Community Placemaking Grants

Fall 2022 Application

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1. About Community Placemaking Grants

In many American cities, not only are public spaces inequitably distributed and poorly maintained—but the people in the communities with the least access also rarely have the opportunity to shape public spaces themselves.

Project for Public Spaces' **Community Placemaking Grants** enable U.S.-based nonprofits and government agencies to address this inequality of access by working directly with local stakeholders to transform underperforming public spaces or co-create new ones.

1.1 History of the Community Placemaking Grant Initiative

The Community Placemaking Grants initiative was developed to give more people the opportunity to shape the places they use everyday. Launched in fall of 2021, this initiative connects U.S.-based nonprofit organizations and government agencies to funding to transform the public spaces they steward, as well as technical assistance and capacity building facilitated by Project for Public Spaces.

1.2 About Project for Public Spaces

Founded in 1975, Project for Public Spaces has brought some of the most successful public places in the world to life. We put community participation at the center of everything we do, from placemaking collaborations with corporations and foundations to our workshops, trainings, conferences, and more. Our interdisciplinary team has helped over 3,500 communities in 52 countries create inclusive places that change our society for the better.

2. Fall 2022 Application Round

In 2023, two grantees will each receive $75,000 in direct funding for physical and programmatic improvements, as well as technical assistance and peer learning opportunities facilitated by Project for Public Spaces and funded by General Motors.

For communities of color and low-income communities across the United States, multiple kinds of inequality are compounded in public space. Maintenance backlogs, safety concerns, insufficient support for programming and management, and a lack of access to publicly-owned spaces like parks and libraries limit the benefits that the public realm can provide to people's well-being.

Community Placemaking Grants seek to help address these inequalities by engaging local partner organizations and stakeholders in "placemaking." Placemaking is a collaborative visioning process that results in public spaces that better serve their communities through programming, design, and stewardship.

The placemaking projects funded through this grant program will take a "lighter, quicker, cheaper" approach, which emphasizes high-impact, low-cost improvements that contribute to long-term community goals.

2.1 Format

The application deadline for the first round is Monday, November 28, 2022 at 11:59 p.m. EST. Applications must be **submitted online at this link.** Late submissions will not be accepted.

Select applicants from the first round will be invited to provide more details and documentation.

2.2 Timeline

November 6, 2022	Round 1 applications open
November 28, 2022	Round 1 applications due by 11:59 pm EST
December 12, 2022	Round 2 invitations sent
January 6, 2023	Round 2 applications due
January 20, 2023	Selection notifications sent
November 1, 2023	Project Completion

2.3 Funding Amount

Each of the two selected applicants will be awarded with a $75,000 direct grant in addition to technical assistance.

Note, that a **budget is not required** as part of the application for this grant. Project for Public Spaces will work with grantees directly to develop an appropriate budget. However, budget lines are limited and intended to fund primarily physical improvements and programmatic costs as follows:

Line-Item Budget Summary

Staffing & Grant Management Costs	up to	10%
Programming Costs		25%
Physical Improvements/Amenities		65%

2.4 Technical Assistance

Project for Public Spaces will provide hands-on technical assistance to awarded organizations in selecting, implementing and evaluating placemaking strategies for their spaces. Project for Public Spaces will help grantees to implement their own improvements and programs while transforming an underperforming public space into an active community place.

Project for Public Spaces will:

- Work with each grantee organization to understand the proposed site, review existing programs and assets, and adjust and advise on selected placemaking site;

- Provide the tools and help facilitate a virtual (or in person, if possible) placemaking visioning workshop with community members and partners (the grantee will be responsible for outreach, while Project for Public Spaces will animate the event);

- Provide templates, examples, and information, and collaborate with the grantee on building and refining an activation plan;

- Provide technical assistance with conceptual plans and designs, design development, amenities and furniture selection, managing local contractors and fabricators, and permitting and local approvals;

- Collaborate, review, advise, and guide the grantee through implementation of transformational physical changes and improvements to the site;

- Administer grant funds and manage relationship with the funder;

- And provide the grantee with examples, templates, and training for communications, documentation of improvements, and evaluation.

2.5 Eligibility Requirements

- The recipient organization must be a U.S.-based 501c(3) nonprofit or local government agency.

- The project site must be an outdoor space that is free and open to the public.

- The recipient organization must have the authority or permission to make physical improvements to this space.

- The project site must be a destination for people from across the city, town, or region. (However, the site does not have to be located downtown.)

- The site must be located in an area where GM has a facility. Please see the list to the right for eligible counties.

Eligible Counties

Arizona

Phoenix–Mesa–Chandler
Maricopa County
Pinal County

Georgia

Atlanta–Sandy Springs–Alpharetta
Barrow County
Bartow County
Butts County
Carroll County
Cherokee County
Clayton County
Cobb County
Coweta County
Dawson County
DeKalb County
Douglas County
Fayette County
Forsyth County
Fulton County
Gwinnett County
Haralson County
Heard County
Henry County
Jasper County
Lamar County
Meriwether County
Morgan County
Newton County
Paulding County
Pickens County
Pike County
Rockdale County
Spalding County
Walton County

Illinois

St. Louis
Bond County
Calhoun County
Clinton County
Jersey County
Macoupin County
Madison County
Monroe County
St. Clair County

Indiana

Bedford
Lawrence County

Fort Wayne
Adams County
Allen County
Huntington
Wells County
Whitley County

Kokomo
Howard County

Marion
Grant County

Kansas

Kansas City
Johnson County
Leavenworth County
Linn County
Miami County
Wyandotte County

Kentucky

Bowling Green
Allen County
Butler County
Edmonson County
Warren County

Michigan

Bay City
Bay County

Detroit–Warren–Dearborn
Macomb County
Livingston County
Oakland County
Wayne County

Flint
Genesee County

Grand Rapids–Kentwood
Ionia
Kent
Montcalm
Ottawa

Lansing–East Lansing
Clinton County
Eaton County
Ingham County
Shiawassee County

Saginaw
Saginaw County

Missouri

Kansas City
Bates County
Caldwell County
Cass County
Clay County
Clinton County
Jackson County
Lafayette County
Platte County
Ray County

Eligible Counties (continued)

Missouri (continued)

St. Louis
Crawford County
Franklin County
Jefferson County
Lincoln County
St. Charles County
St. Louis
St. Louis County
Warren County

New York

Buffalo–Niagara Falls
Erie County
Niagara County

Rochester
Livingston County
Monroe County
Ontario County
Orleans County
Wayne County
Yates County

North Carolina

Charlotte–Concord–Gastonia
Anson County
Cabarrus County
Gaston County
Iredell County
Lincoln County
Mecklenburg County
Rowan County
Union County

Ohio

Cleveland–Elyria
Cuyahoga County
Geauga Couunty
Lake County
Lorain County
Medina County

Dayton–Kettering
Greene County
Miami County
Montgomery County

Defiance
Defiance County

Toledo
Fulton County
Lucas County
Ottawa County
Wood County

Youngstown–Warren–Boardman
Mahoning County
Trumball Couny

South Carolina

Charlotte–Concord–Gastonia
Chester County
Lancaster County
York County

Tennessee

Nashville-Davidson–Murfreesboro–Franklin
Cannon County
Cheatham County
Davidson County
Dickson County
Macon County
Maury County
Robertson County
Rutherford County
Smith County
Sumner County
Trousdale County
Williamson County
Wilson County

Texas

Austin–Round Rock–Georgetown
Bastrop County
Caldwell County
Hays County
Travis County

Dallas–Fort Worth–Arlington
Williamson County
Collin County
Dallas County
Denton County
Ellis County
Hunt County
Johnson County
Kaufman County
Parker County
Rockwall County
Tarrant County
Wise County

2.6 Evaluation Criteria

- **Equity & Inclusion:** The selected applicant will have a clear idea of who is poorly served by the space, and how this project will help address that gap. The project's proposed physical changes should result in a visible and lasting improvement for the community.

- **Community Reach:** The grantee should be well-positioned to engage the full diversity of people who could benefit from the placemaking project—particularly groups that are currently not served by this space or that have limited access to public spaces in general.

- **Open-Ended Process:** The successful applicant will be prepared to participate in an open-ended community visioning process facilitated by Project for Public Spaces as part of the grant. While they will have a clear site, community, and goals in mind, this grant is not intended to solely fund the implementation of a fully-baked project.

- **Feasibility:** The proposed project is feasible within the budget and timeline of the grant, and the organization currently has the capacity to implement physical and programmatic improvements to the space. Project completion should launch by November 1, 2023.

- **Partnerships:** The selected applicant will be able to bring together a coalition of organizations and public agencies as partners on the project. Every partner included should have a clearly defined role and add value to the project.

2.7 Application

Interested applicants should **complete the application form online here.** The online form cannot be saved or changed once submitted. For your convenience, however, please find the full list of round one questions below.

Organizational Information:

- Name of Organization
- County
- Mailing Address
- Organization Website
- What is your Organization's Mission?
- Contact Person at Applicant Organization
- Contact Person's Title
- Contact Person's Email

The Place:

- What is the name of the public space that you propose to improve?
- What is the public space's street address?
- What type of public space is this site?
    - Institution
    - Park
    - Plaza
    - Public Market
    - Sports Facility
    - Street
    - Trail
    - Vacant Lot
    - Other [Write-In]
- Briefly describe the public space. (Please include its current size, amenities, and programming.)
- If there are any limitations on public access to the site, please explain.
- If there are any limitations on your organization's right to alter the project site, please explain.

The Community:

2.7 Application (cont.)

- What underserved group will the project benefit? (Does your organization currently serve this group? If possible, please include information about age, income, race/ethnicity, education, or other details that will help us understand your constituents.)

The Project:

- At what stage are your plans for this project?
    - Pre-Planning
    - Community Engagement & Planning
    - Concept Development & Design
    - Construction & Implementation
    - Other [Write-in]
- Please describe 3 specific goals that programmatic or physical improvements to your site would address.
- Please describe your organization's existing capacity to work with Project for Public Spaces to plan and implement this placemaking project within the given timeline. (Include the total number of paid staff for this project, and their expected roles in this project regarding outreach, engagement, implementation, and communication with Project for Public Spaces.)

Attachments:

- Please attach 2-3 photos or videos of the space and a map showing your site's location in the wider neighborhood.

Please remember to **complete the application form with the above questions online at this link**.

3. Frequently Asked Questions

Does this space have to be outside?
Yes, the space must be outdoors, free, and open to the public. Public spaces that qualify include parks, plazas, waterfronts, museum grounds, streets, empty lots, the outdoor areas around a library, farmers markets, and more. Not sure if your space qualifies? Contact us at **grants@pps.org**.

How many grantees are selected for this round?
Two recipients will be selected for the fall 2022 round of Community Placemaking Grants.

We already have a full design and are looking for implementation funds. Are we a good fit for this grant?
No. This grant includes technical assistance from Project for Public Spaces to facilitate a participatory community process to identify design and programming improvements for the space.

Can a nonprofit apply to make improvements on publicly owned land?
Yes, as long as the nonprofit has an agreement with the public agency that allows them to do so.

I'm an artist. Can I apply for this grant?
Yes, as long as you are affiliated with a local nonprofit organization or public agency that can accept the grant on your behalf and assist with administration and implementation.

Does this project have to be permanent?
Not necessarily, however 65% of the grant must support physical improvements or amenities in the space, and any temporary improvements should have a lasting impact on the community.

For example, a seasonal activation could be used to build support or test ideas for a long-term improvement. We generally expect grantees to have the capacity to maintain (or update) the improvements for three years.

Can you provide examples of how previous grantees have improved a public space?
Yes! While the first two rounds of Community Placemaking Grants are still ongoing, Project for Public Spaces has several inspiring examples from previous social impact grant programs we've overseen.

See, for example, the 2020 grantees from **The Clarity Parks Project**, which focused on recovery from natural disasters, or the William Davidson Foundation's **Southeast Michigan Placemaking Pilot Initiative**, which supported placemaking by neighborhood-based, mission-driven organizations in the Detroit area. We also have 10 case studies from our six-year partnership with Southwest Airlines on the **Heart of the Community** grants program, which facilitated placemaking in downtown public spaces.

Still have questions?
All pre-application questions or inquiries must be made in writing to **grants@pps.org**. The Community Placemaking Grant team will contact you promptly, so please do not contact other Project for Public Spaces staff.

pps.org/community-placemaking-grants

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