

MAKEOVER MIDDLESEX PROGRAM

Grant Details

Middlesex County's Department of Economic Development and Tourism has established the Makeover Middlesex Program to provide support to local organizations, property owners or artists who wish to install public art within Middlesex County. As part of the Makeover Middlesex Program, funding up to a maximum of \$2,500 are available for public art installation within the designated area.

Usage of Funds

Financial support as noted above may be provided for public art installation within Middlesex County. Funding may be used to support art created for the general public inclusive of murals, sculptures, memorials, landscape architectural work, community art, digital new media, etc.

Program Guidelines & Eligibility Criteria

In order to qualify for a Makeover Middlesex Program:

- Projects must be applied within Middlesex County (excluding City of London)
- Applications must identify target market and what visitors they plan to attract
- Applications must not duplicate or compete with other efforts already underway
- Applications will be subject to municipal review
- Applications must have the property owner's signed approval of the proposed installation
- The applicant will invoice the noted department directly for the amount of the awarded funding only upon completion of the project
- A maximum fund of \$2,500 will be given per project

- Stakeholder groups applying for the Makeover Middlesex Program must assume responsibility for maintenance of public art piece once purchased and installed
- Projects may not commence prior to the awarding of the requested funding
- Projects must be completed by November 15th, 2022

Review Criteria

Middlesex County's Department of Economic Development and Tourism will review applications against the following criteria:

- Date/timing of the application
- The balance of funding available at the time of application
- The proposed project's potential to provide long-term tourism benefit to the designated area
- The proposed project's alignment with the objectives of Makeover Middlesex and the local municipal direction

Application Process

Applicants must complete a formal application in order to be given funding consideration. Application forms are available at visitmiddlesex.ca. All applications for this program must be submitted to info@visitmiddlesex.ca.

Timelines

Applications will be taken on a first-come, first-served basis until October 28th or until budget is expended. The responsible department will provide a formal contract to the successful applicant in a timely manner.

Questions

May be directed to: info@visitmiddlesex.ca