

2016 Our Town Grant Program: *How to Apply*

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Jen Hughes, Our Town Program Manager



**National
Endowment
for the Arts**
arts.gov

Agenda

- NEA's definition of creative placemaking
- Our Town grant guidelines
- How to apply
- Application review process
- Application resources

CREATIVE PLACEMAKING





Creative placemaking is when artists, arts organizations, and community development practitioners deliberately integrate arts and culture into community revitalization work - placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies.

OUR TOWN GRANT GUIDELINES

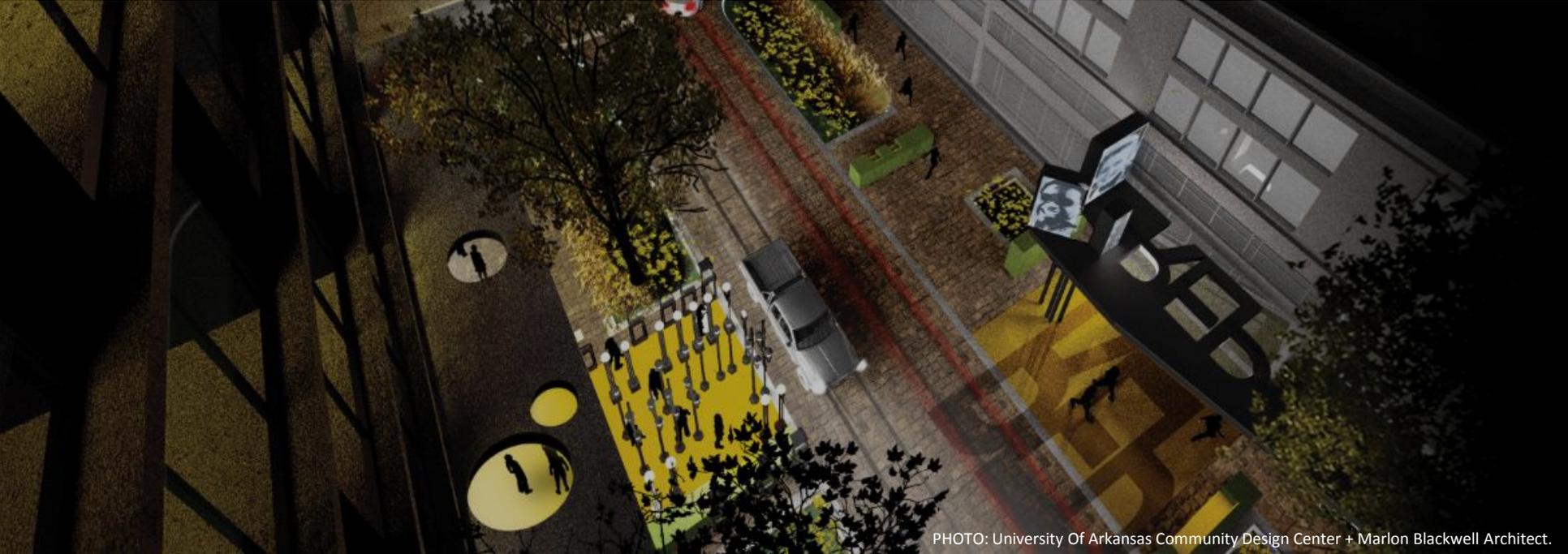




PROJECT AREAS

1. Arts Engagement, Cultural Planning, and Design
2. Build Knowledge About Creative Placemaking

ARTS ENGAGEMENT, CULTURAL PLANNING, AND DESIGN PROJECT GUIDELINES



Arts Engagement, Cultural Planning, and Design Projects



PROJECTS SHOULD...

- Represent distinct character and quality of communities and reflect:
 - Vision for enhancing **livability**
 - **Needs of existing residents** and institutions
 - **Support artists/designers** by integrating the arts into the fabric of civic life and community plans
 - Creative approaches to **addressing community priorities**

Arts Engagement, Cultural Planning, and Design Projects



LIVABILITY

- Improves quality of life
- Encourages creative activity
- Revitalizes local economies
- Creates community identity and a sense of place

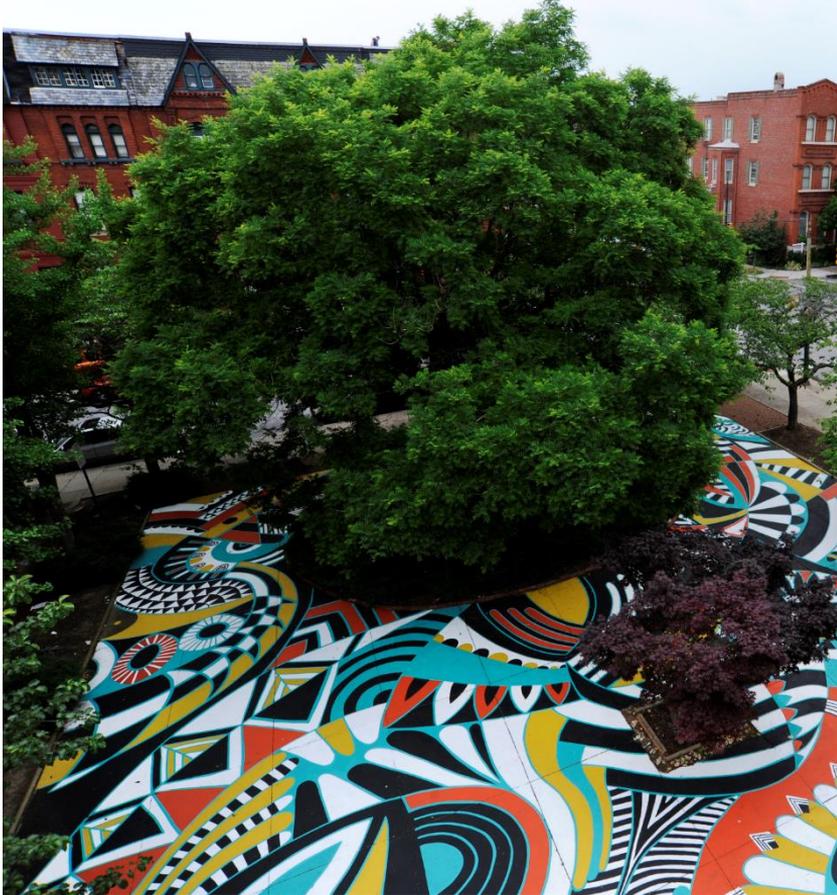
Arts Engagement, Cultural Planning, and Design Projects



LIVABILITY > Measurable Benefits

- Growth in civic engagement
- New avenues for expression and creativity
- Design-focused changes in policies, laws, regulations
- Job and/or revenue growth
- Positive changes in migration patterns

Arts Engagement, Cultural Planning, and Design Projects



PROJECT ACTIVITIES

ARTS ENGAGEMENT

- innovative programming
- festivals and performances
- public art
- professional/business development for artists

CULTURAL PLANNING

- creative asset mapping
- cultural district planning
- public art master planning

Arts Engagement, Cultural Planning, and Design Projects



PROJECT ACTIVITIES

DESIGN

- design of cultural spaces
- design of public spaces
- design of rehearsal, studio, or live/work spaces for artists
- community engagement activities (incl. design charettes, workshops, and competitions)

Arts Engagement, Cultural Planning, and Design Projects



REQUIRED PARTNERSHIPS

- Two primary partners:
NON-PROFIT and **LOCAL GOVERNMENT**
- At least one primary partner must be a **ARTS/DESIGN/ CULTURAL ORGANIZATION**
- Either primary partner can serve as lead applicant

Arts Engagement, Cultural Planning, and Design Projects



ELIGIBILITY

- Eligible **NON-PROFIT PARTNER** must be **501c3 entity** at the time of the application and must be able to demonstrate **3+ years** of programming prior to application deadline

Arts Engagement, Cultural Planning, and Design Projects



ELIGIBILITY

- Eligible **LOCAL GOVERNMENT PARTNER** could include counties, parishes, cities, towns, villages, or federally recognized tribal governments

Arts Engagement, Cultural Planning, and Design Projects



ELIGIBILITY

- All applications **must include a formal statement of support for the project from the highest ranking official of the local government participating in the project**

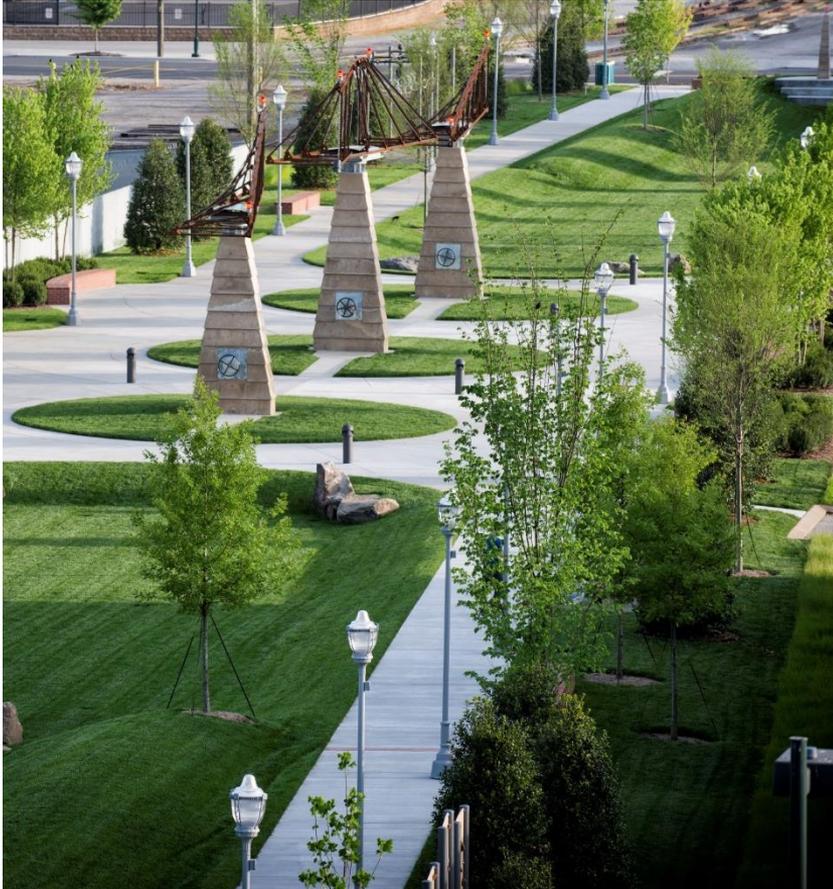
Arts Engagement, Cultural Planning, and Design Projects



APPLICATION LIMITS

- A partnering organization may serve as a **partner on as many applications as they like**
- An organization as a lead applicant **may submit two applications** to Our Town, and each local government is limited to two applications

Arts Engagement, Cultural Planning, and Design Projects



FUNDING

- Applicants may request between \$25,000 and \$200,000
- One-to-one match required

Arts Engagement, Cultural Planning, and Design Projects



WE DO NOT FUND...

- Activities not tied to long-term civic development goals and strategies
- Projects where the arts are not central to the project
- General operating support (i.e. recurring projects)
- **Construction**, purchase, or renovation of facilities

Arts Engagement, Cultural Planning, and Design Projects



WE DO NOT FUND...

- Costs to bring a project into compliance with federal grant requirements
- Subgranting or regranting (except for local arts agencies)
- Financial awards to winners of competitions
- Fundraising or financing activities

PROJECTS THAT BUILD KNOWLEDGE ABOUT CREATIVE PLACEMAKING



Projects That Build Knowledge About Creative Placemaking



PROJECTS SHOULD...

- **Expand knowledge base** about creative placemaking to field
- **Expand capacity** of artists and arts organizations to work more effectively with economic and community development practitioners

Projects That Build Knowledge About Creative Placemaking



PROJECTS SHOULD...

- Be carried out by arts and design service organizations, and industry or university organizations that provide technical assistance to those doing place-based work.

Projects That Build Knowledge About Creative Placemaking



PROJECTS SHOULD REFLECT...

- Involvement of organization's membership
- Systematic approach to knowledge building and creative placemaking
- Clearly defined system for project execution

Projects That Build Knowledge About Creative Placemaking



PROJECTS SHOULD REFLECT...

- Clearly defined audience and delivery method for technical assistance
- Appropriate arts and/or place-based experts
- Artistic excellence of involved artists and organizations

Projects That Build Knowledge About Creative Placemaking



PROJECTS ACTIVITIES

- Research that is linked back to practice
- Mentorships
- Technology projects
- Training opportunities and convenings
- Technical assistance (ex. artist spaces, cultural asset mapping, public art)

Projects That Build Knowledge About Creative Placemaking



REQUIRED PARTNERSHIPS

- **ARTS-BASED MEMBERSHIP ORGANIZATION** must have **PLACE-BASED KNOWLEDGE PARTNER/organization/consultant** identified at time of application

Projects That Build Knowledge About Creative Placemaking



REQUIRED PARTNERSHIPS

- **PLACE-BASED MEMBERSHIP ORGANIZATION** must have **ARTS-BASED KNOWLEDGE PARTNER/organization/consultant** identified at time of application

Projects That Build Knowledge About Creative Placemaking



ELIGIBILITY

Eligible knowledge building applicant must be a **NON-PROFIT 501c3** entity at the time of the application and must have **3+ years** of programming prior to the application deadline.

NOTE: This includes arts, design, and national and regional place-based industry organizations.

Projects That Build Knowledge About Creative Placemaking



FUNDING

- Applicants may request between \$25,000 and \$100,000
- One-to-one match required



HOW TO APPLY

NATIONAL ENDOWMENT FOR THE ARTS



The National Endowment for the Arts is an independent federal agency that funds and promotes artistic excellence, creativity, and innovation for the benefit of individuals and communities.



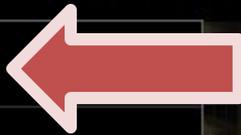
HOME ABOUT GRANTS NEWS LIFETIME HONORS PUBLICATIONS ARTISTIC FIELDS CONTACT

WHAT'S NEW
OUR TOWN

Apply for a Grant

Manage Your Award

Recent Grants



Exploring Our Town

Select "Apply for a Grant" in the "Grants" section of arts.gov.



Home » Grants

Apply for a Grant



Guidelines and application forms for our competitive funding categories.

- **Grants for Organizations**
- Grants for Individuals
- Partnership Agreements



Home

Grants for Organizations

We fund **projects** only. Projects may consist of one or more specific events or activities. Projects do not have to be new. Excellent existing projects can be just as competitive as new activities. Projects do not need to be big either; we welcome small projects that can make a difference in their community or field.

Art Works

To support the creation of art that meets the highest standards of excellence, public engagement with diverse and excellent art, lifelong learning in the arts, and the strengthening of communities through the arts. Matching grants generally range from \$10,000 to \$100,000.

Deadline: February 19, 2015

Notification: November 2015

Earliest Start Date: January 1, 2016

Deadline: July 23, 2015

Notification: December 2015

Earliest Start Date: January 1, 2016

Challenge America

Support projects that extend the reach of the arts to underserved populations. Matching grants are for \$10,000.

Deadline: April 16, 2015

Notification: December 2015

Earliest Start Date: January 1, 2016

Our Town

Organizations may apply for creative placemaking projects that contribute to the livability of communities and place the arts at their core. Our Town offers support for projects in two areas:



KEY INFORMATION FOR APPLICANTS

- Categories
 - Art Works
 - Challenge America
 - Our Town (Arts Engagement, Cultural Planning, and Design Projects)
 - Our Town (Projects that Build Knowledge About Creative Placemaking)
- Eligibility
 - Application Restrictions
 - Contacts

Select "Our Town" to learn more about the category.

(Browse through "Key Information for Applicants" for other important information.)

After you read about the Our Town category, to choose an area of support, visit its “Grant Program Description.”

The Our Town grant program supports creative placemaking projects that help to transform communities into lively, beautiful, and resilient places with the arts at their core. Creative placemaking involves arts organizations, and community development work - placing arts at the table with land-use, transportation, economic development, and other planning efforts to enhance quality of life and opportunity for existing residents, increase creative activity, and create a distinct sense of place.

Through Our Town, subject to the availability of funding, the National Endowment for the Arts will provide a limited number of grants for creative placemaking. Our Town requires partnerships between arts organizations and government, other nonprofit organizations, and private entities to achieve livability goals for communities.

Our Town offers support for projects in two areas:

- **Arts Engagement, Cultural Planning, and Design Projects.** These projects represent the distinct character and quality of their communities. These projects require a partnership between a nonprofit organization and a local government entity, with one of the partners being a cultural organization. Matching grants range from \$25,000 to \$200,000.
- **Projects that Build Knowledge About Creative Placemaking.** These projects are available to arts and design service organizations, and industry or university organizations that provide technical assistance to those doing place-based work. Matching grants range from \$25,000 to \$100,000.

Through Our Town projects, the NEA intends to achieve the following objective: *Livability: American communities are strengthened through the arts.* See "Intended NEA Objective" for more details.

Application Calendar

- Arts Engagement, Cultural Planning, and Design Projects
 - **Grant Program Description**
 - **Required Partnerships**
 - **We Do Not Fund**
 - **Intended Objective: Livability**
 - **Award Information**
 - **Applicant Eligibility**
 - **How to Prepare and Submit an Application**
 - **Step 1: Submit the SF-424 to Grants.gov**
 - **Step 2: Submit Materials to NEA-GO**
- Projects that Build Knowledge About Creative Placemaking
 - **Grant Program Description**
 - **Required Partnerships**



Once you have chosen an area of support, select “How to Prepare and Submit an Application” under that area to get started.

The Our Town grant program supports creative placemaking projects that help to transform communities into lively, beautiful, and resilient places with the arts at their core. Creative placemaking is when artists, arts organizations, and community organizations work side-by-side with local government, business, and industry to develop community revitalization work, including arts at the table with land-use, transportation, economic development, and other community planning efforts. Our Town grants support these efforts to enhance quality of life and opportunity for existing residents, increase creative activity, and create a distinct sense of place.

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 - **Step 2: Submit Materials to NEA-GO**
- Projects that Build Knowledge About Creative Placemaking
 - **Grant Program Description**
 - **Required Partnerships**

Our Town Application Timetable

**Grants.gov
&SAM.gov**

No later than
Sept 7, 2015

**SF424
due
through
Grants.gov**

Sept 21, 2015

Step 1 of 2

Submit through Grants.gov: September 21 deadline

SF-424 (Application for Federal Domestic Assistance)

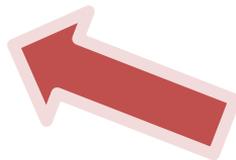
- Only item you will submit through Grants.gov
- If this item is not successfully submitted by the deadline, you will be unable to submit your other materials in NEA-GO

Step 1 of 2

A complete application consists of:

Step 1: **Submit through Grants.gov** (September 21, 2015, deadline):

- **SF-424 (Application for Federal Domestic Assistance)** 



Step 2: **Submit through NEA-GO** (October 1-8, 2015):

- **NEA Grant Application Form**

You will submit a substantial part of your application through the Grant Application Form, including:

- * Answers to narrative questions about your organization and project.
- * Financial information about your organization and project.
- * Bios of key individuals.

- Items to Upload

- * Programmatic activities list
- * Statements of support
- * Work samples

Step 1 of 2

The SF-424 asks for basic information about your organization and project.

APPLICATION FOR FEDERAL DOMESTIC ASSISTANCE - Short Organizational	
* 1. NAME OF FEDERAL AGENCY: [REDACTED]	
2. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER: [REDACTED]	
CFDA TITLE: [REDACTED]	
* 3. DATE RECEIVED: [REDACTED] SYSTEM USE ONLY	
* 4. FUNDING OPPORTUNITY NUMBER: [REDACTED]	
* TITLE: [REDACTED]	
5. APPLICANT INFORMATION	
* a. Legal Name: [REDACTED]	
b. Address:	
* Street1: [REDACTED]	Street2: [REDACTED]
* City: [REDACTED]	County/Parish: [REDACTED]
* State: [REDACTED]	Province: [REDACTED]
* Country: USA: UNITED STATES	* Zip/Postal Code: [REDACTED]
c. Web Address: http:// [REDACTED]	
* d. Type of Applicant: Select Applicant Type Code(s): Type of Applicant: [REDACTED] Type of Applicant: [REDACTED] * Other (specify): [REDACTED]	* e. Employer/Taxpayer Identification Number (EIN/TIN): [REDACTED] * f. Organizational DUNS: [REDACTED] * g. Congressional District of Applicant: [REDACTED]
6. PROJECT INFORMATION	
* a. Project Title: [REDACTED]	

Step 1 of 2

About Grants.gov:

- Mandatory online, government-wide electronic application system
- Obtain a DUNS number and **register with SAM** (System for Award Management) in order to use Grants.gov—allow at least 2 weeks for registration or renewal
- You are required to **change your password every 60 days**
- **Don't wait until immediately before the deadline**; submit your SF-424 no later than 10 days prior to the deadline
- See www.grants.gov for more details or call 1-800-518-4726

Our Town Application Process

**Grants.gov
& SAM.gov**

No later than
Sept 7, 2015

**SF424
due
through
Grants.gov**

Sept 21, 2015

**Full
application
due via
NEA-GO**

Oct 1-8, 2015

Step 2 of 2

Submit through NEA-GO: (October 1-8)

- Submit the substantial part of your application through the **Grant Application Form (GAF)**

Including: Answers to narrative questions, bios, financial info, statements of support, programmatic activities list, special items, and work samples

Step 2 of 2

- Prepare GAF materials well in advance of the application deadline
- Have GAF materials ready to upload once NEA-GO becomes available to you
- Instructions for the GAF and a list of the items you will need to upload are available on our website now

Step 2 of 2

A complete application consists of:

Step 1: **Submit through Grants.gov** (September 21, 2015, deadline):

- **SF-424 (Application for Federal Domestic Assistance)** 

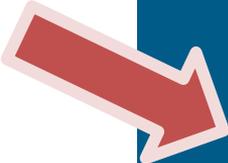
Step 2: **Submit through NEA-GO** (October 1, 2015, deadline)

- **NEA Grant Application Form**

You will submit a substantial part of your application through the Grant Application Form, including:

- * Answers to narrative questions about your organization and project.
 - * Financial information about your organization and project.
 - * Bios of key individuals.
- Items to Upload
 - * Programmatic activities list
 - * Statements of support
 - * Work samples

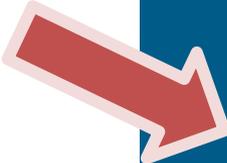
Click on the
“NEA Grant
Application
Form” to
download
instructions in
PDF format.



Our Town FY16 Grant Application Form Instructions

Arts Engagement, Cultural Planning, and Design Projects

NATIONAL ENDOWMENT FOR THE ARTS
DESIGN DIVISION
OUR TOWN FY2016



Our Town FY16 Grant Application Form Instructions

Projects that Build Knowledge About Creative Placemaking

NATIONAL ENDOWMENT FOR THE ARTS
DESIGN DIVISION
OUR TOWN FY2016

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Organizational Information (Part 1)

- Applicant Information
- Organizational Budget
- Primary Partner Information

Project Information (Part 2a)

- Project Background and Context
- Major Project Activities
- Schedule of Key Project Dates
- Accessibility

Project Objectives & Location (2b&c)

- Objective Narrative
- Performance Measurement
- Intended Beneficiaries
- Community Engagement
- Demographics

Project Budget (Part 3)

- Income
- Expenses

Project Participants (Part 4)

- Individuals (a)
- Organizations (b)
- Works of Art (c)

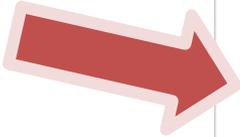
Items to Upload (Part 5)

- Programmatic Activities List
- Statements of Support
- Work Samples

Online NEA-GO/GAF Tutorial

RELATED MATERIALS

- [Exploring Our Town Case Studies](#) 
- [Creative Placemaking Resources](#)
- [Our Town Guidelines Webinars](#)
 - [How to Apply \(July 29\)](#)
 - [Tips, Tricks, and Inspiration for a Successful Project Proposal \(August 5\)](#)
- [FAQs](#)
- [Sample Application Narratives](#)
- [Online Tutorial: Using the Grant Application Form \(GAF\)](#)
- [Grants.gov](#)
- [Accessibility Requirements Tutorial](#)
- [Press](#)



A link to an online Grant Application Form tutorial is available in the Related Materials box on the side bar.

How to Log In (October 1-8 ONLY)

To access the system:

Log in to NEA-GO through the link published in the application guidelines at arts.gov
(The direct link is: <http://nea.cloud.culturegrants.org/index/login>)

- User Name = Grants.gov Tracking Number
(Example: GRANT12345678)
**This is assigned when you submit your SF-424.*
- Password = NEA Application Number
(Example: 15-123456)

Find this information at **CHECK MY APPLICATION** on Grants.gov. It is available 2 days after you submit your SF-424 to Grants.gov (but no earlier than 10 days before the application deadline).

How to Log In (October 1-8 ONLY)



National Endowment for the Arts



[Home](#) [Help](#) [Video & Photo/PDF Help](#) [Upload Work Sample Instructions](#) [Sign Up](#) [Log In](#)

IMPORTANT MESSAGES:

Challenge America applicants will not be able to access NEA-GO until April 30. Please do not attempt to log in until then.

In parts of the Grant Application Form, if you receive the red error message "Please enter required value" it is a bug in the system which we are currently unable to correct. It will not prohibit you from entering, saving, or submitting your application.

User Name *

Password *

[Forgot your password?](#)

Login

[General Terms Of Service](#) [Privacy Policy](#)



National
Endowment
for the Arts
arts.gov

OUR TOWN REVIEW PROCESS



PHOTO: Jim Kopriva.



Artistic Merit



Artistic Excellence

Our Town Application Process



EXPLORING OUR TOWN

RESOURCES

Insights Overview

All Projects By Project Setting By Project Type By Project Location

Grid Map



AIEA, HI
OLA KA 'ILIMA: CREATIVE CULTURE AND ART SPACES



AJO, AZ
AJO MASTERPLAN



BALTIMORE, MD
REVITALIZING STATION NORTH



BEREA, KY
WAYFINDING DESIGN



BETHLEHEM, PA
THE BRIDGE



BOSTON, MA
INNOVATION DISTRICT



BURLINGTON, VT
IMAGINE CITY HALL PARK



CASPER, WY
CONFLUENCE OF TIME AND SPACE



CHARLESTON, SC
GAILLARD CENTER ARTS PRECINCT



CHARLESTON, WV
CHARLESTON PUBLIC ART



CHATTANOOGA, TN
MAIN TERRAIN ART PARK



COLUMBUS, OH
FINDING TIME: COLUMBUSPUBLICART2012

Questions?

Contact us at OT@arts.gov

Guidelines available now at:
<http://arts.gov/grants/organizations-apply>

