

# CREATIVE PLACEMAKING GUIDELINES

FY25

→ [www.theartscouncil.com/grants](http://www.theartscouncil.com/grants)



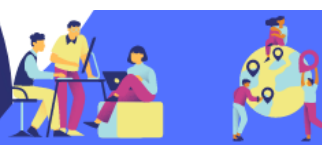
## *creative* **PLACEMAKING GRANT**

### ● PROGRAM OVERVIEW

The mission of the Creative Placemaking Grant is to provide support for collaborative partnerships that build capacity by engaging a community, district, or neighborhood through Public Art strategies that enhance economic development and advocate for social and environmental change.

Five \$10,000 awards will be issued during this pilot program.

Creative Placemaking proposals must establish a partnership between a 501(c) organization or Municipal Office and an artist and/or cultural professional from initial planning through execution. Creative Placemaking proposals take many different forms. Programs should challenge the spaces they inhabit in new and innovative ways. They will also activate underserved populations and geographic regions within Cumberland County while demonstrating the importance of public art as a catalyst for progress.



## ● APPLICANT ELIGIBILITY

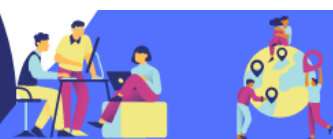
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- 501(c) organization in Cumberland County
- Municipal office

### UNALLOWABLE ACTIVITIES & EXPENSES



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- Indirect costs
  - Organizational administrative costs (overhead fees – general salaries, utilities, etc.)
  - Payments towards deficits, loans, fines, or litigation costs
  - Lobbying expenses
  - Fundraising expenses
  - Capital expenditures
  - Food/beverage (catering, etc.)
  - Grants funds may not be subgranted, used for prize/award money, or scholarships
  - Programs that do not include the lead artist in the planning
  - Programs that are ticketed and/or not free to the public



## APPLICATION

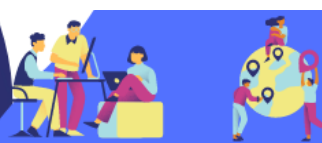


- Letter of Intent - Accepted rolling through January 26, 2024
  - Who is the project's partner artist or cultural professional and what qualifies them to lead this project activity?
  - Project Activities: What is happening? When is it happening? Where is it happening?
  - How will the grant funds be utilized?
  - Who is the target audience / what is the target geographic region, and how will they benefit from this project activity?
  - How does the proposed project positively impact the community and how will this impact be measured?
- Full proposals due by February 21, 2024
  - Narrative expansion
  - Budget Documentation

# EVALUATION

## PROGRAM EXCELLENCE & MERIT (55 POINTS)

- Program/Project narrative suggests work that is unique to Cumberland County.
- Work Samples show programming of high artistic, cultural and/or historic excellence.
- Program/Project uses innovative Arts, Culture, and/or History-focused approaches to reach underserved and underrepresented populations.
- Project/Program increases awareness of underrepresented artistic disciplines.
- Program/Project utilizes artistic, cultural, and history-focused professionals with detailed experience in their fields.



## **PROGRAM IMPACT (45 POINTS)**

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- Programs that respond to the racial and cultural diversity of the county and broaden/diversify the organization's reach.
- Organization seeks to work collaboratively with other community groups and key personnel/professionals.
- Project/Program attracts persons or groups who have limited opportunities due to educational, geographic, cultural, physical, economic, or other constraints.
- Organization's financial documents suggest stability.
- The proposed project includes selection of key participants, partner organizations (where applicable) and scope of services prove to be feasible based on organization's history and apparent abilities (staffing, management, etc.).
  - Effective marketing and communications strategies for the project.
- Appropriate evaluation strategies that are matched to program goals.