

BOARD OF ALDERMEN

ITEM NO. C(4)

AGENDA ITEM ABSTRACT

MEETING DATE: November 13, 2012

TITLE: A Resolution Approving a Partnership with the Arts Center to Apply for a National Endowment of the Arts “Our Town” Grant for Cultural Planning and Design

DEPARTMENT: Economic and Community Development and the Recreation and Parks Department	PUBLIC HEARING: NO
ATTACHMENTS: A) Resolution B) NEA “Our Town” Grant Proposed Process C) Our Town Fact Sheet	FOR INFORMATION CONTACT: Annette D. Stone, ECD Director (919) 918-7319

PURPOSE:

The purpose of this agenda item is for the Board of Aldermen to consider approving the Town of Carrboro to partner with the ArtsCenter to apply for NEA “Our Town” Grant Funds.

INFORMATION:

The National Endowment of the Arts is offering a grant opportunity for creative placemaking called “Our Town.” According to the NEA website, "In creative place making, partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood, town, tribe, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired."

Through *Our Town*, subject to the availability of funding, the National Endowment for the Arts will provide a limited number of grants, ranging from \$25,000 to \$200,000 (determined by the amount of the 1:1 mostly hard match), for creative placemaking projects that contribute toward the livability of communities and help transform them into lively, beautiful, and sustainable places with the arts at their core. *Our Town* will invest in creative and innovative projects in which communities, together with their arts and design organizations and artists, seek to:

- Improve their quality of life.
- Encourage greater creative activity.
- Foster stronger community identity and a sense of place.
- Revitalize economic development.

FISCAL IMPACT:

The grant is a 1 to 1 match, meaning for every grant dollar there must be a local dollar obligated. The project is estimated to cost between \$75,000 and \$80,000, therefore the local match requirements would be roughly \$37,500 and \$40,000. Town staff will attempt to leverage local commitment money by the Town with private non-profit dollars; however, staff is suggesting a maximum not-to-exceed local contribution of \$40,000. Final local match money does not have to be obligated at the time of grant application submission.

RECOMMENDATION:

Staff recommends the Board consider the proposal to partner with the Arts Center to apply for NEA "Our Town" Grant for Cultural Planning and Design.