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

Jen Hughes
Director, Design + Creative Placemaking
National Endowment for the Arts

Katherine Bray-Simons
Design Specialist, Our Town
National Endowment for the Arts

Lynne McCormack
National Program Director
Creative Placemaking
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Jordan Carter
Assistant Program Officer
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Our Town & Creative Placemaking

Studios in the Park
ArtBuilt
NYC Department of Parks & Recreation

Photo: ArtBuilt
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

Part 1
- Grants.gov + SAM.gov
  - No later than August 6, 2020
  - Strongly recommended by at least July 16!

Part 2
- SF-424 via Grants.gov
  - No later than August 6, 2020
  - Strongly recommended by at least July 27!
- Full Application via Arts Endowment’s Application Portal
  - August 11 – 18, 2020
- Awards Announced
  - April 2021
- Earliest Project Start Date
  - July 1, 2021
How to Apply

All application instructions are available on the Our Town guidelines webpage.
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.

Suzanne Pickett, President
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

Raffle Tickets

1 for $5
5 for $20

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.
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
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 Juneteenth 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.
Creative Placemaking - Seattle

Randy Engstrom, Director, Seattle Office of Arts & Culture
July 1, 2020
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.
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 Amid COVID-19

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

3.4K donors 25K shares 3.4K followers

Share
Donate now

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

121 people just donated

Alena Sullivan
$25 · 6 mins

Anonymous
$20 · 13 mins

See all
Community Resilience

# SeattleTogether

Share your stories, photos, thoughts, art, and more on social media by using #SeattleTogether.
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