

FY2016 Public Art Community Projects Public Art Outcomes Table

Public Art Community Projects must begin with a thoughtful plan and steps in place to measure project successes (and challenges). Applicants who are awarded a grant will be required to report project results based the outcome measures developed within the application.

Use the Public Art Outcomes Table to complete the **Measuring Outcomes** section of the application. The Community Public Art Program includes three (3) Goals that each outlines three (3) possible Outcomes. Proposals must align with a minimum of one goal and outcome (for smaller projects) while larger projects should incorporate three or more.

The Public Art Outcomes table includes the goals and outcomes as noted below:

FY16 Public Art Outcomes Table - Overview			
Goals	1. COMMUNITY RELEVANCE & CIVIC ENGAGEMENT	2. ARTS ENGAGEMENT & ARTISTIC EXCELLENCE	3. ENHANCING THE CREATIVE ECONOMY
Outcomes	Build or deepen community participation in arts experiences.	Spark innovative and creative learning.	Expand awareness of the creative economy.
	Develop greater awareness of the arts in public spaces.	Foster a sense of pride in one's community.	Increase support for artists and the arts.
	Improve (vacant, underutilized, poorly lit/functioning) public spaces with the arts.	Engage in high quality arts experiences.	Improve perception; create places that matter.

Applicants make selections in relation to project activities; then develop customized Indicators and Evidence specific to the proposed project.

Goals and Outcomes: Select goal(s) that align with your project. Then based on the goal(s) you identify, what measurable changes, improvements, or impacts do you anticipate experiencing as you carry out your project?

Indicators: What will you see, observe, hear, or experience that will let you know your plan is working?

Evidence: Within the period of the grant, what information (anecdotes, stories, numbers, statistics, dollars, etc.) will you collect to help you determine the effectiveness of your project? What types of tools (surveys, descriptions, primary or other research, etc.) will you use to collect the information needed? What technical assistance or other support (if any) will you employ to produce evidence of your success?

IMPORTANT NOTE: Grantees will be responsible for carrying out their activities, goals and outcomes as constructed in their application and will report results to COA as part of the final report. **COA encourages quality over quantity.** Applicants applying for a lower grant request may focus on one or two strong outcomes while those applying for a higher grant request may explore further outcomes while carefully maintaining quality. There is no set number; therefore, define only the number appropriate for the project.

FY16 Public Art Outcomes Table – includes examples of Indicators & Evidence

1. COMMUNITY RELEVANCE & CIVIC ENGAGEMENT

The Arts are essential in the development of great places; therefore, Public Art projects in this goal area provide opportunities for community participation and make a difference by connecting to the community.

PUBLIC ART OUTCOMES		INDICATORS: examples of what to look for	EVIDENCE: examples of what to collect
a)	Build or deepen community participation in arts experiences.	<ul style="list-style-type: none"> Art becomes more visible within the community New relationships between arts and non-arts groups Greater community participation in arts activities/events 	<ul style="list-style-type: none"> # of artists & arts groups presenting programs in community spaces community input into arts programming # of non-arts participants engaged in arts programming
b)	Develop greater awareness of the arts in public spaces.	<ul style="list-style-type: none"> Desire to improve community with more spaces for art Local government increases community input opportunities Increase public support for improvements (zoning, legislation) 	<ul style="list-style-type: none"> greater public interest in making spaces available for the arts community attendance at gov. mtgs revisions of planning and zoning regulations for public art
c)	Improve (vacant, underutilized, poorly lit/functioning) public spaces with arts.	<ul style="list-style-type: none"> Animate vacant lots, storefronts Increase support for streetscape improvements Improve public safety through visual improvements, includes better lighting, wayfinding signage, etc. 	<ul style="list-style-type: none"> improvements to the visual landscape increased feelings of safety # of inactive spaces transformed into active spaces

2. ARTS ENGAGEMENT & ARTISTIC EXCELLENCE

High quality art and arts experiences stir creativity and critical thinking; therefore, Public Art projects in this goal area advance innovative thinking through arts and integrate high quality art and arts experiences into our daily lives.

PUBLIC ART OUTCOMES		INDICATORS: examples of what to look for	EVIDENCE: examples of what to collect
a)	Spark innovative and creative learning.	<ul style="list-style-type: none"> Opportunities for creative output Interaction(s) between artists and community members Encourage a supportive environment for innovative thinking where solutions come from within 	<ul style="list-style-type: none"> # of opportunities for creative expression anecdotal documentation of arts engagement process document "next steps" inspired by the project and defined through community conversations
b)	Foster a sense of pride in one's community.	<ul style="list-style-type: none"> Opportunities to discuss individual perceptions of one's community through interactive arts activities Increased feeling of support or pride within a community 	<ul style="list-style-type: none"> # of opportunities available for a community to come together anecdotal information, project impact
c)	Engage in high quality arts experiences.	<ul style="list-style-type: none"> Engage in activities that advance critical thinking Appreciation of artistic accomplishments are validated 	<ul style="list-style-type: none"> individuals develop understanding of quality arts experiences projects receive recognition

3. ENHANCING THE CREATIVE ECONOMY

The Arts are an essential component of Connecticut's vibrant economy; therefore, Public Art projects in this goal area support an expanded financial awareness of the value of creative industries, artists and arts experiences.

PUBLIC ART OUTCOMES		INDICATORS: examples of what to look for	EVIDENCE: examples of what to collect
a)	Expand awareness of the creative economy.	<ul style="list-style-type: none"> Community interest in creative economy assets Expansion of marketing efforts to promote the economic importance of the arts industry within the community Collaboration between arts and non-arts members of the business communities. 	<ul style="list-style-type: none"> greater understanding of creative assets and their benefit to the local economy visible/vocal support for the creative economy as part of economic success
b)	Increase support for artists and the arts.	<ul style="list-style-type: none"> New/Expanded markets for artists work and skills Increased availability of resources, sharing of resources Strong crowdsourcing initiatives Interest in developing or expanding local government and/or private support for local artist sand arts organizations 	<ul style="list-style-type: none"> # of artists employed and/or benefiting # of venues available for local artists sales (\$) at local markets developer or tax incentives
c)	Improve perception; create places that matter.	<ul style="list-style-type: none"> Improve attitudes, satisfaction with community (livability) Successful changes in policy to attract and support creative businesses and arts (promotion, tax incentives, etc.) Attract new businesses, organizations, residents 	<ul style="list-style-type: none"> retention of participants year-to-year increase in economic activity in response to the project