

FY24 Our Town Grant Guidelines Webinar

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Overview

- NEA Grant Programs
- Our Town Guidelines Overview
- How to Apply
- Application Review
- Sample Our Town Projects
- Q&A

NEA Grant Programs

*Funding opportunities for
arts, culture, design*

NEA Grants Programs

CHALLENGE AMERICA	Projects that extend the reach of the arts to underserved populations	\$10,000	annual deadline in April
GRANTS FOR ARTS PROJECTS	Projects across artistic disciplines; supports public engagement with art, creation, learning, integration of arts into community life	\$10,000 - \$100,000	2 annual deadlines in February & July
OUR TOWN	Projects that integrate arts, culture, and design activities into efforts that strengthen communities; requires partnership	\$25,000 - \$150,000	annual deadline in August

**All awards require 1:1 non-federal cost share match*

Our Town & Creative Placemaking

Updated Guidelines Overview

Our Town & Creative Placemaking

Our Town demonstrates the ways in which artists, culture bearers, and designers can help to:



Illuminate



Energize



Imagine



Connect



Honor

Project types include...

- Arts Engagement
- Cultural Planning
- Design
- Artist / Creative Industry Support

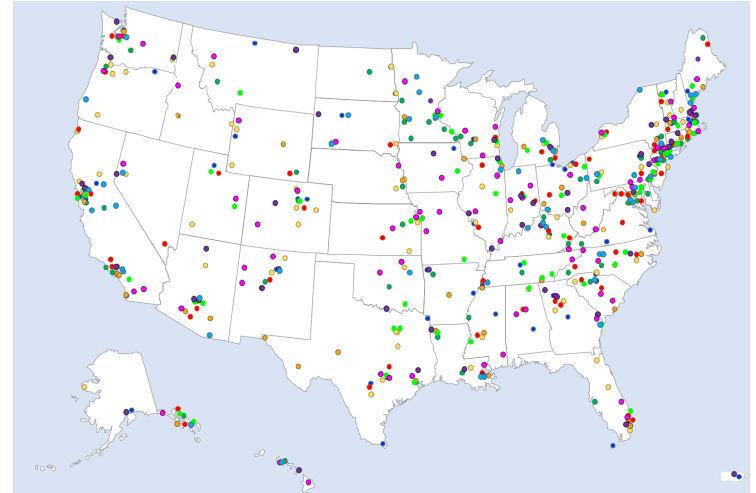
Program Description: <https://www.arts.gov/grants/our-town/program-description>

Our Town supports...

\$25,000 to \$150,000 awards for 1-2 year projects.

Our Town projects must demonstrate a specific role for arts, culture, and design as a part of strategies that strengthen communities by **advancing local economic, physical, and/or social outcomes in communities.**

Competitive projects are responsive to unique local conditions, authentically engage communities, advance artful lives, and lay the groundwork for long-term systems change.



In communities of **all** sizes!

What's new in FY2024 Guidelines

- Honoring a wide range of traditions shaped by the lived experience of a community's residents
- More flexible requirements for partnership
- Letters of support required, but does not have to include mayor's/highest ranked official's letter
- Increased emphasis on local successes and impact; new question on long term systems change
- Competitive projects description
- Encourage projects with a focus on transportation/infrastructure, health, and climate
- Offering Learning Community and Technical Assistance Program

Honoring traditions...

Our Town demonstrates the ways in which artists, culture bearers, and designers can help to:



Illuminate



Energize



Imagine



Connect



Honor

Project types include...

- Arts Engagement
- Cultural Planning
- Design
- Artist / Creative Industry Support

Program Description: <https://www.arts.gov/grants/our-town/program-description>

Applicant Eligibility & Required Partnerships

If the eligible applicant is a...	They must have a...
Nonprofit organization: <ul style="list-style-type: none">• 501(c)(3) nonprofit organization• Nonprofit Institution of Higher Education	Local government partner: <ul style="list-style-type: none">• A unit of local government• A quasi-government entity• Federally recognized tribal communities or tribes
Local government entity: <ul style="list-style-type: none">• Units of local government• Federally recognized tribal communities or tribes	Nonprofit partner: <ul style="list-style-type: none">• A 501(c)(3) nonprofit organization• Nonprofit Institution of Higher Education

**Letter(s) of support required, but does not have to include mayor's/highest ranked official's letter*

Local Change Goals

- **Economic Change:** Economic improvements of individuals, institutions, or the community including local business growth, job creation/labor force participation, professional development/training, prevention of displacement, in-migration, and tourism.
- **Physical Change:** Design of physical improvements to the built and natural environment including beautification and/or enhancement of physical environment (including arts, culture, and public space).
- **Social Change:** Improvements to social relationships, civic engagement and community empowerment, and/or amplifying community identity including civic engagement, collective efficacy, social capital, social cohesion, and community attachment.

Local Impact + Long-term Systems Change

New Application Questions:

- *What successes or local impacts do you anticipate by the end of the project period? Describe any anticipated local economic, physical, or social changes resulting from your project.*
- *How do you anticipate this proposed project will help to integrate arts/culture/design into local systems that strengthen communities, beyond the project period?*

Examples of system change may include:

- establishment of new and sustained cross-sector partnerships;
- shifts in institutional structure, practices, or policies;
- replication or scaling of innovative project models; or
- establishment of training programs

Competitive projects will...

- Demonstrate a specific role for the arts, culture, and design to strengthen the local community.
- Pilot new arts, culture, and design activities that are led by a diverse range of local partners.
- Establish new or deepen existing cross-sector partnerships.
- Advance inclusive community engagement and community-desired outcomes for a place.
- Lay the groundwork for long-term systems change that sustains the integration of arts, culture, and design into strategies for strengthening communities over the long term.
- Demonstrate alignment with the NEA's commitment to diversity, equity, inclusion, and accessibility.

Encourage projects that focus on...

- Health/well-being
- Transportation/infrastructure
- Climate

Our Town projects at the intersections:

<https://www.arts.gov/sites/default/files/Our-Town-Focus-Area-Project-Examples-5.5.2023.pdf>

Learning Community and TA Program



www.lisc.org/our-initiatives/creative-placemaking/main/

Our Town

How to Apply



Grants

Initiatives

Stories

Impact

Honors

News

About

Grants »

- Grants for Arts Projects
- Challenge America
- Our Town
- Research Awards
- Partnership Agreements
- American Rescue Plan Grants
- Creative Writing
- Translation Projects
- Volunteer to be an NEA Panelist
- Manage Your Award
- Recent Grants

2022 NEA Jazz Masters Stanley Clarke, Billy Hart, and Donald Harrison, Jr. playing Ellington's "Take the Coltrane" at the tribute concert at SFJAZZ. See the full concert at arts.gov/honors/jazz. Photo by Scott Chernis

Our Town

Program Description

Required Partnerships

Learning Community and Technical Assistance

Unallowable Activities/Costs

Application Calendar

Award Information

Eligibility

How to Apply

Application Review

Award Administration

FAQs

Applicant Resources

Contacts

OUR TOWN: Program Description

The National Endowment for the Arts (NEA) is proud to support the nation's arts sector with grant opportunities so that together we can help everyone live more artful lives. "Artful lives" is an inclusive concept that holds everything from the creation, presentation, and consumption of professional arts to active arts engagement by all people in our daily experiences through making, teaching, learning, and advancing a broad range of art forms that express our nation's rich and diverse cultural tapestry. The arts contribute to our individual well-being, the well-being of our communities, and to our local economies. As we emerge from the pandemic and plan for the future, the arts are also crucial to helping us make sense of our circumstances from different perspectives.

Our Town

Arts, culture, and design are essential to building strong communities where all people can thrive. Through Our Town, the NEA is proud to

Application Calendar

Part 1 - Submit to Grants.gov	August 3, 2023 by 11:59 p.m., Eastern Time
<i>Prepare application material so that it's ready to upload when the Applicant Portal opens</i>	
Part 2 - Submit to Applicant Portal	August 10-17, 2023 by 11:59 p.m., Eastern Time
Earliest Announcement of Grant Award or Rejection	April 2024
Earliest Start Date for Proposed Project	July 1, 2024

Application Calendar: <https://www.arts.gov/grants/our-town/application-calendar>



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Program Description

Required Partnerships

Learning Community
and Technical
Assistance

Unallowable
Activities/Costs

Application Calendar

Award Information

Eligibility

[How to Apply](#)

Application Review

Award Administration

FAQs

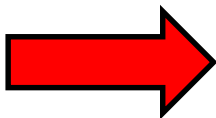
Applicant Resources

OUR TOWN: How to Apply

Submitting an application is a multi-step process:

- **Register** with [Login.gov](#), System for Award Management ([SAM](#)) at [SAM.gov](#), and [Grants.gov](#) or renew/verify these registrations.
- **Part 1:** Submit to Grants.gov the “Application for Federal Domestic Assistance/Short Organization Form.” This is a brief form that will collect very basic information about your organization. A direct link to the Grants.gov Opportunity Package is included further down on this page.
- **Part 2:** Complete the “Grant Application Form (GAF)” and upload items through the NEA’s Applicant Portal. This web form is where you will enter the majority of your application material (e.g., project description, timelines, budget information).

Login.gov, SAM, Grants.gov (Part 1), and the NEA’s Applicant Portal (Part 2) are separate online systems.



How to Apply: Registration

Create and maintain registrations with Login.gov, SAM and Grants.gov

Registration/renewal is always free

Registrations can take several weeks to finalize: start early!

Links & Technical support resources: **How to Apply**

Login.gov, SAM, and Grants.gov Help

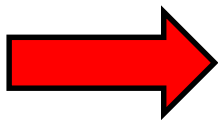
The NEA does not have access to your Login.gov, SAM, or Grants.gov accounts. If you have any questions about or need assistance with these sites, including questions regarding electronic accessibility, contact them directly:

- **Login.gov Help:** Consult the information posted in their [Help Center](#) or use their [online form](#) to submit a question.
- **SAM Federal Service Desk:** Call 1-866-606-8220 or see the information posted on the SAM website at [SAM Help](#).
- **Grants.gov Contact Center:** Call 1-800-518-4726, email support@grants.gov, or consult the information posted on the Grants.gov website at [Support](#). The Grants.gov Contact Center is available 24 hours a day, 7 days a week.

Part 1: Submit to Grants.gov

Part 1: Go to the Grant Opportunity Package

Access the Grant Opportunity Package for Part 1 with the Application for Federal Domestic Assistance/Short Organization Form on Grants.gov by clicking on the link below:



[DOWNLOAD HERE](#) 

Funding Opportunity Number: 2023NEA010T

1. Clicking the link above will take you **directly** to the pre-populated application package in Grants.gov.
2. The Grants.gov “View Grant Opportunity” screen will open, click the red “Apply” button.
3. You will be prompted to enter your Grants.gov Username and Password. In order to create the Workspace application, you must be logged into Grants.gov with a participant role of either **Workspace Manager** or **Authorized Organization Representative (AOR)**. [More](#)

Part 2: Submit to Applicant Portal

3. You will be prompted to enter your Grants.gov Username and Password. In order to create the Workspace application, you must be logged into Grants.gov with a participant role of either **Workspace Manager** or **Authorized Organization Representative (AOR)**. [More information on participant roles can be found here.](#)

4. After logging in, to create a Workspace application:

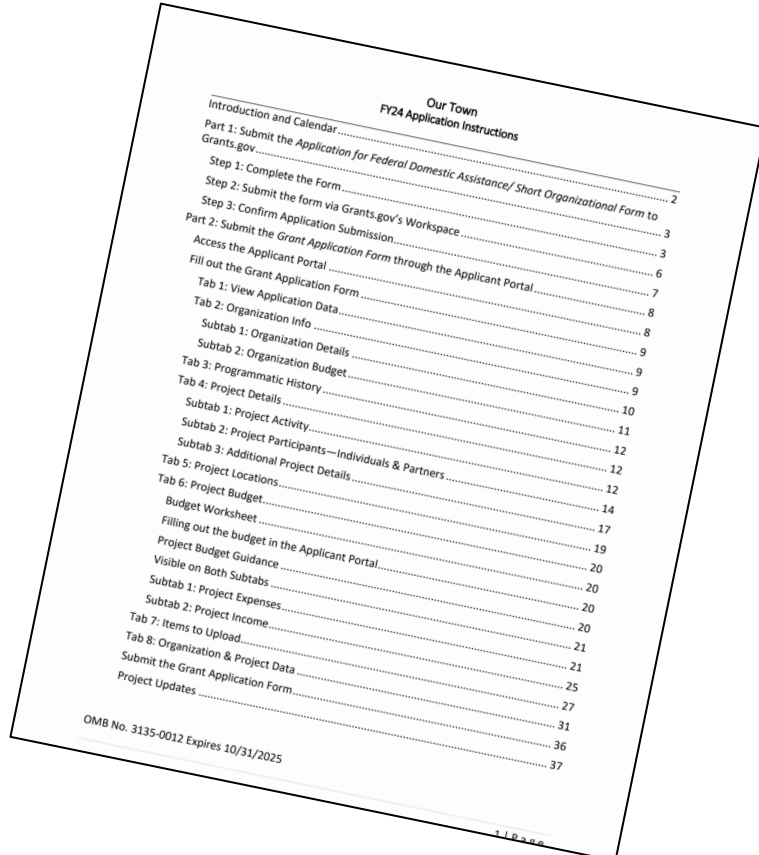
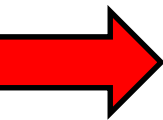
- Fill in the Application Filing Name field, then
- Click the **Create Workspace** button.

5. After creating a Workspace, you will be directed to the Manage Workspace page, where you can begin working on the application.

[Learn more about using Grants.gov's Workspace](#) .

Application Questions and Instructions:

For instructions on completing Part 1 and Part 2, [download the application instructions](#) (pdf).



Our Town FY24 Application Instructions	
Introduction and Calendar	2
Part 1: Submit the Application for Federal Domestic Assistance/ Short Organizational Form to Grants.gov	3
Step 1: Complete the Form	3
Step 2: Submit the form via Grants.gov's Workspace	3
Step 3: Confirm Application Submission	6
Part 2: Submit the Grant Application Form through the Applicant Portal	7
Fill out the Grant Application Form	8
Tab 1: View Application Data	8
Tab 2: Organization Info	9
Subtab 1: Organization Details	9
Subtab 2: Organization Budget	9
Tab 3: Programmatic History	10
Subtab 1: Project Details	11
Subtab 2: Project Activity	12
Subtab 3: Additional Project Details	12
Tab 5: Project Locations	12
Tab 6: Project Budget	14
Budget Worksheet	17
Filling out the budget in the Applicant Portal	19
Project Budget Guidance	20
Visible on Both Subtabs	20
Subtab 1: Project Expenses	20
Subtab 2: Project Income	20
Tab 7: Items to Upload	21
Tab 8: Organization & Project Data	21
Submit the Grant Application Form	25
Project Updates	31
	36
	37

OMB No. 3135-0012 Expires 10/31/2025

1 | Page

[Home](#) / [Grants](#) / [Our Town](#)

Our Town

Program Description

Required Partnerships

Learning Community
and Technical
Assistance

Unallowable
Activities/Costs

Application Calendar

Award Information

Eligibility

How to Apply

Application Review

Award Administration

FAQs

[Applicant Resources](#)

Contacts

OUR TOWN: Applicant Resources

Webinar

FY24 Grant Guidelines and Summative Feedback Session

Thursday, June 15th, 2:00pm-3:00pm ET

[Register](#)

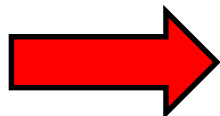
Applicant Q&A

Register for informal virtual sessions with office staff to answer questions about submitting a competitive application. All times are Eastern Time.

Sessions: [June 27](#) | [July 20](#) | [August 10](#)

Our Town-Specific Resources

The Our Town [Creative Placemaking Resources](#) page provides the definition of creative placemaking in the Our Town grant program and a list past publications and resources.



What We Can and Can't Fund

- Costs to be expended during 1-2 year project period
- Minimum request of \$25,000 and at least \$50,000 in Project Costs
- Required at least 1:1 match (can be in-kind)
- We Do Not Fund...
 - Construction, renovation, or purchase of facilities
 - General operating support (i.e. recurring programs)
 - Activities not tied to long-term civic development goals and strategies, per “Strengthening Communities Objective” guidelines
 - Projects where the arts are not central to the project
 - Subgranting or regranting
 - Costs to bring a project into compliance with federal grant requirements

NHPA/NEPA, Accessibility, Civil Rights

- **NHPA/NEPA:** If you are recommended for a grant, your project will be subject to the [National Historic Preservation Act \(NHPA\)](#) and the [National Environmental Policy Act \(NEPA\)](#).
- **Accessibility:** All projects be programmatically and physically accessible to people with disabilities.
- **Civil Rights:** Projects may focus on reaching a particular constituency; however, they may not be exclusionary under [national civil rights laws and policies](#) prohibiting discrimination. This extends to hiring practices and audience engagement.
- NEA will conduct a review of your project to ensure that it is in compliance.

Award Administration: <https://www.arts.gov/grants/our-town/award-administration>

Applicant Checklist

- ✓ Lead applicant is either a 501c3 nonprofit, nonprofit institution of higher education, unit of local government, or federally recognized tribal community or tribe
- ✓ Partnership per guidelines is demonstrated (nonprofit partner and local government partner)
- ✓ An arts/culture/design entity is included in the project
- ✓ At least 1 letter of support from a committed project partner is included
- ✓ Budget shows at least \$50,000 eligible project costs
- ✓ Work samples are included
- ✓ No more than two applications per lead applicant
- ✓ Distinctly different project than other NEA applications (i.e. to GAP or Challenge America)

Our Town Application Review

Review Process and Criteria

Application Review

- Applications are organized by community size
e.g. rural and tribal, mid-size, urban
- Panels comprised of diverse subject matter experts & “layperson,” and represent geographic, demographic, & discipline diversity
- Last year’s Our Town panelists: <https://www.arts.gov/grants/recent-grants/panelists/design-fy-2023-grants-panelists>
- Want to serve? Submit a bio and your interest via email ot@arts.gov

Application Review: <https://www.arts.gov/grants/our-town/review-criteria>

Review Criteria - Artistic Excellence

- **Quality** of the artists, culture bearers, design professionals, organizations, works of art, activities, and/or services that the project will involve; and their **relevance to the community** in which the project takes place.
- Potential of the project to **center artists, culture bearers, and designers** in the proposed project activities, and ultimately to center them in **long term systems change** work.

Application Review: <https://www.arts.gov/grants/our-town/review-criteria>

Review Criteria - Artistic Merit

- Potential of the project activities to **advance local economic, physical, or social outcomes** desired by the community
- Evidence **of deep and authentic community engagement** in planning for and participating in the project.
- Potential for the project activities to support artful lives or to ultimately lay the groundwork for **systems changes**
- **Strength and depth of the proposed partnership** between the required local and nonprofit partners

Review Criteria - Artistic Merit (continued)

- Evidence of **deep and authentic community engagement** in planning for and participating in the project
- Potential to serve and/or **reach individuals or communities** whose opportunities to experience the arts are **limited by** geography, ethnicity, economics, or disability, as applicable
- Appropriateness of the **proposed performance measurements**
- **Ability to carry out the project** based on factors such as the appropriateness of the budget, the quality and clarity of the project goals and design, the resources involved, and the qualifications of the project's personnel

Our Town Projects

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Our Town

Program Description

Required Partnerships

Learning Community
and Technical
Assistance

Unallowable
Activities/Costs

Application Calendar

Award Information

Eligibility

How to Apply

Application Review

Award Administration

FAQs

Applicant Resources

Contacts

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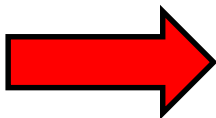
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For more about the strengthening communities objective and the Our Town Theory of Change, see [Our Town: A Framework for Understanding and Measuring the National Endowment for the Arts' Creative Placemaking Program](#).

[Recent Our Town Grantees](#)

Tools



FY23 Grantee: Clockshop - Los Angeles, CA

Proposed Project: *The LA River Futures Model: Integrating Art, Community, and Engineering in Climate Resilient Infrastructure Design*



taisha paggett and WXPT, *evereachmore*, 2015. Photo by Gina Clyne. Courtesy of Clockshop

Partners:

- USC LA River Integrated Design Lab
- US Army Corps of Engineers
- California State Parks
- Artists, Culture Bearers, Designers, & Educators

Project Activities:

- Neighborhood cultural mapping & AR Modeling
- Artist led community meetings & school-based workshops

Strengthening Communities – Local Outcomes:

- Local level engagement around land use/climate
- Foster social-cultural cohesion

Systems Change Outcomes:

- Community engaged infrastructure design
- Equity centered approach to city projects

FY23 Grantee: Double Edge Theatre – Ashfield, MA

Proposed Project: *To support arts and culture programming and outreach strategies for the Ohketeau Cultural Center.*



Photo by Milena Dabova. Courtesy of Double Edge Theatre

Partners:

- Ohketeau Cultural Center
- Town of Ashfield
- Artists, Culture Bearers, Designers, & Educators

Project Activities:

- Performances
- Readings & educational speaker series
- Native Artist residencies & exhibits
- Storytelling

Strengthening Communities – Local Outcomes:

- Raise awareness of Indigenous culture
- Proof of concept: cultural reciprocity
- Rural community engagement

Systems Change Outcomes:

- Proof of concept: cultural reciprocity
- Increased inclusion of Native artists & voice

NEA Recent Grant Search Feature

Siletz Tribal Arts and Heritage Society
1896753-42-22
Siletz, OR 97380-2084

Purpose: To support design and planning for a traditional plank house, intended as the centerpiece of a new cultural heritage center and museum for the Confederated Tribes of Siletz Indians.
Additional Project Description: A type of house made of cedar planks and constructed by Indigenous people of the Pacific Northwest, the plank house will be designed by AKANA, a Native American-owned firm, with engagement from tribal members and leadership. The project will be a partnership between the Siletz Tribal Arts and Heritage Society and Confederated Tribes of Siletz Indians. As a place of ceremony and celebration, of cultural learning and cultural practice for tribal members and visitors alike, the plank house will play a central role in strengthening the cultural identity of the Siletz Tribes. **Intended Beneficiaries:** The primary beneficiaries of the project are the approximately 6,000 enrolled members of the Confederated Tribes of Siletz Indians. **Intended Outcome:** The arts are integrated into the fabric of community life.

Fiscal Year: 2022 **Congressional District:** 5 **Grant Amount:** \$25,000
Category: Our Town **Discipline:** Design **Grant Period:** 07/2022 - 06/2023

St Louis Arts Chamber of Commerce
1896573-42-22
FRONTENAC, MO 63131-1217

Purpose: To support the development of vacant lots along the Great Rivers Greenway in St. Louis through artist-led community engagement activities. **Additional Project Description:** The project will engage artists to collect resident input and redesign vacant lots as art parks in several neighborhoods along the Hodiarnont Tracks portion of the Great Rivers Greenway, creating shared cultural experiences and addressing community safety concerns. A partnership with the City of St. Louis, the project will help to build greater trust between community members and city government, while also modeling an artist-led approach to reimagining vacant lots. **Intended Beneficiaries:** The project will engage St. Louis residents, particularly those who live along the Great Rivers Greenway in neighborhoods north of the Delmar Divide. **Intended Outcome:** The arts are integrated into the fabric of community life.

Fiscal Year: 2022 **Congressional District:** 2 **Grant Amount:** \$50,000
Category: Our Town **Discipline:** Design **Grant Period:** 07/2022 - 06/2023

University of Kentucky Research Foundation
1898456-42-22
Lexington, KY 40526-0001

Purpose: To support design activities and arts programming to facilitate community dialogue on climate change in Hazard, Kentucky. **Additional Project Description:** Project activities will include a series of art exhibitions, oral histories, documentary videos, and community engagement activities that will culminate in the development of a shared vision for Hazard's future. Hazard, an Appalachian town with a population of 5,263, experienced severe flooding in spring 2021 and summer 2022. A partnership among the University of Kentucky's College of Design, In/ision Hazard, the City of Hazard, and the Appalachian Arts Alliance, the initiative will facilitate critical conversations around resiliency through artmaking. **Intended Beneficiaries:** The project will benefit the residents of Hazard, Kentucky, with a focus on members of the community who have traditionally not been engaged. **Intended Outcome:** The arts are integrated into the fabric of community life.

Fiscal Year: 2022 **Congressional District:** 6 **Grant Amount:** \$125,000
Category: Our Town **Discipline:** Design **Grant Period:** 07/2022 - 06/2024



Search for information about NEA grants awarded since 1998 using the form below. For further information and instructions see the [Frequently Asked Questions](#).

Grant Search

Organization Name
(To search for a specific recipient of an individual fellowship, go [here](#).)

City

State

Zip

Radius (mi.)
--- Select ---

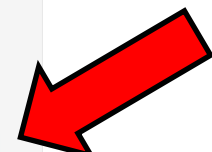
Keywords
(Searches Grantee, Organization, Org Popular Name, Project Description(s), Category)

Any of these words ...
Disciplines / Fields
--- Select ---
Categories
(These are the current categories used for grants to organizations. To find grants in past categories use the keyword search.)
 X
From Fiscal Year
1998
To Fiscal Year
2023

Sort Options
- Select sort field(s) - Ascending Add
OrganizationName - Asc
FiscalYear - Desc
Move Up Move Down Remove

Clear Form Display Results

Note: Some data in a grant record (e.g., organization name, project description, congressional district) will reflect changes since the award was made (due to name changes, project amendments, congressional redistricting, etc.).



NEA Recent Grant Search: <https://apps.nea.gov/grantsearch/>

Upcoming Q&A Sessions

<https://www.arts.gov/news/events>

June 27, 2023, 1-2pm ET

July 20, 2023, 1-2pm ET

August 10, 2023 (Part 2), 2-3pm ET

Contact us! ot@arts.gov

Thank you!

Questions?