

About the Transformative Arts Fund

Transformative Arts Fund Committee

- Dr. William C. Washington and internationally renowned trombonist player, leader of Da Land Brass Band, member of Mourning a Blkstar, a licensed professional clinical counselor and health psychologist and owner of Washington Wellness Institute in Colinwood Ward 8,
- Letitia Lopez Executive Director at JULIA DE BURGOS CULTURAL ARTS CENTER who came to the arts administration/leadership from the corporate sector. Julia de Bergos is in Ward 14 in the Clark Fulton community.
- Gina Washington is from Ward 10, and is a practicing artist in photography and mixed media, she is an arts educator and entrepreneur and actively engaged on a number of arts organization boards across the city
- Vince Robinson is a musician, a spoken word poet, a media professional, an artist and entrepreneur he is the owner/founder Larchmere Arts in Ward 10 and is also deeply active on several organizations boards.
- Maya Curtis who also lives in ward 10 is an artist and arts administrator and is currently the grants manager at Cuyahoga Arts & Culture.
- Ms. Gwen Garth is from Ward 7 is a multimedia artist, entrepreneur an arts activist and so much more--Ms. Gwen founded Kings and Queens of Art has received a number of grants and awards to do her work.
- Deidre McPherson is the chief community officer at Assembly for the Arts—Deidre knows the pulse of Cleveland’s arts community and in addition to her work, holds many additional board roles with arts, civic and culture organizations.

Request: To amend 895-2022 adding that Assembly for the Arts support the implementation and project management in the following three critical areas:

- 1) Grant Award Disbursement—to award to the lead artists applicant’s institutional partner.
- 2) Awards Management Software—staff time to create application using their awards management software to establish/create the Transformative Arts Fund Application. This software will enable to committee to review the applications and the Assembly staff through this software will accept applications, be able to communicate with applicants, and manage and implement the process preparing the TAF responses for committee review.
- 3) Quarterly Check-Ins to be scheduled for virtual meetings at the end of the month per below outlined schedule with Rhonda Brown, Lead Artist and Institutional Partner:
 - a. September 2024
 - b. December 2024
 - c. April 2025
 - d. July 2025

TAF Committee Vision/Framework:

We believe that art, in all its forms, has the capacity to transcend boundaries, inspire social change, educate, evoke emotion, and ignite the human spirit. It has the capacity to build bridges between people from different backgrounds and foster empathy, understanding and unity.

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Through the funding of projects led by artists in collaboration with an institutional partner and within the 17 Wards of the City of Cleveland (community/location) we are committed to harnessing the power of public arts initiatives as a catalyst for positive change.

Our vision is to support and promote innovative, thought-provoking, and inclusive Cleveland-centric public art projects that ignite inspiration, foster dialogue, and drive social transformation. This initiative is dedicated to empowering artists, creators, and communities to collaborate and create art that reflects the diversity and richness of our city.

TAF Criteria/Eligibility:

- A Cleveland artist with a verifiable address will lead the project referred to moving forward as the LEAD ARTIST
- The Lead Artist must partner with an Institutional Partner to be eligible; the institutional partner is the organizational support, the administrative resource for the initiative, Assembly for the Arts would disburse the awards to the recommended and approved projects institutional partner.
- The project must take place within one of the 17 wards of the city of Cleveland and/or neighborhoods (there is set criteria that the IP must follow)
- The application deadline is set March 30, 2024
- While we look forward to receiving projects of all ideas, special consideration will be given to project proposals that amplify/address the following: vacant land reutilization, the environment, food insecurity, violence prevention, matters of diversity, equity, and inclusion, safe spaces in Cleveland, and social determinants of health, i.e., Black maternal-fetal health, smoking cessation, and physical and mental health.
- We invite applicants to explore city resources to consider projects to be produced on:
 - Vacant Land
 - Public Right of Way
 - Greenspace
 - Red-lined Neighborhoods

The Application asks the Lead artist and the institutional partner to answer about 8 questions to include attachments including: work samples, the institutional partner commitment letter, ward/neighborhood selected communities, a copy of the Center for Community Solutions data report on the selected community, a budget including detail regarding the artistic personnel budget, costs for fabrication, supplies, permits, licenses etc.

RESOURCE ALLOCATION OF THE FUND

TAF Resource: \$3,000,000

Assembly Fee: \$90,000

Award Pool: \$2,910,000 anticipated 6-12 awardees depending on budgets

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Draft Timeline:

- **January 30** - Web page goes live and is accessible from the City's website, application goes live
- **February** - In-Person/Virtual Pre-Conference Sessions, 3 of each
- **February 15th** - TAF Committee Meeting
- **March 30th** - application deadline, submission portal closes at 11:59PM
- **March 21st** - TAF Committee Meeting: Meg Matko from Assembly will join us at the meeting as the train the committee on the software to score applications

POST APPLICATION DEADLINE REVIEW & SCORE INTERVIEW FINALISTS FINAL RECOMMENDATIONS

- **April 1- April 18th** - score and rank, seek clarification on any proposals as needed, getting final details if we have any questions about applications
- **April 18th** - TAF Committee Meeting
- **April 19th** - notify finalists
- **April 24 - May 3rd** - VIRTUAL Finalist interviews, partnering organizations to be present
- **May 16th** - TAF Committee Meeting - FINAL DELIBERATION AND RECOMMENDATIONS MADE

WEEK OF MAY 20-24 FINAL PRESENTATION AND APPROVAL FROM MAYOR BIBB, PRESIDENT GRIFFIN & COUNCILMAN CONWELL

ANNOUNCEMENT OF AWARDEES

- **June 3rd** - TAF Project Announcement
- **June 17th** - Project Start Date
- **June 20th** - FINAL TAF Committee Meeting - Celebration!