**Waterbury Rail Art Project – the Public in Public Art**

THE FIRST THING TO DO

1. Write down your goals and aspirations for your project. Keep them in front of you whenever you meet, discuss, think about and fundraise for the project.

COMMUNITY ENGAGEMENT TIPS

1. Who should be involved? Bring together a wide range of people to help shepherd the project. Include artists, business owners, residents, folks who live or work nearby, key stakeholders, other local non-profit organizations. Think outside of the box!

2. Brainstorm ways to allow the community to participate. People can attend presentations, vote on possible themes/ideas/location etc., create ancillary projects, hold fundraisers. Listen to all ideas – if they have brought you an idea, then they are already interested – capture it, and again, think outside of the box! Don’t forget children and local schools.

3. Publicize your project. By making regular updates on the public art project folks will be curious about what is happening and will want to know more. This will help you along the way (with engagement, volunteers and fundraising).

4. Plan for what is unknown and ask for help. Public art projects are complicated and are more than just the final work of art. When you discover something you are unsure about – ask for help. Local contractors, retired engineers, landscape artists, property owners, small businesses – you have no idea who can help. I guarantee they will want to help – just ask.

INFRASTRUCTURE TIPS

1. Creating the artwork is the responsibility of the artist. You are hiring the artist because of their expertise. Keep in regular touch with the artist and ask questions so you are kept informed.

2. Installation, though the responsibility of the artist, is also of your concern. Things to consider with installation include timing, location, rental equipment, traffic control and signage, safety requirements, insurance, staging area, food/beverages, volunteer help. Also, what do you do with the people who want to watch?

3. Work closely with any key stakeholders, particularly property owners. Knowing what their questions and concerns are in advance will assist you in planning.

FUNDRAISING TIPS

1. Fundraising is part of engaging the community. Strategize on different levels of support. The coins in a jar are just as important as the private asks of companies and large donors. Ask in different ways and at different times – radio, local newspaper, connect with interested non-profits, newsletters, online campaigns and letters.

2. Don’t forget about in-kind donations. The person who designs a poster for you. The contractor who provides you with a lift (a $1500 value!). The company that allows their employee the day off to set up the electrical conduit. This all has value.

3. Recognize everyone! Include funding for a recognition plaque and name everyone who helped.

SAMPLE BUDGET

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|  | **SAMPLE PUBLIC ART PROJECT BUDGET** |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  **2018 WRAP**  |
|  | **Income** |  |  |  |  |
|  |  | **Contributed Income** |  |  |
|  |  |  | **Corporation** |  |  $ 6,000.00  |
|  |  |  | **Foundation and Grants** |  $ 38,000.00  |
|  |  |  | **Government** |  |  $ -  |
|  |  |  | **Individual** |  |  $ 13,500.00  |
|  | **Total Income** |  |  |  **$ 57,500.00**  |
| **Gross Profit** |  |  |  |  **$ 57,500.00**  |
|  | **Expense** |  |  |  |  |
|  |  | **Business expenses** |  |  |
|  |  |  | **Insurance** |  |  $ 3,000.00  |
|  |  |  | **Licensing & registrations** |  $ 3,000.00  |
|  |  |  | **Meeting Refreshments** |  $ 350.00  |
|  |  |  | **Opening Celebration** |  $ 900.00  |
|  |  |  | **Miscellaneous** |  |  $ 200.00  |
|  |  |  | **Recognition Plaque** |  $ 1,500.00  |
|  |  |  | **Printing/copying** |  $ 500.00  |
|  |  |  | **Coloring books**  |  $ 500.00  |
|  |  |  | **Postage, shipping, delivery** |  $ 100.00  |
|  |  | **Total Business Expense** |  **$ 10,050.00**  |
|  |  | **Staff Expenses** |  |  |
|  |  |  | **Contract services** |  |
|  |  |  |  | **Artist** |  |  $ 40,000.00  |
|  |  |  |  | **Honorariums** |  $ 2,000.00  |
|  |  |  |  | **Videographer** |  $ 2,500.00  |
|  |  |  |  | **Graphic Design** |  $ 400.00  |
|  |  |  |  | **Flaggers** |  |  $ 2,000.00  |
|  |  | **Total Staff Expenses** |  |  **$ 46,900.00**  |
|  | **Total Expense** |  |  |  **$ 56,950.00**  |
| **Net Ordinary Income** |  |  **$ 550.00**  |