

A woman and two children are standing in front of a vibrant, abstract mural. The woman, in the center, is wearing a light blue t-shirt and grey pants. She is holding hands with a young boy on her left and a young girl on her right. The boy is wearing a striped t-shirt and blue pants, and the girl is wearing a pink 'RED SOX' t-shirt and pink plaid pants. They are all smiling and have their arms raised. The mural behind them is composed of large, colorful shapes in yellow, orange, pink, blue, and green, with some white stars scattered throughout. The text 'RESILIENT TOGETHER' is overlaid in white, serif font across the upper right portion of the image. In the bottom right corner, the letters 'LISC' are visible in a white, sans-serif font, and the website 'eloveals.com' is partially visible in a smaller font.

RESILIENT TOGETHER

LISC

eloveals.com

Agenda

- Introduce LISC
- Creative Placemaking at LISC
- Opportunity Zones
- Resilient Together
 - Basic Details
 - Eligibility
 - Evaluation Criteria
- Creative Placemaking Case Study
- Questions



LISC is proud to announce:

RESILIENT TOGETHER

A Ward 8 based, creative placemaking call for proposals designed to support local small businesses and artists

APPLY BY DECEMBER 1ST

To learn more visit: www.lisc.org/dc/regional-stories/resilienttogether

LISC Overview



Elevating Equity
The Black Love Experience



Housing: A Basic Need
Stanton Square



Small Business Support
Village Cafe



District Development
MLK Gateway

Creative Placemaking at LISC

- Artists as leaders, catalysts and changemakers
- Racial equity
- Development without displacement
- Community driven, comprehensive, collaborative change
- Cultivate inherent community assets, build capacity and cultivate agency

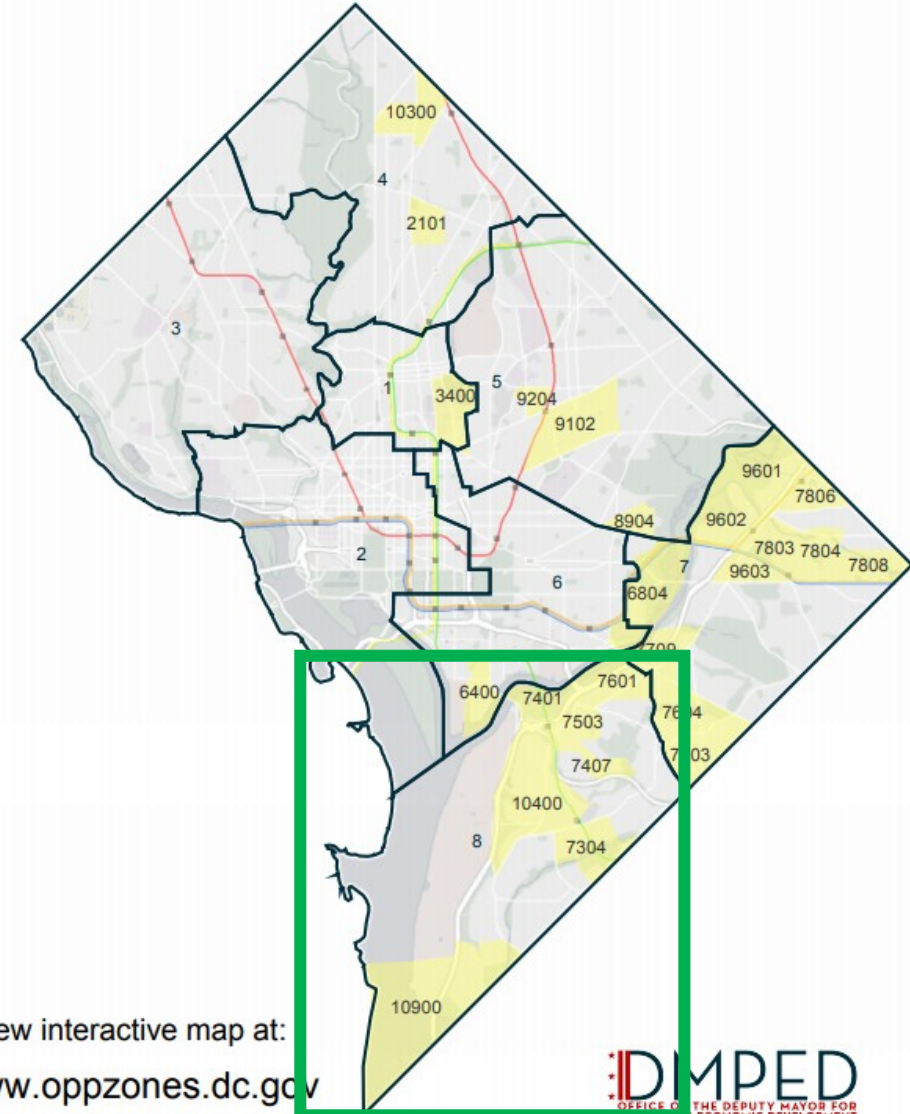


Opportunity Zones (OZs) in DC

Designated Opportunity Zones in DC

Office of the Deputy Mayor for Planning and Economic Development | May 2018

- Federal legislation that provides tax incentives for equity investments in businesses and commercial projects
- 4 Priorities set by DC:
 - Deliver new, neighborhood-serving amenities, such as retail and fresh food grocers
 - Provide investment capital and growth opportunities for DC small businesses, particularly those led by underrepresented entrepreneurs
 - Create jobs for DC residents and pathways to the middle class
 - Increase affordable and workforce housing
- To learn more: www.ozmarketplace.dc.gov/



View interactive map at:
www.oppzones.dc.gov

DC Resources for Businesses and Individuals during COVID-19

www.coronavirus.dc.gov/

- **Businesses**
 - [Recovery for DC Businesses](#)
- **Creative Placemaking during COVID-19**
 - [Creative Solutions: A LISC Roundtable on Creative Placemaking during COVID-19](#)
 - [Forecast Public Arts - Innovation in the time of COVID-19](#)
- **Housing**
 - Reach out to [Housing Counseling Services](#), who are facilitating the following programs:
 - 202 Assist ***WARD 8 RESIDENTS ONLY***
 - COVID-19 Housing Assistance Program (CHAP)
 - Emergency Rental Assistance Program (ERAP)
 - Tenant Based Rental Assistance (TBRA)
- **Other Resources include - [Food](#) & [Utilities](#)**

The screenshot shows the DC Coronavirus website. At the top, there is a red banner with the text: "Read Mayor Bowser's Presentation on DC's COVID-19 Situational Update: October 26. DC Entered Phase Two of Reopening on June 22. View the Guidance." Below this is a navigation bar with the DC Government logo and Mayor Muriel Bowser's name. The main navigation menu includes: Home, Phase Two, Testing, DC CAN, Recovery (highlighted with a green box), Food (highlighted with a green box), Advisory Group, Data, Operating Status, Health Guidance, and News. A search bar is located on the right. Below the navigation bar, there is a white box titled "Phase Two Begins" with the following text: "The District of Columbia Government entered into Phase Two of reopening on Monday, June 22, 2020. [Click here to review the Mayor's Order and new health guidance and signage for businesses to use.](#) Individuals must continue to practice social distancing from persons not in their household. [Wearing a mask or face covering](#) is one tool to protect an individual's own health and the health of others, but it does not replace social distancing." Below this text are two bullet points: "Want a Test? Get a Test: [Full List of DC Testing Sites](#)" and "Want to participate in a COVID-19 vaccine trial? [Learn More Here](#)". To the right of the white box is a dark blue banner with the text: "IT'S SIMPLE: WHEN YOU LEAVE HOME, YOU MUST WEAR A MASK." and a mask icon. Below this banner is a red box titled "Common allowable exceptions:" with four items: "You are a child age 2 or younger", "You are vigorously exercising outdoors and not close to anyone else", "You are actively eating or drinking", and "You are in an enclosed office and alone". At the bottom of the banner is the text: "Wear a mask. Save lives. Stop the spread." and the DC Health logo.

RESILIENT TOGETHER –

Goal – spur creative and safe resiliency strategies that small businesses can employ to attract and grow their customer base in the midst of COVID-19

Initiative Basics

Eligible Artist/Small business partnerships will be awarded up to \$5,000

3-5 grants in total will be awarded

Projects expected to demonstrate evidence of community engagement

Application Deadline – December 1; Awards Announced – December 31

Project Development and Implementation – Jan – March 2021



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RESILIENT TOGETHER – Eligibility

Each Submission must include at least one small business and one artist

The business must be:

- Owned by a person of color
- Located within or adjacent to a Ward 8 Opportunity Zone
- In Good Standing with the District of Columbia

Timeline: The Project Be Capable of Completion by March 2021

Community Safety and Health: The Project must take into account the COVID-19 reality and adhere to public health recommendations to ensure community health and safety

Types of Projects Eligible:

- Projects across artistic disciplines are welcomed
- In person or virtual projects both welcomed

RESILIENT TOGETHER – Evaluation Criteria

Each Project will be evaluated based off the following criteria:

- Cultural Development – How does the project celebrate and highlight the unique culture of DC’s Ward 8 communities? How does it support local artists?
- Community Engagement – How is the project informed by the community? What engagement with community has occurred before submission? What engagement is planned in lead up to project execution?
- Feasibility of Execution – Are the budget and timeline feasible? Are COVID-19 Safety guidelines taken into account?
- Catalytic Impact on Business – How will this project creatively address challenges and/or opportunities for the business and community?

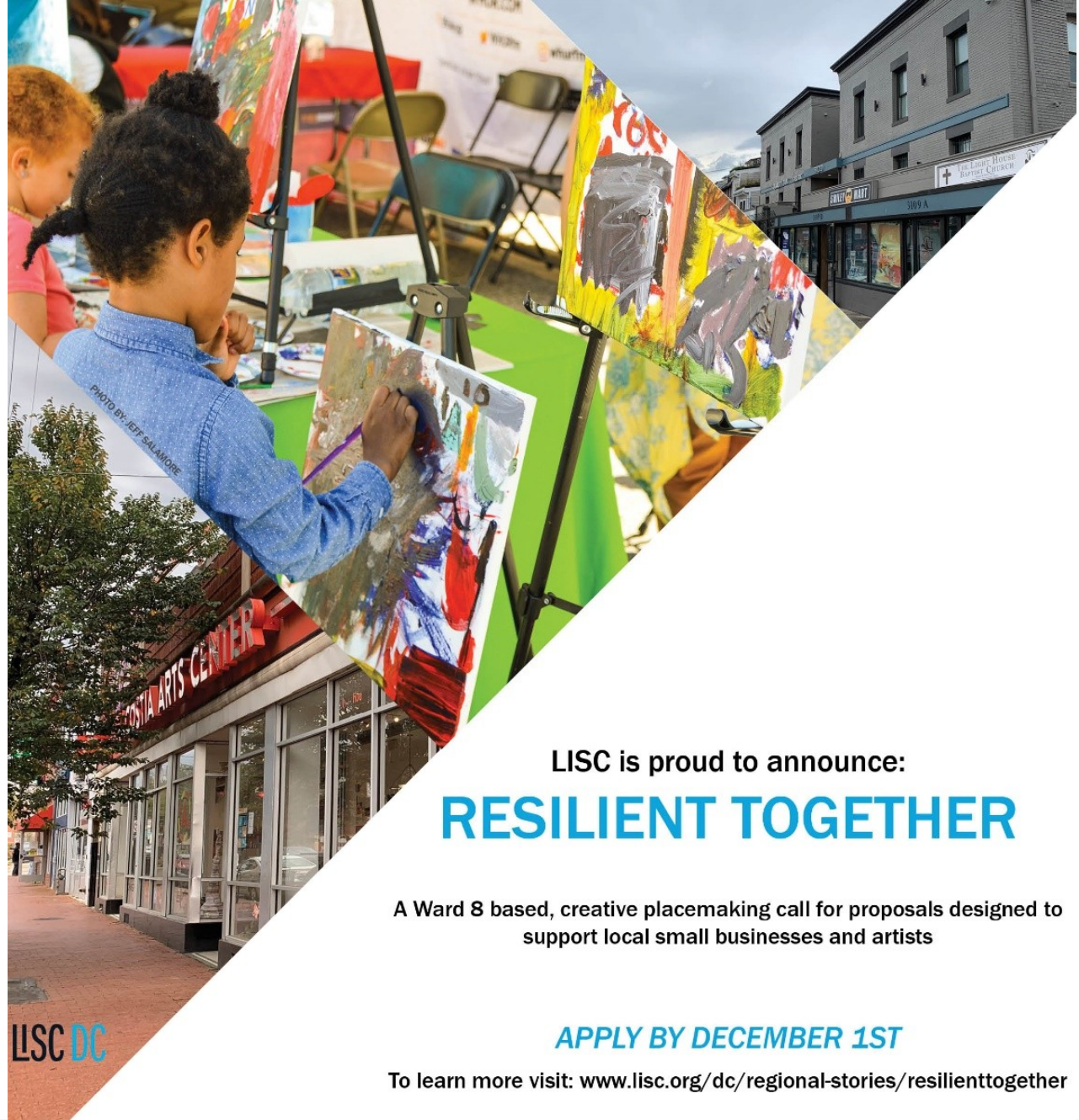
RESILIENT TOGETHER – Application

- Consists of 5 sections including:
 - Artist Background
 - Business Background
 - Project Narrative
 - Budget
 - Work Samples
- What the Selection Committee will be looking for
 - Artistic Experience
 - Addressing Community Opportunities and/or Challenges
 - Long Term Impact

Case Study – Crossing the Street: Ivy City



Questions?



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LISC DC