



## **Working Lands, Working Artists: Leveraging Art and Design to Support Sustainable Agriculture Planning in Mariposa County**

### **About the Project**

The [Mariposa County Planning Department](#) and the [Mariposa County Arts Council](#) has been awarded an [Our Town grant](#) from the [National Endowment for the Arts](#) to work with artists to develop a number of creative placemaking projects and artistic interventions that support the County's, currently in development, [Agriculture and Working Lands Conservation Plan](#) (AWLCP).

Specifically, the Arts Council and the Planning Department would like to work with regional social practice artists<sup>1</sup> to develop 2-5 public-facing creative placemaking projects that respond to and interpret salient stakeholder feedback collected during the data collection portion of the planning process (see Exhibit A and the end of this document).

The Planning Department and the Arts Council are asking interested regional social practice artists, culture bearers and designers to submit a letter of intent (LOI) that succinctly outlines a proposed project. These proposals will be reviewed by a panel consisting of members of the AWLCP Planning team. Those submitting successful LOIs will be invited to work with the planning team to refine and develop their proposed projects with the goal of sharing them with the public on May 5th in Hornitos, California as a satellite event of the Sierra Foothill Conservancy's dedication of the Hornitos Ranch.

This project directly aligns with several recommendations in Mariposa County's [Creative Placemaking Strategy](#).

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For the purposes of this project, we are using a loose definition of the term social practice artists. Ideally, artists submitting an LOI for this project will have experience or understanding of embedding meaningful community engagement work into their practice and/or feel comfortable expressing community goals, priorities and needs in their work.



## Who Can Apply

California based artists working the fields of visual, media, traditional, music, theatre, literature, and interdisciplinary arts, 18 years or older.

## Eligible Request Amounts

Artists may request between \$1,000 - \$10,000 for a project.

## Timeline

- February 10-March 3, 2023 - Artist Submit LOI to Arts Council
- March 6-9, 2023 - LOI Reviewed by members of the AWLCP planning team
- March 10, 2023 - Selected proposals announced
- March 13-17, 2023 - AWLCP Planning team work with selected artist to refine project
- May 5, 2023 - Projects presented to public in Hornitos, CA

## Funding Restrictions

Artists may only submit one LOI.

## This Project Does Not Fund

- Arts Education Projects/Programs
- General Publication of Books
- Social activities such as receptions, parties, galas, community dinners, and potlucks/picnics.
- Commercial (for-profit) enterprises or activities, including concessions, food, T-shirts, artwork, or other items for resale. This includes online or virtual sales/shops.
- Lobbying, including activities intended to influence the outcome of elections or influence government officials regarding pending legislation, either directly or through specific lobbying appeals to the public.
- Voter registration drives and related activities.
- Construction, purchase, or renovation of facilities.
- Rental costs for home office workspace owned by individuals.

*Please note: As will be detailed in the final contract, selected artists retain all copyright and commercial rights to their work. However, documentation of all successful projects will be used to promote and support the Agriculture and Working Lands Conservation Plan and will be used in communication materials by all AWLCP partners related to the plan.*



# M Mariposa Arts Council

WORKING LANDS, WORKING ARTISTS  
LETTER OF INTENT GUIDELINES

## Submit LOI

Please submit LOI and supporting materials to the Arts Council/Adam Burns ([burns@mariposaartscouncil.org](mailto:burns@mariposaartscouncil.org)) by 5pm on March 3, 2023.

## Questions?

Cara Goger, [goger@mariposaartscouncil.org](mailto:goger@mariposaartscouncil.org) and/or Adam Burns, [burns@mariposaartscouncil.org](mailto:burns@mariposaartscouncil.org)



## Letter of Intent Guidelines

### Applicant Information

- Name
- Contact Email (all communication for this project will be done over email)
- Business Address/Mailing Address
- Website (if applicable)
- Facebook (if applicable)
- Instagram (if applicable)
- Twitter (if applicable)
- Tik Tok (if applicable)
- Youtube (if applicable)

### Please address the following in your LOI narrative:

In 750 words or less, please provide a detailed description of your proposed project, include the following:

- Artistic Media/Medium/Field (if a physical, site-specific piece, please share the projects dimensions, location and installment/disassembly process)
- How does the project express the goals of the Agriculture and Working Lands Conservation Plan and/or salient information collected during the stakeholder engagement portion of the AWLCP's planning process?
- What are the public engagement/opportunities aspects of the project?
- Are you working in partnership with any members of Mariposa's agricultural community on your project? If so, please share the details of that partnership.
- Request Amount
- Is this project scalable?

### Please attach Artist Bio, CV, and 1-3 relevant work samples

Please submit LOI and supporting materials in a single email to the Arts Council/ Adam Burns ([burns@mariposaartscouncil.org](mailto:burns@mariposaartscouncil.org)) by 5pm on March 3, 2023.



## **Exhibit A: Ag and Working Landscape Conservation Plan**

### **Insightful Quotes Representing Aggregate Data from Online Survey & Focus Group Stakeholder Engagement Process**

“The more people who work on and with the land recognize its value, prioritize its health, and practice and teach [generational] stewardship. This potentially influences our public attitude toward environmental sustainability and conservation as an issue that is both relevant, active and a high shared priority for protection.”

“Though it doesn’t seem like agricultural/working lands are at the forefront of Mariposa’s local economy (in the same way tourism is, for example) it does feel like a long-standing foundational component of our historic industry and is a significant component in public attitude and understanding of place, which contributes vicariously to local economy.”

“There is a deep-rooted generational component of agriculture that few industries hold as distinctly. It is a historically human lifestyle; a culture; a social network. We are inexorably linked to lands and living in a rural community where we are either in the ag landscapes, adjacent to them, or connected to people who work them, we are held witness to their activity, abundance and distress to some degree at all times.”

“Tribes and Nations involvement in agriculture evolution (is critical) so the future is designed by historical knowledge and adapted to climate change.”



## **Exhibit A: Ag and Working Landscape Conservation Plan**

### **Insightful Quotes Representing Aggregate Data from Online Survey & Focus Group Stakeholder Engagement Process**

“Many people in our community are directly, or indirectly connected to working lands and come from families that have been connected for a few generations.”

“We are a rural County with all of those rural values and traditions, particularly those of community. Ranching and farming are woven into the fabric of Mariposa County’s identity, now and in the future.”

“We feed the world and maintain habitat and ecosystems for the community and world to enjoy. It is our heritage and responsibility that we take pride in trying to be better today than we were yesterday.”

“If we are able to incentivise more sustainable, regenerative agriculture practices on these lands we could then start to really make a difference with climate change.”