

Call for Participants RURAL PLACEMAKING

Call for Participants Release Date: February 2, 2017

Application Deadline: 11:59 EST, March 10, 2017

Submit via Typeform: <https://bcworkshop.typeform.com/to/t5MivE>

Contact: christina@bcworkshop.org

INTRODUCTION AND PROJECT BACKGROUND

Creative placemaking is a way of working between community developers, housing organizations and local stakeholders to strengthen communities. Rural Placemaking brings together people to share food, stories, art, experiences, and histories and enables neighbors to talk, learn, and organize in rural communities in the United States. Successful applicants will receive up to \$7,500 to support the development of an arts and community building project in their town. They will also receive training and support from national leaders in creative placemaking and community development on the implementation of their project. Housing developers and community development corporations working in rural communities (with populations under 50,000), located within the United States are eligible to apply. Organizations located in regions that have been historically underserved or demonstrate high need for resources are especially encouraged to apply.

Rural Placemaking is accepting applications from partnerships between housing/community developers and artists as well as housing/community developers without an artist partner. Rural Placemaking will build knowledge of creative placemaking with the Housing Assistance Council (HAC) and buildingcommunityWORKSHOP [bc] through the implementation of two pilot projects. Housing or community developers that apply without an artist partner will be matched with an artist after they are selected.

This initiative is supported in part by an award from the National Endowment for the Arts (NEA). To find out more about how National Endowment for the Arts grants impact individuals and communities, visit <http://www.arts.gov/>.

PROJECT PARTNERS

[\[bc\]](#) is a Texas based nonprofit community design center seeking to improve the livability and viability of communities through the practice of thoughtful design and making. We enrich the lives of citizens by bringing design thinking to areas of our cities where resources are most scarce. To do so, [bc] recognizes that it must first understand the social, economic, and environmental issues facing a community before beginning work.

[HAC](#) is a national organization focused on funding and building the capacity of rural nonprofits and communities to develop affordable housing in the United States. Through its various services and products, HAC works with organizations in rural communities to help ensure that they have the funding, technical knowledge, training and information they need. The mission of the Housing Assistance Council is to improve housing conditions for the rural poor, with an emphasis on the poorest of the poor in the most rural places.

PURPOSE AND DESCRIPTION

[bc] and HAC seek to promote creative placemaking as an important tool in comprehensive community development and build knowledge of the practice within HAC's Rural Partner network. Creative placemaking is a process involving public, private and community partners to strategically improve the social and physical character of a community through arts and cultural activities.

The Rural Placemaking program seeks to build capacity of artists and local organizations in rural areas by using creative placemaking as a tool for strengthening communities. Rural Placemaking will distill key lessons learned and share best practices and insights within the HAC network. The process can lead to cultural, physical, and political changes that revitalize communities, improve infrastructure and bring economic benefits to residents. To learn more about [bc]'s creative placemaking process called Activating Vacancy, see the AV Project Guide [here](#).

Throughout the Rural Placemaking program, [bc] and HAC will provide one in person peer-to-peer training session with other participants to share experience and problem solve, technical training webinars to guide participants through the Activating Vacancy process, and an on-site visit to assist in program implementation. Funds travel to and from the in-person peer-to-peer training session will be provided by [bc] and HAC and do not need to be included into the project budget. [bc] will provide guidance and feedback to participants on creative placemaking throughout the implementation of Rural Placemaking. HAC will provide organizational and technical assistance in sustaining long term impact throughout the implementation of Rural Placemaking.

PROJECT SCOPE

As part of the Rural Placemaking program, artists and/or arts organizations will create art works in collaboration with local residents of communities during summer 2017. Artists, designers and partnering organizations will use the region's heritage and culture to address local challenges, share under-told narratives, and envision the future of the region. The program will be carried out from April to September 2017 and produced in partnership with [bc] and HAC.

Organizations who apply should demonstrate a strong interest in social justice and desire to work collaboratively with artists and neighborhood residents from diverse economic and cultural backgrounds. Applicants should be willing to work closely with [bc], HAC and other partner organizations and advisors. Selected organizations will be awarded a project budget for materials and participant's time up to **\$7,500**. Awards will be determined based upon the scope and scale of the proposed project.

Applications are welcome from housing/community developers and developer/artist partnerships located in a rural community in the United States. Both HAC and [bc] are committed to improving conditions where resources are most scarce. Organizations in regions that have been subject to persistent poverty, including but not limited to, colonias, Appalachia, tribal lands, the southeast "black belt" and farmworker communities, are especially encouraged to apply.

PARTNERSHIP ELEMENTS

[bc] and HAC are seeking applicants from housing developers in partnership with local artists or art organizations. Partnerships that build upon existing housing developer and artist/arts organization relationships are especially encouraged. New artist/arts organization and housing developer partnerships will also be accepted. Project partners will work together throughout the project implementation in collaboration with [bc] and HAC.

If interested housing developers are unable to find a partner artist or art organization but are still interested in developing a pilot creative placemaking program in their community, we still encourage these organizations to submit an application. [bc] and HAC are willing to facilitate partnerships between selected organizations and artists/art organizations.

Applicants should consider how a creative placemaking initiative would further community development priorities. Potential rural community development priorities include:

- Aging in place
- Local business development
- Community organizing and civic engagement
- Undertold community, cultural or historical narratives
- Equity in the built environment

A project may include one or more of the following:

- 2/3D art works
- Digital or time based media
- Live performances or events
- Workshops, classes or community building activities

Award Amount: up to \$7,500 per project to be used for artist fees, program supplies and organizational costs.

SUBMISSION INSTRUCTIONS

Applications may be submitted online here: <https://bcworkshop.typeform.com/to/t5MivE>. [bc] staff are happy to support applicants in the completion of their application at any point in the process. Applicants are encouraged to attend the **Q&A Session on February 23 from 2-4PM EST**. Please RSVP for this session and direct questions to Christina at christina@bcworkshop.org or 956.443.2211.

All applications will require:

1. Applicant Information:

- a. Name, address, website, phone number and email for the organization
- b. Name of the contact person for the project application
- c. Indication of whether the application is for a housing developer/artist partnership or a housing developer interested in being matched with an artist/artist organization
- d. If applicable, name, address, website, email address and phone number of partner artist/artist organization

2. Organizational Information: (up to 300 words each)

- a. Organization's mission statement
- b. If applicable, artist/art organization's statement
- c. If applicable, description of the relationship between organization and the artist/art organization

3. Creative Placemaking Interest & Intent (200-300 words each)

- a. How does this initiative relate to your organization's mission and why is your organization interested in participating in the program now?
- b. Who are the intended audiences of your creative placemaking pilot project? What are the key intended impacts within this community (short term, long term, measurable and immeasurable)?
- c. Proposal: Describe one of the following:

- a. your proposal for a creative placemaking pilot program OR
- b. how you would define success for your pilot program
- d. There will be opportunities to refine the project proposal and goals throughout the course of the Rural Placemaking.

4. Process Information (100-200 words each)

- a. Potential Challenges: What challenges do you anticipate in implementing a creative placemaking pilot program in your community? How you would address these challenges?
- b. Organizational Capacity: What is your capacity to work collaboratively throughout the pilot program's implementation? Will your organization be able to devote time or resources to the project implementation? Has your organization taken on a project before that has prepared them to work in this way?
- c. Budget: Provide a rough budget for your proposed project including stipends for the artists and stipends for your organization(s). If applicable, include any additional funds or in kind donations in your budget.

5. Project Documentation

- a. Housing Organization (*optional*):
 - a. Applicants are encouraged to provide a link or compiled photo documentation of up to three (3) past projects, related to this initiative's scope. Work samples should highlight projects that incorporated community engagement or cultural production into the process or product. For each work sample include:
 - 1. The project title and year completed
 - 2. Brief description of the project
- b. Artist/Arts Organization (required):
 - a. Artists or art organizations will provide 10 work samples. Art samples should highlight community participation as part of process or art work product and connect to the proposed project's scope. All links and images should be compiled into one PDF, less than 10MB.
 - Time Based Media: Up to 3 of the work samples can be audio or video (through Vimeo, Soundcloud or Youtube). Do not password protect media links. The total time of audio or video submitted for all 3 media samples should not exceed 6 minutes. All links must be cued to the start time.
 - Photo Documentation of Time Based and Plastic Work: Photos should be 72 DPI, no smaller than 800 pixels and no larger than 1100 pixels on the long side. The total file size of each image can be no larger than 10MB
 - For each work sample include:
 - Title, year and dimensions
 - Role of the artist in the work's production
 - Brief description of the work
 - If applicable, brief description of how community engagement was used to create or share the work

6. References

- a. Housing or community developers are encouraged to provide contact information for 1 reference from a past projects. Reference information should include:
- Name of reference and title
 - Nature of relationship
 - Projects worked upon together and length of projects
 - Email, mailing address and phone number

All applications must be submitted through the online portal at <https://bcworkshop.typeform.com/to/t5MivE>

Applications are due in full **by March 10th, 2017 at 11:59pm**. Please contact Christina at 956.443.2211 or christina@bcworkshop.org to RSVP to the Applicant Q&A Session or with any questions regarding the application.

TIMELINE

2/1	Rural Placemaking Call Launches
2/14	"Creative Placemaking 101" Webinar & Application Information at 2-3PM EST
2/23	Applicant Q&A Session at 2-4PM EST
3/10	Rural Placemaking Applications Due at 11:59 PM EST
3/30	Selection of Successful Applications Announced
4/21-4/24	Peer to Peer Training (site to be announced)
5/12	Finalized Proposal Due
Week of 6/5	Kick off for Demonstration Projects
7/31	Demonstration Project Wrap Up
8/15	Final Reporting Due

SCORING

Applications will be evaluated based upon:

- Alignment of proposal with Rural Placemaking's purpose and scope
- Capacity of the housing or community development organization to complete the proposed project
- Capacity of the artist/art organization to complete the proposed project with artistic excellence
- Strength and enthusiasm of relationship between the housing/community development organization and artist/art organization to work together
- Creativity and uniqueness of the proposed project and/or goals in advancing rural community development
- Potential to make long term sustained impact in the proposed region that can be continued upon or sustained by the community itself and or the housing/community development organization
- Need of the proposed community for the creative placemaking funding, technical knowledge, training and information