

FY2021 Our Town Grant Program

Inspiration for Prospective Applicants

July 1, 2020

Housekeeping

- All attendees are muted.
- You may use the chat box to ask questions.
- These questions will be fielded and curated at the end of the presentations
- This webinar is being recorded and will be posted on the LISC website by Friday
<https://www.lisc.org/our-resources/resource/how-do-creative-placemaking-webinar>

NEA/LISC Team



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Jordan Carter

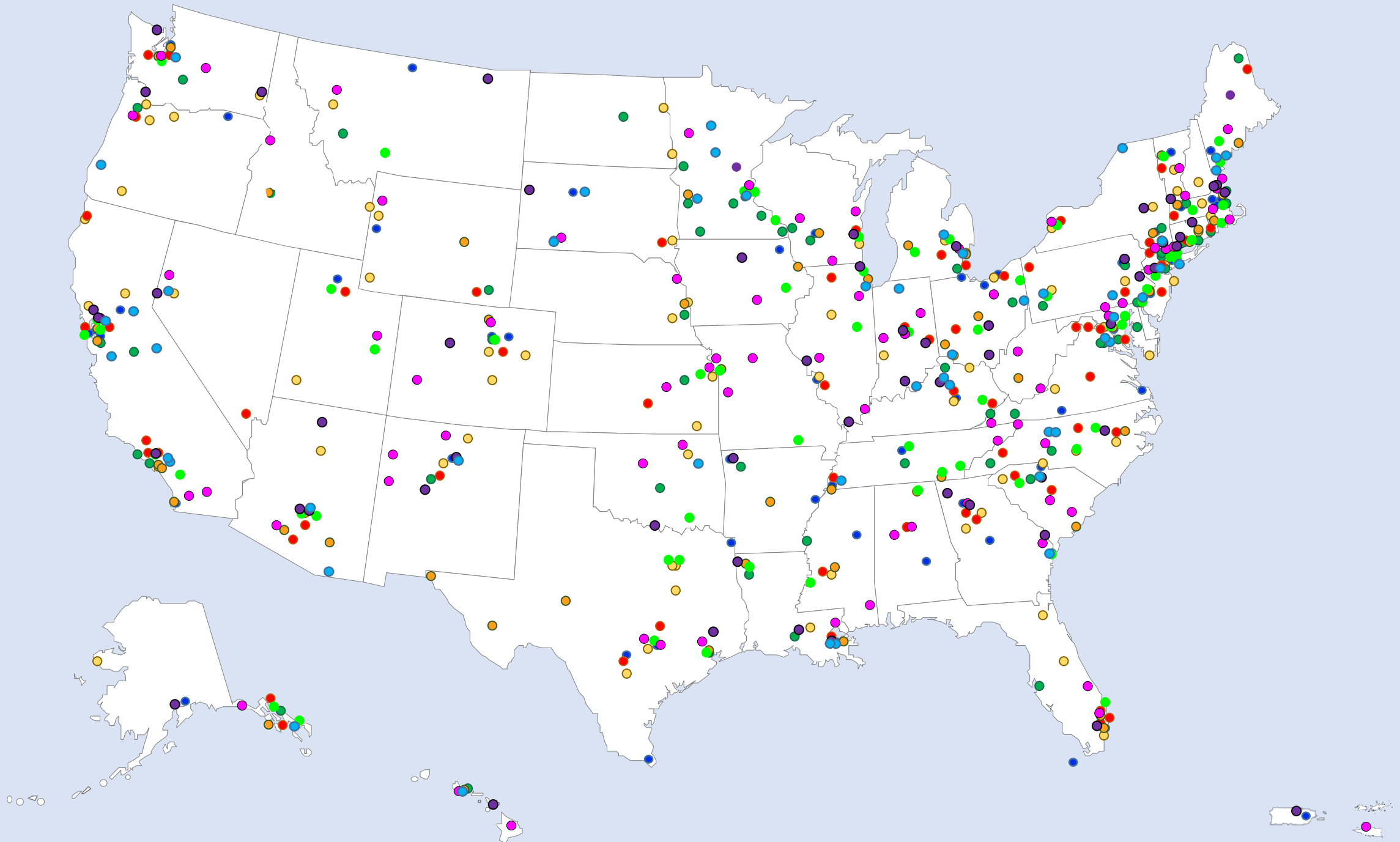
*Assistant Program Officer
Creative Placemaking
LISC*

Our Town & Creative Placemaking



Studios in the Park
ArtBuilt
NYC Department of Parks & Recreation

Photo: ArtBuilt



Our Town Basics



Local government entity
+
nonprofit 501c3 organization

(one of the partners must have
arts/culture/design mission)

***Required letter of support from
highest ranking official**

Our Town Objective: Strengthening Communities

Strengthening Communities Objective from the Guidelines:

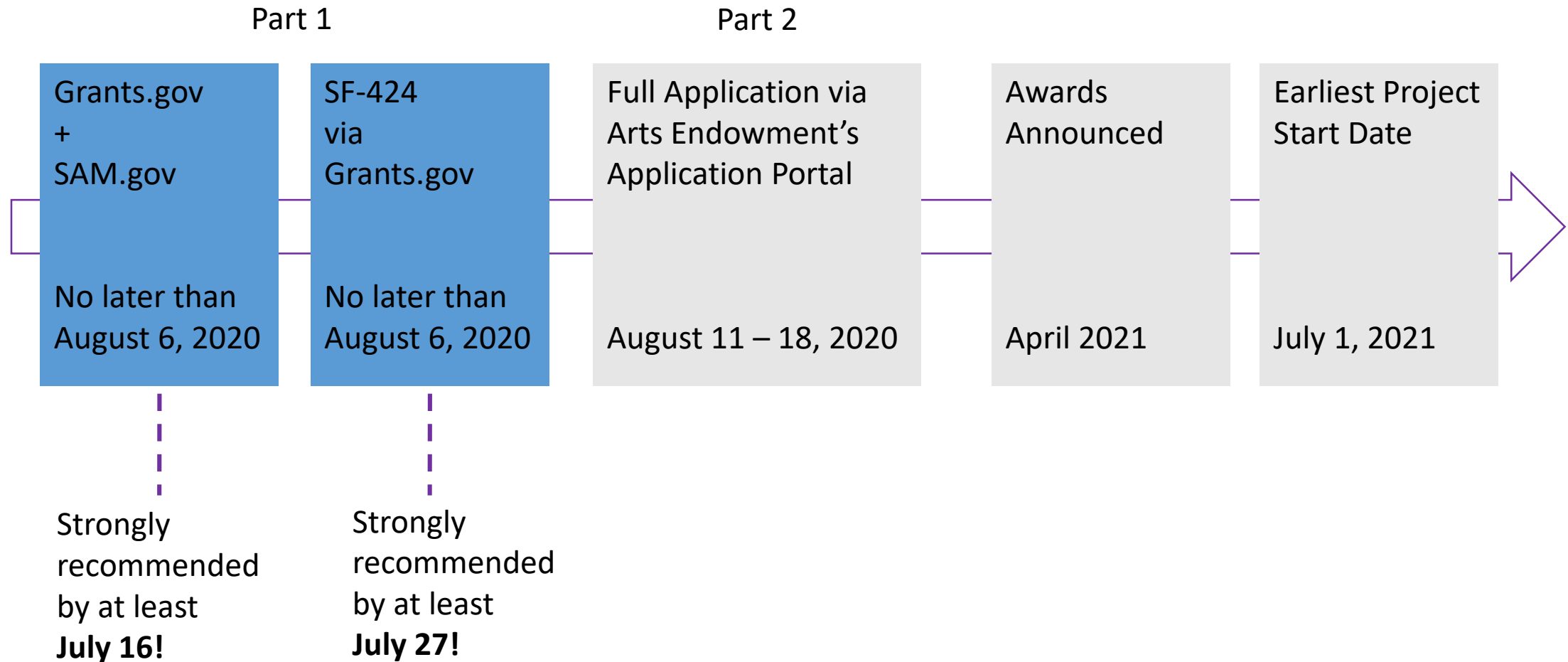
Economic Change: Economic improvements of individuals, institutions, or the community including local business growth, job creation/labor force participation, professional development/training, prevention of displacement, in-migration, and tourism.

Physical Change: Physical improvements that occur to the built and natural environment including beautification and/or enhancement of physical environment, new construction, and redevelopment (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.

Systems Change: Improvements to community capacity to sustain the integration of arts, culture, and design into strategies for advancing local economic, physical, and/or social outcomes including partnerships with other sectors, civic and institutional leadership, replication or scaling of innovative projects, long term funding, training programs, and permanent staff positions.

Our Town FY21 Application Calendar



How to Apply

www.arts.gov

All application instructions are available on the Our Town guidelines webpage

OUR TOWN: Grant Program Description

Our Town is the National Endowment for the Arts' creative placemaking grants program. Through project-based funding, we support projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes. Successful Our Town projects ultimately lay the groundwork for systemic changes that sustain the integration of arts, culture, and design into local strategies for strengthening communities. These projects require a partnership between a local government entity and nonprofit organization, one of which must be a cultural organization; and should engage in partnership with other sectors (such as agriculture and food, economic development, education and youth, environment and energy, health, housing, public safety, transportation, and workforce development). Cost share/matching grants range from \$25,000 to \$150,000, with a minimum cost share/match equal to the grant amount.

Projects

We encourage applications for artistically excellent projects that:

- Bring new attention to or elevate key community assets and issues, voices of residents, local history, or cultural infrastructure.
- Inject new or additional energy, resources, activity, people, or enthusiasm into a place, community issue, or local economy.
- Envision new possibilities for a community or place - a new future, a new way of overcoming a challenge, or approaching problem-solving.
- Connect communities, people, places, and economic opportunity via physical spaces or new relationships.

The National Endowment for the Arts plans to support a variety of projects across the country in urban, rural, and tribal communities of all sizes.

Project Types

Our Town projects must integrate arts, culture, and design activities into efforts that **strengthen communities** by advancing local economic, physical, and/or social outcomes. Projects may include activities such as:



OUR TOWN BASICS

- [Grant Program Description](#)
- [Required Partnerships](#)
- [Strengthening Communities Objective](#)
- [We Do Not Fund](#)
- [Application Calendar](#)
- [Award Information](#)
- [Applicant Eligibility](#)
- [Application Review](#)
- [Award Administration](#)
- [Other Information](#)
- [FAQs](#)
- [Contacts](#)

TO APPLY: OUR TOWN

- [How to Prepare and Submit an Application](#)
- [Part 1: Submit to Grants.gov](#)
- [Part 2: Submit to the Applicant Portal \(PDF\)](#)

Presenters



Randy Engstrom

*Director of the Office of Arts and Culture
City of Seattle*



Joy Young

*Executive Director,
Cultural Council of Greater Jacksonville*



Suzanne Pickett

*Executive Director
Jacksonville Cultural Development Corporation*

The Cultural Council exists to enrich life
in Northeast Florida by
investing in arts and culture.



Joy Young, Ph.D.
Executive Director





Jacksonville Cultural Development Corporation

Our goal is to foster economic empowerment, increase cultural diversity and awareness and build bridges in the community through creative placemaking.



JACKSONVILLE CULTURAL
DEVELOPMENT CORPORATION

Suzanne Pickett, President



HISTORIC EASTSIDE

COMMUNITY DEVELOPMENT CORPORATION

Mission;

To preserve and transform the Eastside neighborhood through equitable community development by improving access to affordable housing, social services, cultural development, wealth building, education and safety.

The Fund For Arts and Culture

In an effort to support local artists who've lost work during the coronavirus pandemic, the Cultural Council of Greater Jacksonville created **THE FUND FOR ARTS AND CULTURE**. The Fund is supported through individual donations and in partnership with artist social entrepreneurs, corporations, and local businesses.

Artist to Artist



HELP THE ARTIST RELIEF
FUND

**OWN A
NICO
ORIGINAL**

A photograph showing a person with short blonde hair, wearing a black t-shirt and dark pants, standing and painting a large, colorful butterfly mural on a wall. The butterfly has pink and black wings. The person is seen from the side, focused on their work.

**Raffle
Tickets**

1 for \$5

5 for \$20

A photograph of a mural featuring a large, pink butterfly with black markings on its wings, perched on a large pink flower. The mural is painted on a bright yellow wall. In the foreground, there are several bicycles parked, and some people can be seen in the background near a building.

48"x48" painting created especially for to raise funds to donate.



HOPE and HISTORY Mural

Partners;

University of N. Florida

The Eastside Brotherhood

Community Foundation of
NE Florida

Nicole Holderbaum-Lead
Artist

Suzanne Pickett- Artist



Passing the Touch - Bob Hayes by Kristen Visba, 2002

The location of *Passing the Torch* was chosen because it is placed in the neighborhood where Mr. Hayes grew up. *Passing the Torch* is particularly significant as it commemorates an early Olympian, many of which were rarely given the same recognition as today's Olympians.



Flywheel by David Griggs, 2006



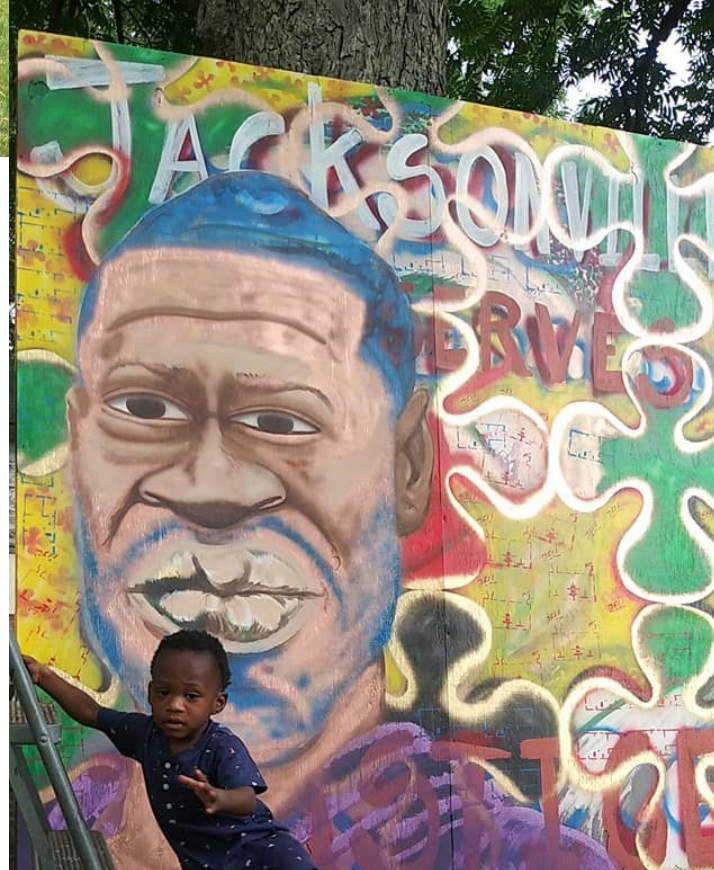
The design is intended to engage children, parents, neighbors, staff, and visitors with a playful and welcoming presence.

PARTNERSHIP

Jacksonville Cultural Development Corporation & Cultural Council of Greater Jacksonville

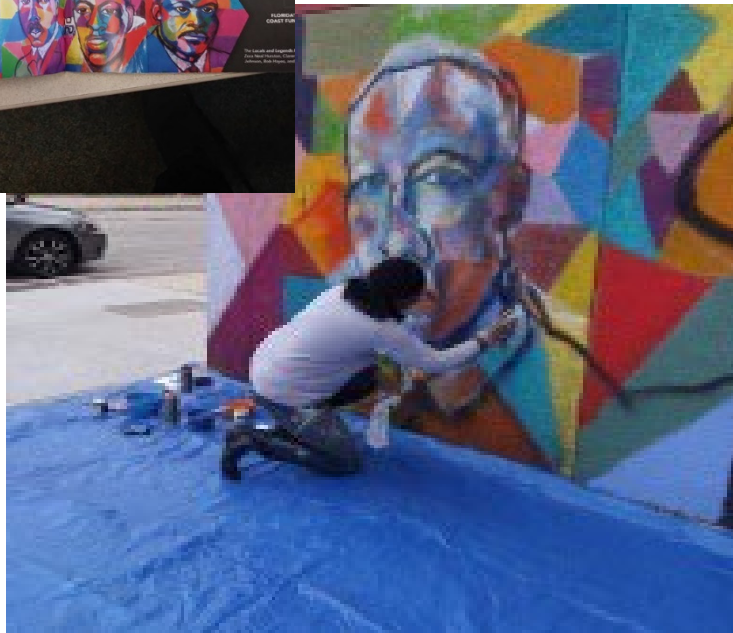
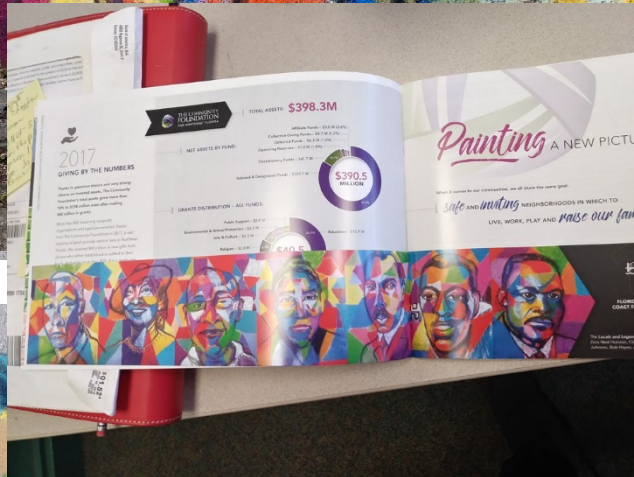
- ART See & Shop
- Artist Entrepreneurship Education
- Locals and Legends Public Art





6 Ft. Away Gallery

Artists Roosevelt Watson III and his wife, educator and activist Shawana Brooks, have responded to the challenges of the COVID 19 pandemic in rather cheeky fashion. The 6 Feet Away Gallery gets its name from an obvious place, but its physical place is less obvious, conceptually: the couple's own yard in the Urban Core Community.



LOCALS AND LEGENDS Mural

Partners

Jacksonville Cultural
Development Corp

Groundwork Jacksonville
Green Team

Community Foundation of
NE Florida

Cultural Council of
Greater Jacksonville

LISC Jacksonville



Art Supply Donations

Partners;

Cathedral Arts Project
Jacksonville Arts and
Music School (JAMSJAX)

These partner organizations provided art supplies to our youth to continue to foster imagination while they had to shelter at home.





Ground Breaking, Land Dedication and Junteenth Celebration

Partners;
Soul East Wellness and
Empowerment Center
(Coming Soon to Eastside)

Jacksonville Arts and Music School

Jacksonville Arts & Music School is a Creative Youth Development Program with a vision to create positive change in our community by developing tomorrow's problem-solvers, creative thinkers, and innovative leaders.





www.culturalcouncil.org

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facebook.com/MoreArtCulture

904.358.3600



**JACKSONVILLE CULTURAL
DEVELOPMENT CORPORATION**

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Creative Placemaking - Seattle

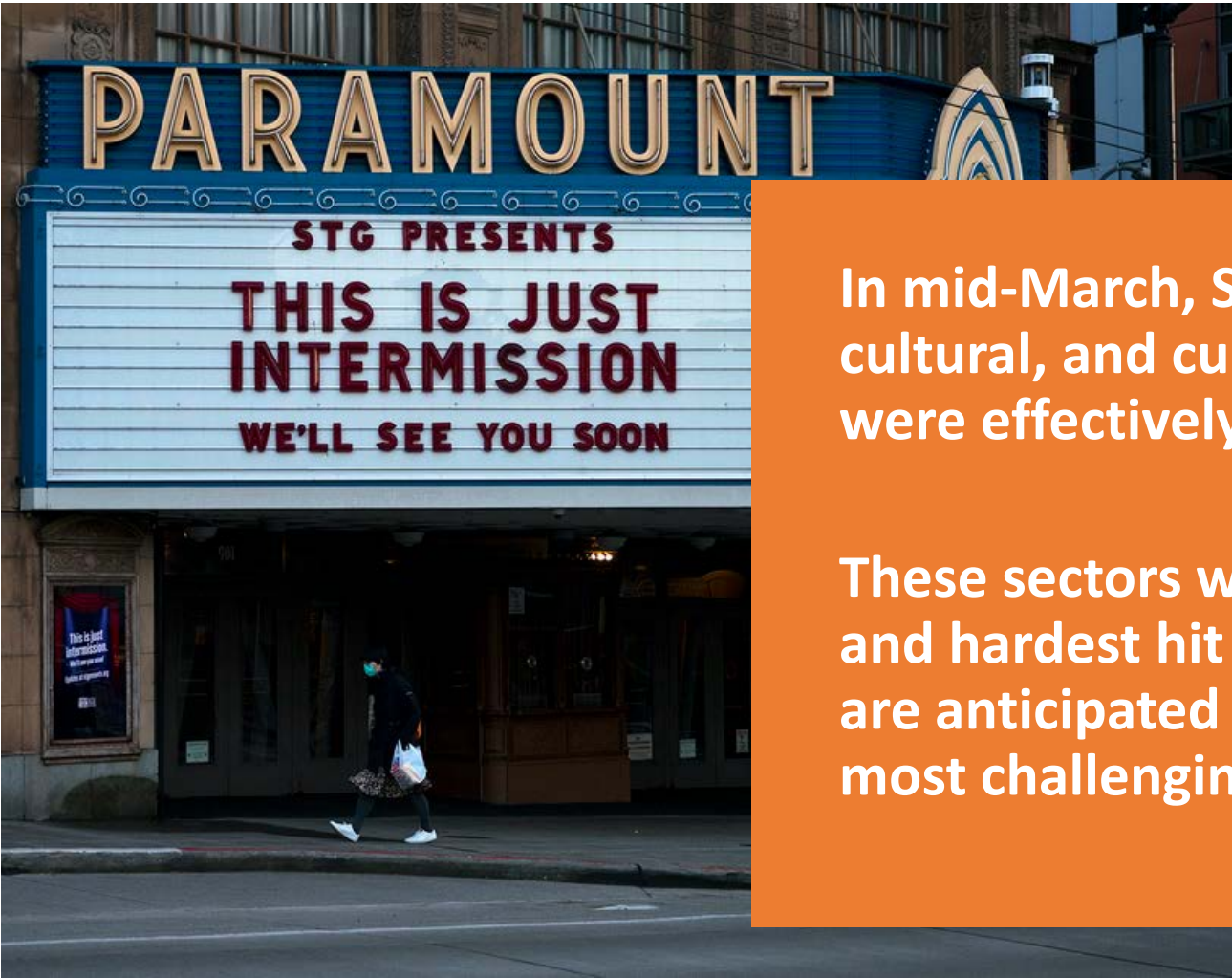
Randy Engstrom, Director, **Seattle Office of Arts & Culture**
July 1, 2020

COVID-19

Seattle was the first US city visibly impacted by COVID-19.



Impact on the Creative Sector



In mid-March, Seattle's creative, cultural, and culinary communities were effectively shut down overnight.

These sectors were some of the first and hardest hit in the pandemic and are anticipated to be some of the most challenging to re-open.

Disproportionate Impact on BIPOC Creatives



Already vulnerable groups, such as those by and for communities of color, immigrants and refugees, and those serving communities with disabilities, have been most severely impacted.

And yet, we rely on these creative workers and cultural organizations to foster social connection, lift our spirits, feed our people, and offer hope for our collective future.

Community Resilience

Our creative and culinary communities foster belonging and resilience.



Community Resilience



These industries will be integral in leading our economic revitalization, as they will **nourish our neighbors** and help us process this extraordinary moment in history with **storytelling and reflection.**

Seattle Artist Relief Fund

Search

How it works

Start a GoFundMe



Sign in

Share

Donate

Seattle Artist Relief Fund Amid COVID-19



Ijeoma Oluo

Writer & Speaker
Seattle Artist Relief Fund CoFounder

TEAM FUNDRAISER

Ijeoma Oluo and 3 others are organizing this fundraiser on behalf of LANGSTON Seattle.

Created March 9, 2020

Creative Arts, Music & Film

\$620,809 raised of \$1,000,000 goal

3.4K
donors

25K
shares

3.4K
followers



Share



Donate now



121 people just donated



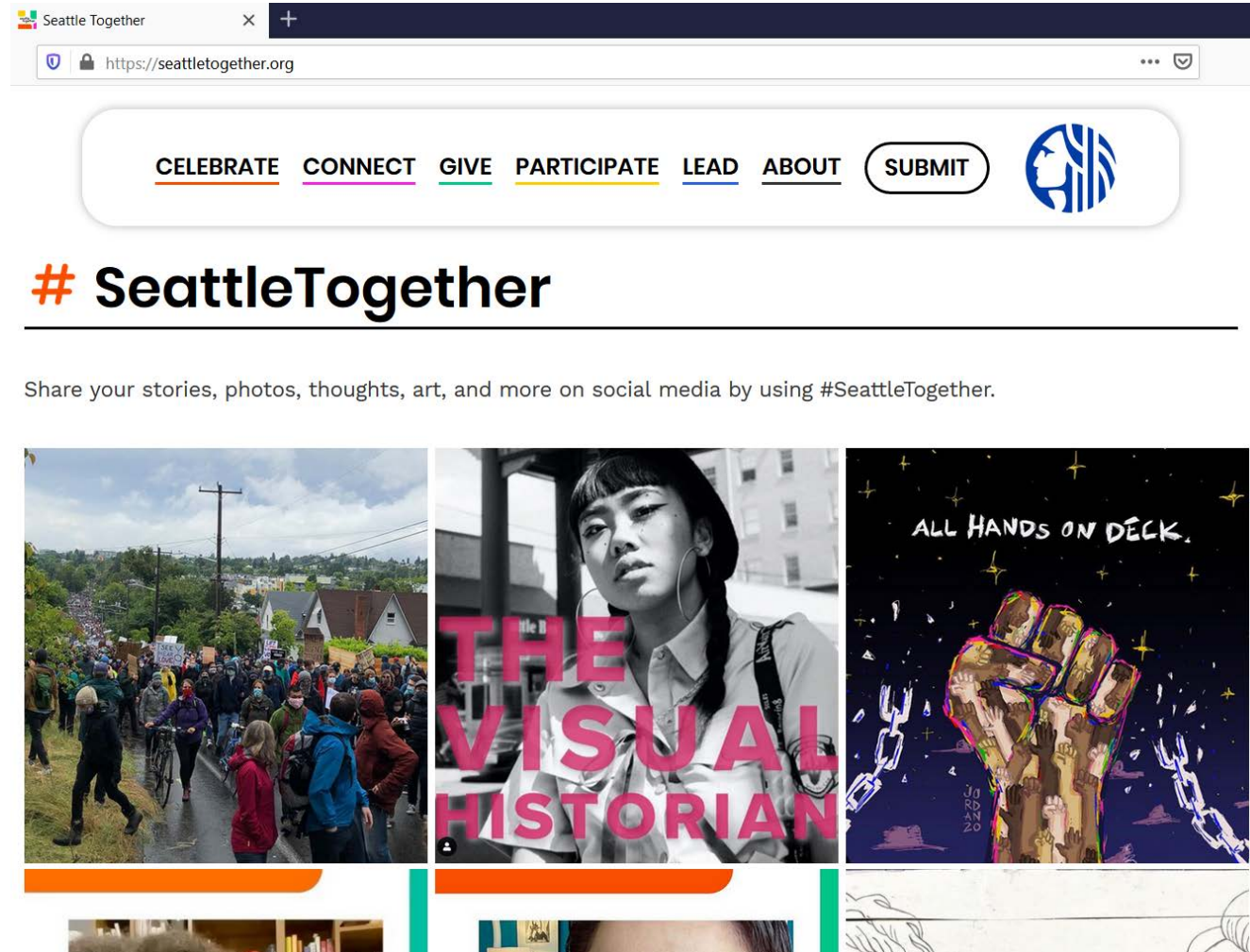
Alena Sullivan
\$25 • 8 mins



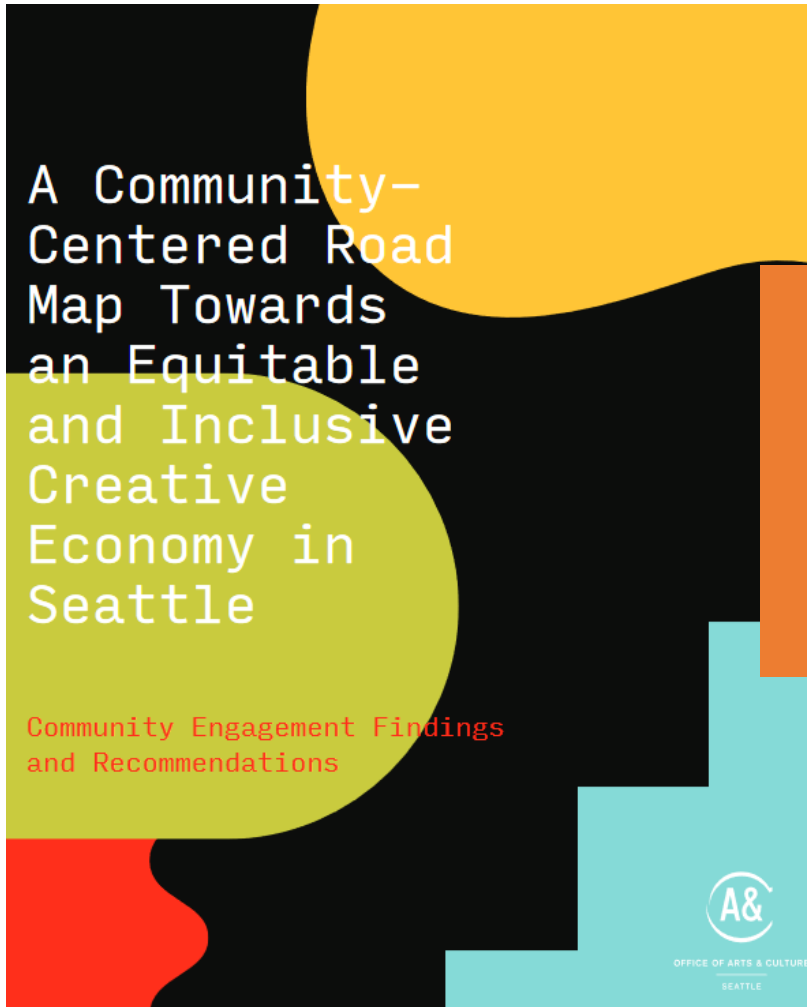
Anonymous
\$20 • 13 mins

See all

Community Resilience



Creating a Road to Recovery



This is an opportunity to invest in an inclusive economic recovery.

Funding Model

Federal Stimulus +
Private Philanthropy +
1% for Public Art



Other Resources

NEA COVID Resources: <https://www.arts.gov/coronavirus>

Other NEA Grant Opportunities: <https://www.arts.gov/grants/apply-grant/grants-organizations>

How to Do Creative Placemaking webinars: <https://www.lisc.org/our-events/event/how-do-creative-placemaking>

Questions?

Type your question in the chat box.

Questions about your Our Town Application?

Email us at ot@arts.gov