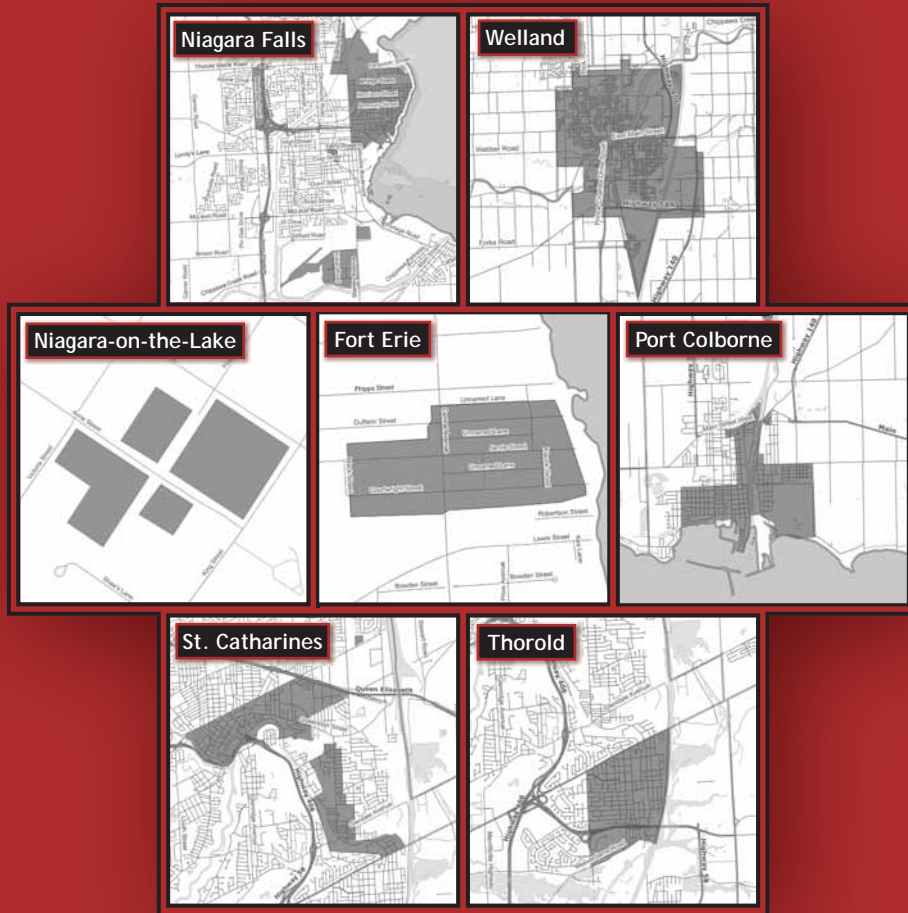


COMMUNITY IMPROVEMENT PLAN AREAS



www.regional.niagara.on.ca
www.businessforarts.org



NIAGARA PUBLIC ART PROGRAM



The artsVest Niagara Public Art Program is a new component of Business for the Arts' artsVest matching incentive program. It is created through an innovative partnership between Business for the Arts (BftA) and Niagara Region. The goal of the artsVest Niagara Public Art Program (NPAP) is to foster mutually beneficial funding partnerships between business, property owners and the arts through the creation of public art works in Niagara's Community Improvement Plan areas as a way of furthering Smarter Niagara objectives.

What are some of the benefits of the program?

- create new partnerships and encourage creative collaboration between artists, property owners, municipalities, and business owners
- promote Smart Growth principles and enhance areas with the potential for revitalization
- recognize the positive contributions that public art makes to our neighbourhoods and communities

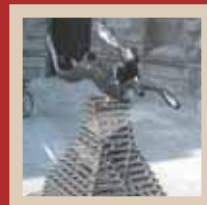
The amount to be applied for is \$5000 per property / project as a matching grant for sponsorship dollars secured by a business partner.

Who can participate?

- property owners with land included within an approved Community Improvement Plan within Niagara (see back for maps)
 - artists interested in creating outdoor public art projects
- business owners who wish to provide matching funds for the Niagara Public Art Program funds

What is expected of the public art project?

- the piece must be permanent work of outdoor public art that is accessible to the public
 - the medium may take many forms, such as a bust, figure, lighting, fountain, gateway, monument, mosaic, mural, relic, relief, sculpture, site work, or totem
 - the project must be relatively maintenance free
 - the piece must meet land use and safety regulations, and not be considered discriminatory or offensive



Where do I get more information?

Introductory Workshop – February 1st, 2008 – Niagara Region Headquarters – Council Chambers

Introductory Workshop Repeated – February 6th, 2008 – Conference call (email for details)
www.regional.niagara.on.ca or <http://www.businessforarts.org/>

