

Town of Taylorsville

Public Art Incentive Grant

The **Public Art Incentive Grant** provides matching funds to support the creation and installation of public art by Professional Artists across Taylorsville. Administered by the Taylorsville Development Alliance (TDA) and funded through an annual Town budget appropriation, the incentive grant strengthens community identity, activates public and semi-public spaces, and supports local and regional artists.

MATCH RATE	MAX AWARD	MAINTENANCE REQUIREMENT
50% of eligible project costs	\$5,000 per project	5 years after completion

Eligibility

- Property owners, tenants with owner permission, nonprofits, schools, civic groups, individual artists, or artist-led teams partnered with a property owner
- Artwork must be created by a Professional Artist — someone with a demonstrated record such as completed public art, exhibitions, formal training, or a consistent portfolio (exception: community-created art led by a Professional Artist)

Eligible Project Types

Murals, sculptures, mixed-media installations, mosaic/tile/glass artwork, artist-designed functional elements (benches, planters, railings, lighting, signage), and community-created art led by a Professional Artist. All work must be visible from a public right-of-way or public space and use durable, safe materials. Artwork may not advertise a private business, duplicate standard architectural or landscaping elements, or violate NCDOT signage restrictions. Applicants must provide a maintenance plan and commit to maintaining the artwork for 5 years.

How It Works

This is a reimbursement grant: applicants pay for approved work and submit paid invoices, proof of payment, and photos afterward. The Town will pay 50% of the total eligible cost up to the maximum allowed amount. No work may begin, and no costs are reimbursable, before written grant approval. Projects also require Alexander County HPC approval prior to construction if they are within the Historic District.

Get Started

Contact Nathan Hester, Town Manager, Nhester@taylorsvillenc.com, and the Taylorsville Development Alliance at clackey@taylorsvillesavings.com to schedule a pre-application consultation.

Town of Taylorsville

Public Art Incentive Grant

Incentive Description

1. Overview

The **Public Art Incentive Grant** provides matching funds to support the creation and installation across Taylorsville of public art created by Professional Artists that enhances downtown revitalization, strengthens community identity, and expands access to the arts.

The incentive grant is designed to:

- Enhance Town character and reinforce Taylorsville's historic identity and sense of place
- Support local and regional artists
- Encourage public-private partnerships
- Activate semi-public and public spaces
- Promote cultural diversity and community storytelling
- Increase the business prospects of the Town by increasing foot traffic, tourism, and visitor spending

The incentive grant is administered by the Taylorsville Development Alliance and funded through a Town budget appropriation. Funding is limited and funding decisions will be made only during established application cycles.

2. The Incentive

TDA will reimburse up to 50% of eligible expenses for qualifying public art projects.

Public Art grant
Up to \$5,000 per project

Only work completed after the award of an incentive grant will be eligible for reimbursement. No reimbursement is available for work started before approval.

3. Eligibility

Eligible Applicants

- Property owners anywhere in Town and business tenants with owner permission
- Nonprofit organizations, community groups, schools, and civic organizations
- Individual artists
- Artist-led teams partnered with a property owner

Who counts as a Professional Artist? A Professional Artist is someone who has a demonstrated record of artistic practice, such as:

- Completed public art or commissioned projects
- Exhibitions, installations, or gallery shows
- Art degrees, training, or apprenticeships
- A portfolio showing consistent, original work

Eligible Project Types

All projects must be visible from a public right-of-way or other public space.

Murals	Artist-designed functional elements (benches, planters, railings, lighting, signage)
Sculptures	
Mixed-media installations	Community-created art (youth projects, collaborative murals, etc.) that is led by a Professional Artist
Mosaic, tile, or glass artwork	

Note: Any project within the Historic District must comply with relevant historic preservation requirements and receive Historic Preservation Commission approval prior to construction. Contact Patrick Creech, Alexander County Planning Director, at 828-352-7747 for more information.

Ineligible Project Types

The following are not eligible public art projects:

Mass-produced decorative objects	Routine maintenance
Artwork that advertises a particular private business	Utilities or services required to operate the artwork

Standard architectural elements or landscaping not designed by a Professional Artist	Artwork that violates NCDOT restrictions
Fees & debt Permit fees, legal fees, or existing debt	Artwork that damages or obscures historic features
Pre-approval work Work started or contracted before grant approval (no retroactive funding)	Machinery and equipment, including cranes

4. Terms

- **Match requirement:** The incentive grant reimburses 50% of eligible costs, up to the applicable maximum award. The applicant is responsible for the remaining 50% of costs and any costs to complete the project above that amount.
- **Reimbursement basis:** THIS IS A REIMBURSEMENT GRANT. The TDA does not pay contractors directly or advance funds; the applicant pays for approved work and submits paid invoices, proof of payment, and photos for reimbursement.
- **Historic District review:** Projects located within the Downtown Historic District must obtain Alexander County Historic Preservation Commission (HPC) approval prior to beginning work.
- **Licenses and Permits:** All work must be performed by licensed, insured contractors or Professional Artists, and must obtain all required Town permits and inspections.
- **Maintenance Period:** The applicant must maintain in good condition the public art for a minimum of 5 years following reimbursement or grant funds may be subject to partial repayment.

5. Period of Performance

- 18 months from the incentive grant agreement date to complete the public art project and request reimbursement
- TDA verifies the completed project against the agreement, permits, and inspections
- Reimbursement typically disbursed within 60 days of final approval

6. How It Works

1

Pre-Application Consultation

Applicant contacts TDA to confirm property eligibility, discuss the proposed scope of work, and review incentive grant requirements.

2

Application Submission

Applicant submits a complete application packet, including:

- Completed information sheet
- Proof of property ownership or signed owner authorization (for tenant applicants)
- Artist portfolio, scope of work, and project narrative
- Maintenance Plan
- Itemized contractor bids/estimates for proposed work
- Photographs of existing conditions
- Drawings, renderings, or product/material specifications for proposed improvements, including a site plan or floor plan, if applicable
- Evidence of Alexander County HPC approval if needed

3

Review

TDA reviews the application for eligibility, completeness, and consistency with incentive grant goals and design guidelines. TDA may request additional information or a site visit.

4

Approval

Eligible applications are approved by TDA, subject to fund availability. Approved applicants receive a written grant agreement outlining the approved scope, award amount, and conditions.

5

Permitting and Art Installation

Applicant obtains all required permits and completes the approved work. No work may begin before written grant approval is issued.

Completion and Reimbursement Request

Upon completion, applicant submits:

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- Paid invoices and proof of payment for all eligible costs
- Copies of final permits and inspection approvals
- “After” photos of the completed improvements

Final Inspection and Disbursement

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TDA conducts a final inspection to confirm the work matches the approved scope. Upon approval, TDA disburses the matching grant reimbursement, typically within 60 days.

Maintenance

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Artist maintains the work in good condition for a minimum of 5 years.

7. Selection Criteria

If applications exceed available funding, applications may be prioritized based on:

- Visibility and prominence of the public art
- Extent of community involvement
- Readiness to proceed (installation space secured, material ready)
- Amount of private investment leveraged beyond the required match

8. Administration

- Total grant funding is subject to annual appropriation by Town Council and is awarded during specified application windows until funds are exhausted for the fiscal year.
- TDA reserves the right to audit expenditures and request documentation supporting all reimbursed costs.
- The Town reserves the right to amend, suspend, or discontinue the grant at any time.
- Grant awards are not guaranteed and do not constitute a commitment of funds until a written grant agreement is fully executed.

9. Contact & Application Information

Nathan Hester, Town Manager — Nhester@taylorsvillenc.com

Taylorsville Development Alliance — clackey@taylorsvillesavings.com

Applications are accepted during specified application windows. Applicants are strongly encouraged to schedule a pre-application meeting with TDA before applying.