating multiple locations, please note your first choice in your project description.)

### 2. PROJECT DESCRIPTION: detailed project idea, timeline, budget, artist credentials and work samples

- The Project:** What are you going to do? If it is related to existing work, how? (600 words max.)
- The Plan and Timeline:** Describe the activities and timeline required to complete your project by June 1, 2023 (300 words max.)

- Additional Info: Is there anything else you would like to tell us about your proposal? (300 words max.)
- Artist Credentials: Describe past experience with a similar project. Describe your credentials/ability to complete the project as described and in a professional manner. (600 words max.)

**3. Supporting Information, Images, Work Samples** Include draft designs, mock-ups or other relevant materials that reflect the final product for your project. Include at least one image of work a work sample relevant to your proposal. (1-5 files)

**4. Budget**

Use the template as a guideline for developing your budget.

**BUDGET TEMPLATE**

Expense Item	Cost
Time (artist/collaborator compensation)	
Materials (describe)	
Other	
Total	

Income Source	Amount
Union Art Alley Support	
Other <i>(not required, but if you have other secured funds, list them here)</i>	

## **SUBMISSION, DEADLINES AND REVIEW PROCESS**

Submit your proposal materials by April 23rd, 2023

All projects must be completed by June 1, 2023

### **How is my project reviewed, and when will I find out if it was funded?**

Proposals will be reviewed by the Union Art Alley's volunteer committee and you will be notified of your project status by April 28, 2023. Projects may be given feedback for small adjustments before officially funded.

### **If your project is accepted:**

1. Sign contract and receive 70% of project support (i.e. \$700 if you're requesting \$1000).
2. Initiate and complete project. Ideally all projects must be completed by June 1, 2023.
3. Help communicate information about your project while you do it by providing pictures, video and descriptions.
4. In any description or credits of project, always use the following language: *"This activity is part of Union Art Alley, a partnership of area businesses and organizations. ArtReach St. Croix serves as the fiscal agent, but this is not a direct program of ArtReach, or the City of Stillwater"*
5. Submit final report (This will be a simple set of questions asking what you did and an updated list of expenses. The form will be sent with your contract when the project is confirmed).
6. Receive remaining balance of support and celebrate with your friends!

**HAVE FUN AND GOOD LUCK!**