



ART WORKS.

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2012 OUR TOWN GUIDELINES
National Endowment for the Arts

CREATIVE PLACEMAKING



Street Folk by Tyree Guyton, Photo by David Lewinski
Our Town 2011: Sugar Hill Arts District, Detroit, MI

CREATIVE PLACEMAKING

In creative placemaking, partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood, town, tribe, city or region around arts and cultural activities.

Markusen, Ann & Gadwa, Anne, *Creative Placemaking*, 2010

LIVABILITY



LIVABILITY

Our Town will invest in creative and innovative projects in which communities, together with their arts and design organizations and artists, seek to:

- Improve their quality of life
- Encourage creative activity.
- Create community identity and a sense of place.
- Revitalize local economies.

LIVABILITY

- Enhance the livability of the community and catalyze a persuasive vision for enhanced community vibrancy.
- Support local artists, design professionals, and arts organizations by integrating design and the arts into the fabric of civic life.
- Reflect or strengthen a unique community identity and sense of place, and capitalize on existing local assets.

PROJECT ACTIVITIES

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PLANNING

- Creative asset mapping.
- Cultural district planning.
- The development of master plans or community-wide strategies for public art.
- Support for creative entrepreneurship.
- Creative industry cluster/hub development.

PROJECT ACTIVITIES

DESIGN

- Design of rehearsal, studio, or live/work spaces for artists.
- Design of cultural facilities – new construction or adaptive reuse.
- Design of public spaces, e.g., parks, plazas, streetscapes, landscapes, neighborhoods, districts, infrastructure, bridges.
- Design of wayfinding systems.
- Community engagement activities including charrettes, competitions, and community design workshops.

PROJECT ACTIVITIES

ARTS ENGAGEMENT

- Innovative programming that fosters interaction among community members, arts organizations, and artists, or activates existing cultural and community assets.
- Festivals and performances in spaces not normally used for such purposes.
- Public art that improves public spaces and strategically reflects or shapes the physical and social character of a community.

PROJECT ACTIVITIES

*OUR TOWN FUNDING **CANNOT** SUPPORT:*

- Activities that are not tied directly to long-term civic development goals.
- Projects where the arts, design, or cultural activity are not core to the project's plan.
- Capacity building initiatives for artists that are not integral to a broader civic development strategy.
- Physical construction, purchase, or renovation of facilities or land.
- Financial awards to winners of competitions.
- Fundraising or financing activities.

REQUIRED PARTNERSHIPS

Cafeteria
Gallery

Curley School Artist
Live/Work Housing

Retreat/Learning
Center

Movie Theater/
Rec Hall/Retail

Plaza Park/Outdoor
Performance Space

Retail/Library

REQUIRED PARTNERSHIPS

ELIGIBLE PRIMARY PARTNERS

- Two primary partners required: a nonprofit organization and a local government entity.
- At least one of the primary partners must be a cultural (arts or design) organization.
- Either of the primary partners can serve as the lead applicant.
- For organizations other than a local government, a public entity or nonprofit partner must be incorporated as 501c3 entities at the time of the application and must be able to demonstrate a three year history of programming prior to the application deadline.
- Eligible local government partners include counties, parishes, cities, towns, villages, federally recognized tribal governments, local arts agencies, local education agencies (school districts), or local government-run community college.

REQUIRED PARTNERSHIPS

RESTRICTIONS

- Current *Our Town* grantees (FY 2011) and their officially named partners are **NOT** eligible to apply for FY 2012 *Our Town* funding. They may apply to the *Our Town* category again in FY 2013.
- The following do **NOT** qualify as local governments: state level government agencies, state higher education institutions, regional governments, and quasi-government organizations (e.g., regional planning organizations, economic development authorities, business improvement districts).
- The designated state and jurisdictional arts agencies (SAAs) and their regional arts organizations (RAOs) may serve as additional partners, but **NOT** primary partners, on *Our Town* projects. All grant funds must be passed on to the other partners.

APPLICATION SCHEDULE



"Boise Involvement," Photographer: Robert Allen, Image ©Trey McIntyre Project
Our Town 2011: Boise Bright Spot Project, Boise, ID

APPLICATION SCHEDULE

- No Statement of Interest this year!
- Application deadline is Thursday, March 1 at 11:59PM Eastern.
- Applications accepted **ONLY** via Grants.gov.
- Take care of your CCR and Grants.gov registration **NOW**. This is a multi-step process for which you should allow at least two weeks.
- Awards announced in July 2012.
- Earliest start date for grants is September 1, 2012. Projects may last up to two years.

ADDITIONAL RESOURCES



Rendering by Olson Kundig Architects, courtesy Tacoma Art Museum
Our Town 2011: Tacoma Art Museum Plaza and Pacific Avenue Streetscape, Tacoma WA

ADDITIONAL RESOURCES

The following resources may be helpful to you as you prepare your application:

- “*Creative Placemaking*” Case Studies
<http://www.arts.gov/pub/CreativePlacemaking-Paper.pdf>
- 2011 Our Town Projects
<http://www.arts.gov/national/ourtown/index.php>
- 2010 MICD25 Projects
<http://www.arts.gov/national/micd25/index.html>

WEBINAR Q&A

OUR TOWN FAQs

- We will regularly update the Our Town FAQ page, including questions that come up during today's webinar:
<http://www.arts.gov/grants/apply/OurTown/FAQ.html>
- Email OT@arts.gov if you have additional questions as you prepare your application.



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