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Title	<b>Public Art Reston</b>	05/24/2017
	by <b>Anne Delaney</b> in <b>FY18 Project Support Grant</b>	id. 7924485
	12001 Sunrise Valley Drive Reston, Virginia 20191 United States 703-880-1177 annedelaney@publicartreston.org	

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<b>Original submission</b>	05/24/2017
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My organization has an address of record within the geographical boundaries of Fairfax County, the City of Fairfax, or the City of Falls Church. **Yes**

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My organization's core mission is the creation, exhibition, presentation, production, or performance of and/or education in, an arts discipline. **Yes**

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My organization has regular activity in a minimum of four different months in the year or 120 days of the year. **Yes**

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My organization is in compliance with all local, state, and federal laws. **Yes**

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My organization holds current or pending status under IRS code 501(c) or operates as a specifically defined arts division or program within a larger nonprofit 501(c)(3) organization. **Yes**

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If the organization is a non-profit or foundation that directly supports county government programs and agencies, the service area is county-wide. **N/A**

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My organization has met at least two of these four requirements for the past 12 months. Please see list to the right. **Yes**

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My organization has independently prepared financial statements such as an audit or a treasurer's report (audit required for organizations with expenses of \$600,000 and above). **Yes**

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If your organization has received funding previously from the Arts Council of Fairfax County, all required final reports for any grant(s) received during the previous fiscal year, were submitted by the deadline. **Yes**

Upload Required Eligibility Documents for verification:

[Board\\_List\\_Public\\_Art\\_Reston.doc](#)

[ILD\\_Public\\_Art\\_Reston.pdf](#)

[TRA\\_Public\\_Art\\_Reston.pdf](#)

FEIN Number **261314131**

Mailing Address **12001 Sunrise Valley Drive**

Floor/Suite/Apt. **n/a**

City **Reston**

State **Virginia**

Zip Code **20191**

Is this mailing address the same as your street address? If not, please complete the following fields for your physical location. **Yes**

Phone Number **703-880-1177**

Website **www.publicartreston.org**

Check the appropriate Fairfax County magisterial district for your organizations street address: **Hunter Mill**

Project Contact First Name **Anne**

Project Contact Last Name **Delaney**

Project Contact Title **Executive Director**

Project Contact Email **annedelaney@publicartreston.org**

Project Contact Phone Number **703-880-1177**

Chief Administrator First Name **Anne**

Chief Administrator Last Name **Delaney**

Chief Administrator Title **Executive Director**

Chief Administrator Email **annedelaney@publicartreston.org**

Chief Administrator Phone Number **703-880-1177**

Chairman, Board of Directors First Name **Maggie**

Chairman, Board of Directors Last Name **Parker**

Chairman's Email	<b>mdparker@comstockpartnerslc.com</b>
Chairman's Phone Number	<b>703-963-6871</b>
Chairman's Address	<b>1886 Metro Center Drive</b>
Floor/Suite/Apt.	<b>Fourth Floor</b>
City	<b>Reston</b>
State	<b>Virginia</b>
Zip	<b>20190</b>
Has your organization applied to the Arts Council of Fairfax County in the past?	<b>Yes</b>
If your organization received funding from the Arts Council of Fairfax County in the past, when?	<b>2017, 2016, 2015, 2014, 2013, 2012, 2011, 2010</b>
Annual Number of Performances	<b>0</b>
Annual Number of Exhibitions	<b>3</b>
Total Number of Annual Events	<b>15</b>
Organization's Total Audience	<b>4100</b>
Does your organization employ paid full or part-time non-artistic staff?	<b>Yes</b>
If yes, what is the Full Time Equivalent (FTE)?	<b>1 FTE</b>
Which category best describes the primary activity of your organization?	<b>Visual Arts</b>
Based upon the most recently completed fiscal year expenses, what is the overall budget size of your organization?	<b>Level 3 - \$100,000-\$250,000</b>
How did you hear about the grant program?	<b>Email</b>

1. Describe the applicant organization's history, mission, and goals.

**Public Art Reston (formerly known as the Initiative for Public Art – Reston or IPAR) represents the lasting commitment to public art by the Reston community. In 2007, Reston's civic organizations convened leaders in visual arts, urban planning, architecture, business, and government to envision new public art works. The founding organizational participants were Arts Council of Fairfax County (ACFC), Greater Reston Arts Center (GRACE), Greater Reston Chamber of Commerce (GRCC), League of Reston Artists (LRA), Reston Association (RA), Reston Community Center (RCC), Reston Town Center Association (RTCA), and the Supervisor Hunter Mill District Office. Consensus emerged for incorporating a nonprofit organization dedicated to the creation of new public art in Reston. In 2008, Public Art Reston's Board of Directors adopted the Public Art Master Plan for Reston. The plan prioritizes sites and types of public art and specifies procedures to initiate projects, facilitate funding, select artists, review design concepts, and manage programs. Collaborating with founding partner organizations, Public Art Reston has completed six permanent artworks and eight temporary installations, developed educational programs, and coordinated public art-making activities. Public Art Reston has produced three documentary films, a traveling exhibition Reston: The Art of Community supported by a catalogue and documentary film, a public art inventory with map, informational signage for each new public artwork, the public art portfolio for GRACE's art in-school curriculum, and included Reston's public art collection to the national database Public Art Archive. In addition, Public Art Reston has also published a public art guide and checklist for developers and organized two informational events for developers about the integration of public art into new developments and hosted by Supervisor Hudgins (2010 and 2015).**

**MISSION: Public Art Reston seeks to inspire an ongoing commitment to public art and create a new generation of artworks in Reston. Public Art Reston promotes urban design principles established by Reston's founder, Robert E. Simon, and affirmed by Fairfax County Board of Supervisors: Public art has been a component of the effort to achieve quality urban design in Reston since the community's inception and is a distinguishing feature that contributes to the overall character of Reston. Fairfax County Comprehensive Plan Amendment No. 2013-05[2211]**

**GOALS: Develop new public artworks recognized for artistic excellence; encourage developers and public officials to commission public art; educate students, artists, residents and visitors about public art; engage the community in public art-making activities; increase support for public art in Reston and Fairfax County. This year marks the 10th Anniversary since the founding of the organization and for this milestone year, we are undergoing a renaming and rebranding for the organization and renew an excitement within the Reston community to participate and engage.**

Provide a brief overview of your project. Use clear language that can be understood readily by readers who may not be familiar with the discipline or subject area.

**This Project builds on the tradition of Reston, a master-planned community, to incorporate art and culture in the fabric of everyday life, and is the second permanent initiative undertaken at one of the community's underpasses by Public Art Reston. The long-term ongoing Project will team artists or artist-lead teams with schoolchildren and teens at schools or community centers, and 55+ at senior living facilities, to create artistic environments at key points along the community's pathway system, namely the 26 sites where underpasses carry paths beneath roadways. This Project will create a site-specific artwork by a professional artist or artist-led team with community members of one group above mentioned, or a combination of these groups, through a residency. Underpasses will be selected for their visibility, use, and suitability for community involvement. The Project will involve several community and private partners.**

Project Support Category	<b>Opportunity (grant amount ranges from \$1,000 - \$20,000)</b>
Check the appropriate Fairfax County magisterial district(s) for your project location(s):	<b>Hunter Mill</b>
Project Title	<b>Reston Pedestrian Underpass Artist Residency and Public Art Project</b>
Amount Requested	<b>20000</b>
Total Project Budget	<b>50,000.00</b>
Start Date	<b>07/01/2017</b>
End Date	<b>06/30/2018</b>
Estimated audience for this project	<b>60000</b>

1. Describe the project to be funded and its goals. Is this a new project for your organization? If not, has the project received funding from the Arts Council previously? What's new or different from previous activity?

The underpasses that carry Reston's path system under major roadways have long captured the attention of artists. Some of Reston's most wonderful artworks were created by Gonzalo Fonseca in the underpass under North Shore Drive as part of the original development of Lake Anne Village Center. There is a continuing concern about maintaining the underpasses as comfortable places for path users, many of whom are children walking to school. Artworks in these areas would help make them more welcoming. All 26 underpasses are maintained by Reston Association (RA).

The Public Art Master Plan for Reston identifies Underpasses as a "community infrastructure" working zone. It recommends that underpasses should continue to be locations for new art commissions, and places for partnering professional artists with Reston's schools to create both temporary and permanent enhancements to these components of the community's infrastructure. In 2009, Public Art Reston, RA, and Reston Community Center (RCC) partnered with Hunters Woods Elementary School to commission Valerie Theberge a mosaic artwork at the Glade Drive underpass and to lead workshops with the students who created mosaic works that were integrated into her work. It is Public Art Reston's vision to continue its partnership with RA, RCC and others to support the creation of new artworks in additional underpasses, projects that result in professional artists working with students or other community groups in conceptualizing or creating an artwork of professional quality.

Public Art Master Plan for Reston's goals for artworks at underpasses:

- Bring distinction to the concrete walls that frame the entrances to the underpass.
- Engage the community — schoolchildren, their parents and teachers, pedestrians and bicyclists, residents of adjacent clusters — through involvement in the creation of an artwork, guided by a professional artist.
- Enhance the perception of safety by eliminating graffiti and reinforcing the sense of "community ownership" the art works create

Based on its location, size, community living nearby, and artist selected, each Project at an underpass will be different. Artistic approach and materials used will differ from one project to the other. The Arts Council provided Operating Grant support in FYE10.

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3. Category Specific Questions:

**Opportunity category**

b. If the proposed project is in the Opportunity category: Describe how the project responds to a typical or out of the ordinary opportunity for your organization?

The proposed Project is linked to a working zone that comprises 26 different sites located at multiple areas of Reston. By launching this project, more than seven years after completing the first project at an underpass, Public Art Reston intends to develop a mid to long term plan for completing a new underpass project every year or every few years. Support for this project would represent an opportunity to engage with potential community and private partners for this project and future ones. This project is also a unique opportunity to directly engage groups of the community with different levels of income and from different cultural backgrounds.

Public Art Reston and RA, the owner and steward of Reston's underpasses, will collaborate with other project partners to recommend underpasses for future projects, using the priorities listed below. In addition, participating project partners may have their own priorities and interests in a specific area of Reston. The factors that should be considered in determining whether an underpass presents a viable opportunity include:

- The structure and surfaces of the underpass should be in sound condition.
- The underpass should provide access to a community destination, such as a village center, school or community facility.
- The underpass should be in an area of Reston that otherwise lacks public artworks.
- The underpass should be in an area that could also be enhanced by other improvements, such as landscaping, gardening or a small seating area in the approach area to the underpass.

The project engages participants and audience in new art experiences at specific locations. The artist will be selected for their artistic excellence and ability to work with school children, teens, or seniors.

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4. Describe how this project fits your organizational mission. Is the proposed project a new activity for your organization or different from your typical activities? if so, how? Is it a significant expansion of an existing program?

**Public Art Reston's mission is to inspire an ongoing commitment to public art and create a new generation of artworks in Reston. It is dedicated to fostering community discourse and education about public art, creating new expectations about the possibilities for art in the public realm, and cultivating a new generation of artworks in the community.**

**The Underpass Project will follow the model of an artist residency and the realization of a permanent artwork at one of Reston's underpasses located near a school or community center that the organization established in 2009-2010 with the realization of a mosaic mural "Emerge" by artist Valerie Theberge and students from Hunters Woods Elementary School for the Arts and Sciences. The Project will engage the community through direct involvement in the creation of a work of art, guided by a professional artist or artist-led team. The Project will become part of a new generation of permanent artwork in underpass areas that takes its lead from some of the most successful artworks created by international artist Gonzalo Fonseca in Reston's early day. While we will follow a similar approach, each project at one of Reston's underpasses is considered different in that it will involve a different professional artist or artist-led team, a different school or community centre, a new site, and new partners (public and private.) The Project marks the beginning of a significant expansion of a program initiated seven years ago and that will take place over several years.**

5. How will you evaluate success in meeting your goals for this project (e.g., by # of participants, attendance as a % of capacity, ticket sales, testimonials, reviews)?

**The project's impact will be measured by ongoing documentation of the processes and events surrounding it, including the outreach and engagement aspects. Students will be asked to create work that relates to the Project such as sketches, paintings, poetry and the like. Objective data will include number of participants in the public art projects; number of parents involved; number of people attending artist's public presentation about the project and dedication of public artwork. Criteria for success of the project will extend beyond the objective data related to numbers of participants and breadth and scale of the variety of activities. Project partners will also capture subjective documentation of the impact of the project on individual students, families, partner organizations, and the neighborhood in which the project is executed. Such documentation will seek to capture how such a project may change a child's outlook, a family's sense of belonging, and a neighborhood's sense of community. These results may provide more profound and long-lasting evidence of the permanent impact and value of art in the lives it affects. Interviews with the users of the underpass will be conducted once the artwork will be installed to seek testimonials on the impact of the project in the immediate neighborhood and one the pedestrians and bicyclists who may use the underpass.**

6. Describe your organization's ability to carry out this project; if you have done a similar project in the past, was the project successful?

**Public Art Reston conducted a similar project in 2009-2010 at the Glade Drive underpass and has led other permanent and temporary public art projects with multiple community and private partners since then. In 2009-2010, the organization identified community and funding partners; wrote the call for qualifications; managed the review and selection process with an Art Selection Committee (funding partners), the Public Art Committee, and Reston Association Design Review Board. Public Art Reston wrote the contractual agreement with the artist with the guidance of legal counsel; managed the project budget; conducted fundraising events; coordinated the artist workshops with the school and Reston Community Center; coordinated artist talks about the new project; produced a short documentary film about the project; coordinated the unveiling event; documentation of the artwork; and wrote a final VCA project grant report. The project was very successful with the direct participation of over 30 students, three professional artists, two teachers, parents, media, and the unveiling was attended by students, their parents, community partners, and elected officials. We know of a least two students who participated in the Glade Drive mosaic project and who are now in high school and have been involved in the temporary public art project on the Lake Thoreau spillway realized by the South Lakes High School STEAM Team.**

7. What are your plans for marketing and promoting your activities?

**Public Art Reston will rely on its Communications Committee that includes local public relations, writers, marketing, media and design professionals who are generous contributing their time, expertise and resources. It will also rely on its network of local contacts in the media (Viva Reston Lifestyle, Reston Now, Fairfax Times, etc).**

**We will write a press release to announce the RFQ that will be distributed to the media and through our e-newsletter (over 1378 emails) and social media (Twitter/Facebook). We will seek the assistance of our founding community partners such as Reston Association, Reston Community Center, Greater Reston Chamber of Commerce, and other project partners to promote the project and related events. The project will be featured on our new website and be listed in the public art inventory (Permanent Projects) and on Public Art Archive's website, more specifically listed under "Reston, VA." The project will be included on Reston's public art map available on the organization's website.**

8. Explain how this project will specifically either engage new audiences in the arts and/or contribute to the vibrancy and quality of life in Fairfax County?

**The decision to propose to focus on an extensive program of site-specific projects at multiple sites is developed to engage new participants and audiences who live or have regular activities in the area of one of Reston's underpasses. Over time, we plan to engage new participants at schools, community centers where teenagers meet after school, and senior living centers. They will work with a professional artist to develop concepts and/or in art making for the selected underpasses. Creating new public artworks for this community infrastructure sets a standard for the community's high expectations for public art and will reflect the diverse community. It will have a direct impact on the quality of life in Fairfax County as many Restonians and visitors walk or use their bicycles on the pathways on a daily basis.**

Budget Narrative

**Expenses for Contract: artistic include Include artistic fee for design concepts (3 x \$1000), artist fee (\$15,000), and estimated fee for material/fabrication by artist (\$22,000). The cost for materials may vary based on the type of material proposed by the artist and the quantity of materials required for the scale of the underpass. The artist may choose to work with repurposed material or allocate more funds towards fabrication of the artwork.**  
**Funding is requested for salary of Public Art Reston executive director to manage the project. Regular duties of the executive director will be performed by the program assistant under the supervision of the executive director.**  
**The salary for technical staff reflects the salary of RA staff involved in the preparation of the site and handling of any equipment by RA.**  
**In-kind services include marketing possibly provided by Viva Reston Lifestyle magazine.**

Is the Project feasible at less than full funding, and if so, how would the budget be adjusted?

**Public Art Reston is committed to a project of this nature occurring in the timeframe. If necessary, Public Art Reston will seek other funding. However, the Project is also feasible at less than full funding. The scale of the project would be adjusted accordingly. For instance, instead of covering the exterior walls at the two entries to the underpass and on the two interior walls, the project could be limited to the exterior walls which are more visible.**

What other partnership agencies are involved in this project, if any? In the fields below, list other partners and funds or services received along with the partner's name:

**Non-profit arts organization, Non-profit community organization, Foundation, School/School District, For-profit organization, Media organization**

Please specify name and funds or services provided

**League of Reston Artists/Greater Reston Arts Center - Services: Promote RFQ, assist with workshops.**

Please specify name and funds or services provided

**Reston Community Center- Funds and help coordinate workshops.**

Please specify name and funds or services provided

**Reston Association - Services: promote RFQ, prepare site, provide equipment. Greater Reston Chamber of Commerce - Services: Promote project and related events.**

Please specify name and funds or services provided

**Bank of America - Funds / Wells Fargo - Funds**

Please specify name and funds or services provided

**Friends of Reston - Funds**

Please specify name and funds or services provided

**Viva Reston Lifestyle Magazine - Services: marketing/article about project.**

Required documents

[990\\_Public\\_Art\\_Reston.pdf](#)

[Fiscal\\_Year\\_To\\_Date\\_Budget\\_043017\\_Public\\_Art\\_Reston.xlsx](#)

[List\\_of\\_key\\_project\\_staff\\_Public\\_Art\\_Reston.docx](#)

Required Tables

[Required\\_Tables\\_Public\\_Art\\_Reston.xlsx](#)

Work Samples

[Work-Sample-01\\_Public\\_Art\\_Reston.pdf](#)

[Work-Sample-02\\_Public\\_Art\\_Reston.pdf](#)

[Work-Sample-03\\_Public\\_Art\\_Reston.pdf](#)

Support Material

[Coversheet\\_for\\_work\\_samples\\_and\\_supplementary\\_materials\\_Public\\_Art\\_Reston.docx](#)

[SM\\_Public\\_Art\\_Reston\\_01.pdf](#)

[SM\\_Public\\_Art\\_Reston\\_02.pdf](#)

[SM\\_Public\\_Art\\_Reston\\_03.pdf](#)

[SM\\_Public\\_Art\\_Reston\\_04.pdf](#)

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Upload Checklist	<b>IRS Letter of Determination, Most recent IRS 990 (do not include schedules), Treasurer's Report or Audit for most recently completed fiscal year (audit required if applicant's expenses exceed \$6000,000), Fiscal Year to Date Budget, List of key project staff, Board members, and consultants with bios, Required Tables, Supplemental materials (reviews, articles, testimonials, programs, letters of support, flyers, etc.), Work samples (photographs, audio, and/or video links), Coversheet for work samples and supplementary materials</b>
Project Contact Name	<b>Anne</b>
Chief Administrator Title	<b>Executive Director</b>
Chief Administrator Name	<b>Anne Delaney</b>
Board Member Title	<b>Chair/President</b>
Board Member Name	<b>Maggie Parker</b>
Date of Submission	<b>05/24/2017</b>

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