

Community Placemaking Grants: Fall 2021

Funded by General Motors

In many American cities, not only are public spaces inequitably distributed and underfunded in low-income neighborhoods and communities of color—but the people in these communities 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.

In 2022, each grantee will receive \$40,000 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. Grants will be awarded to placemaking projects in three selected cities where GM employees live, work, and play: Buffalo, NY; Kansas City, KS; and Nashville, TN.

The application deadline is Wednesday, December 1, 2021 at 12:00 p.m. EST. Applications must be submitted [online at this link](#). Late submissions will not be accepted. 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.

OVERVIEW

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 a "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.

TIMELINE

- Grant applicants will have until **12:00 p.m. EST on Wednesday, December 1, 2021** to submit their completed application.
- All grant awards will be announced by **December 10, 2021**
- Grant period begins: **January 3, 2022**
- Workshops with PPS: **February - March 2022**
- Implementation work: **May 2022 - October 2022**
- Launch activation: **October 2022**

NUMBER OF GRANTS TO BE AWARDED

Three

FUNDING AMOUNT

\$40,000

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%

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:

1. Work with each grantee organization to understand the proposed site, review existing programs and assets, and adjust and advise on selected placemaking site;
2. 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);
3. Provide templates, examples, and information, and collaborate with the grantee on building and refining an activation plan;
4. Provide technical assistance with conceptual plans and designs, design development, amenities and furniture selection, managing local contractors and fabricators, and permitting and local approvals;
5. Collaborate, review, advise, and guide the grantee through implementation of transformational physical changes and improvements to the site;
6. Administer grant funds and manage relationship with the funder;
7. And provide the grantee with examples, templates, and training for communications, documentation of improvements, and evaluation.

SELECTION CRITERIA

The Site:

- The Site is easily accessible to the public
- The Site is under the control of the Local Partner or the Local Partner can demonstrate support from local parks department or other municipal/private institutions who control the site
- The Site serves a community that currently lacks access to high-performing public spaces

The Local Partner:

- The Local Partner has adequate capacity for implementation (installation, operations, maintenance)
- The Local Partner has adequate capacity for programming, activities, and events
- The Local Partner is well-positioned to engage with the community the project will serve
- The Local Partner must be a registered charity or non-profit in the U.S. state where the project takes place
- Any proposed additional partners have clearly defined roles and added value

The Project:

- The Project can be successfully designed and implemented within the proposed time frame
- The Project is feasible within the proposed budget
- The Project has both programmatic and physical improvement components
- The Project's physical changes result in a visible and lasting improvement of the selected public space

Unsure if you meet these criteria? Please contact us at grants@pps.org with any questions. We are always open to finding creative strategies and partnerships for impact.

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 questions below.

Organization Information:

1. Where is your public space? (city)
2. Organization Information
 - a. Name of Organization
 - b. Contact Person at applicant organization
 - c. Email
 - d. Mailing Address
 - e. Phone
 - f. Organization Website
 - g. Organization Social Media Handles/URLs
 - i. Facebook
 - ii. Twitter
 - iii. Instagram
 - iv. LinkedIn
 - v. Other
 - h. Organization Mission
 - i. Describe the demographic profile of the people your organization serves. (Please include information about age, income, race/ethnicity, education, or other details that will help us understand your constituents.)
 - j. If your organization operates a public place, please describe your organization's attendance/visitation numbers.
 - k. Standard Tax ID
 - l. IRS Letter of Determination

Your Project Site:

3. Where is the site located? (Address, including city, state, ZIP code.)
4. Please describe the site that you want to improve with placemaking. (Please include its location in the city, the people it serves or could serve, and any noteworthy commercial, cultural, educational, or other assets nearby.)
5. Is this place easily accessible to the public?
6. If there are limitations to access, please explain.
7. Do you own or control this site?
8. If you do not control the site, please explain your relationship with the owner.
9. Have you activated or programmed this site in the past? If yes, tell us briefly about your experience.

Your Placemaking Project:

10. Please describe the community of users that your placemaking project would engage and benefit.
11. Please briefly describe the physical and programmatic improvements that this project would bring to the site. (If you are not sure about what specific improvements are needed, please list one to three key goals for the project.)
12. Describe your organization's existing capacity to plan and implement this placemaking project within the given timeline. (Please 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.)
13. Who else will be involved in your placemaking efforts? (List any organizations—e.g. program providers, social service/outreach providers, municipal entities, local businesses, etc.—that would be partners on this project. Please describe their roles.)

Attachments:

You can upload all file types with a maximum file size of 10MB per file.

Please attach the following materials:

1. A map indicating the location of your proposed project.
2. Three pieces of supporting media (photo, video, etc.) that illustrate your proposed site.
3. A letter of support from your local partners, if any (optional but recommended).
4. A recent calendar or list of your organization's annual programming (i.e. from 2019, 2020 or 2021) that is most representative of your planned activities for the upcoming year (optional but recommended).

Please remember to complete the application form with the above questions [online at this link](#).