

RESOLUTION FOR THE TOWN OF CARRBORO TO PARTNER WITH THE ARTS
CENTER AND APPLY FOR AN NEA "OUR TOWN" GRANT FOR THE PURPOSE OF
DEVELOPING AND DESIGN WORK CULTURAL ARTS DISTRICT

Draft Resolution No. 30/2012-13

WHEREAS, for nearly 40 years, The ArtsCenter has served the artistic and cultural needs of Carrboro, and the surrounding area, and

WHEREAS, the ArtsCenter regularly offers classes for all ages in a vast array of creative endeavors, gallery exhibitions, concerts, films, summer arts camps, afterschool art programs, theatrical productions, 81 school shows, and arts in education, and

WHEREAS, The ArtsCenter serves more than 60,000 annually and is a major catalyst for the Arts in Carrboro, and

WHEREAS, Carrboro has transformed itself from cotton mill town of 5,100 into a densely populated thriving Town of almost 20,000 with a vibrant arts and entertainment community, and

WHEREAS, Carrboro's creative economy ranges from acclaimed rock club Cat's Cradle to DSI Comedy Theatre to WCOM community radio to art galleries, restaurants, and many other renowned cultural, arts, and entertainment venues, and

WHEREAS, To enhance Carrboro's reputation as an arts city, stimulate the growth of its creative economy, and ensure access to the arts for all its citizens, the Town of Carrboro and The ArtsCenter propose to lead a partnership to develop a Cultural Arts and Entertainment Plan and establish a Cultural Arts and Entertainment District, and

WHEREAS, the National Endowment of the Arts has a granting opportunity known as "Our Town" that would allow the Town and the ArtsCenter to realize this goal of developing a Cultural Arts and Entertainment Plan and to establish a Cultural Arts and Entertainment District, and

WHEREAS, these actions are consistent with the recommendations of previous Carrboro plans including the Local Living Economy Task Force Recommendations and the RTS study, Creating Carrboro's Economic Future.

NOW THEREFORE BE IT RESOLVED, that the Board of Aldermen agree to partner with ArtsCenter as a lead agency in apply for NEA "Our Town" grant application, in addition, the Board of Aldermen support local match funding up to \$40,000 that may be a combination of private and public funds.

Adopted this 13th day of November, 2012.

Suggested NEA Our Town for Carrboro Process

Proposed by Art Menius, November 4, 2013

- 1) Complete email distribution list
- 2) Create a small working group that will oversee the process
- 3) As possible, view 3 PM Webinars on 11/6 or 11/13

The NEA Design Director Jason Schupbach and Our Town specialist Jamie Hand will conduct one-hour Our Town guidelines webinars on November 6th and 13th at 3:00 p.m. EST. There will be an overview presentation followed by a Q&A session.

Webinar links: November 6: <http://artsgov.adobeconnect.com/our-town-guidelines-nov6/>

(Annette Stone, Anita Jones-McNair, Rah Trost, Art Menius participated in this webinar)

- 4) Get approval from the Carrboro Board of Aldermen to participate in the grant and a commitment of local match dollars.
- 5) Form a NEA "Our Town" Grant Team including staff from the Arts Center and Town of Carrboro.
- 6) Identify and get commitments from additional partners beyond the two leading agencies. Recruit supporters.
- 7) Hold a visioning session by December 15, 2012 with lead agencies, partners and supporters that identifies assets and potential projects under the two project areas of cultural district planning and design.
- 8) For the match, decide how much money and in-kind we can commit or get including requests to locally focused foundations like Strowd-Roses or OCAC. Then develop budget based on match. Match requirements for the grant are 1 to 1. Grant cannot be used for building any infrastructure or acquiring land or materials. It can be used for planning and design.
- 9) Grant Team flesh out the scope of the project and assign writing task
- 10) Discuss with NEA staff
- 11) Rough drafts of all aspects of the application completed by January 4, 2013
- 12) Final drafts ready for final proof reading on January 9, 2013
- 13) Application submitted through grants.gov on January 11, 2013

Our Town Fact Sheet

Deadline: January 14, 2013 via grants.gov

Amount: \$25,000 to \$200,000 for 2013 cycle

Match Required: 100% which may include in-kind

Project Period: Sept 1, 2013 – August 31, 2015

Website: <http://www.arts.gov/grants/apply/OurTown/index.html>

All applications must have partnerships that involve two primary partners: a nonprofit organization and a local governmental entity. Each local government -- whether applying as the lead applicant or as the primary partner with a nonprofit organization -- is limited to one application (A nonprofit can partner on more than one application in different communities). If both a county and a city within that county apply, no project activities in the county's project can take place in the city's boundaries, unless they are partnering on the same grant. One of the two primary partners must be a cultural (arts or design) organization. Additional partners are encouraged. These may include a variety of entities such as state level government agencies, foundations, arts organizations and artists, nonprofit organizations, design professionals and design centers, educational institutions, real estate developers, business leaders, and community organizations, as well as public and governmental entities. **Federal agencies cannot be monetary partners.**

A letter of endorsement from the highest ranking official for the local government is required to ensure that a community does not submit multiple or competing proposals. You may submit up to 10 letters of support. We encourage you to be selective in listing only the partners or individuals that are critical to the project's success, not those that are solely funding sponsors or project beneficiaries. If you are working with multiple agencies within a community, only one statement is necessary. Please keep statements to one page each.

You may apply to other Arts Endowment funding opportunities, including *Art Works*, in addition to *Our Town*. In each case, the request must be for a **distinctly different project or a distinctly different phase of the same project**, with a different period of support and costs. You may apply to *Our Town* or *Art Works* for a project already receiving a *Challenge America* grant, as

long as you apply for a distinctly different phase of the project, with a different period of support and costs

Our Town Funding is for creative placemaking:

"In creative placemaking, 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.

***Our Town* projects should represent the distinct character and quality of their communities and must reflect the following principles:**

- A systemic approach to civic development and a persuasive vision for enhanced community livability.
- Clearly defined civic development goals and objectives that recognize and enhance the role that the arts and design play at the center of community life.
- An action plan aligned with the project vision and civic development goals.
- A funding plan that is appropriate, feasible, indicates strong and wide community support, and includes a well-conceived strategy for maintaining the work of the project.
- Artistic excellence of the design and/or arts organizations, designers, or artists involved with the project.

Projects may include arts engagement, cultural planning, and design activities such as:

Arts Engagement

Arts engagement projects support artistically excellent artistic production or practice as the focus of creative placemaking work.

- Innovative programming that fosters interaction among community members, arts organizations, and artists, or activates existing cultural and community assets.
- Festivals and performances in spaces not normally used for such purposes.
- Public art that improves public spaces and strategically reflects or shapes the physical and social character of a community.

Cultural Planning

Cultural planning projects support the development of artistically excellent local support systems necessary for creative placemaking to succeed.

- Creative asset mapping.
- Cultural district planning.
- The development of master plans or community-wide strategies for public art.
- Support for creative entrepreneurship.
- Creative industry cluster/hub development.

Design

Design projects that demonstrate artistic excellence while supporting the development of environments where creative placemaking takes place, or where the identity of place is created or reinforced.

- Design of rehearsal, studio, or live/work spaces for artists.
- Design of cultural spaces – new or adaptive reuse.
- Design of public spaces, e.g., parks, plazas, landscapes, neighborhoods, districts, infrastructure, bridges, and artist-produced elements of streetscapes,
- Community engagement activities including design charrettes, design competitions, and community design workshops.

We understand that creative placemaking projects are often multi-year, large-scale initiatives. Please specify in your application which phase or phases of your project are included in your request for NEA funding. All phases of a project -- except for construction, purchase, or renovation of facilities as noted below -- are eligible for support. All costs included in your Project Budget must be expended within your period of support.

Funding under *Our Town* is **not** available for:

- Projects that do not involve the required partnership that will provide leadership for the project. Partnerships must involve at least two primary partners: a nonprofit organization and a local government entity. One of the two primary partners must be a cultural (arts or design) organization.
- Activities that are not tied directly to long-term civic development goals.
- Projects where the arts, design, or cultural activity are not core to the project's plan.

- Capacity building initiatives for artists that are not integral to a broader civic development strategy.
- Construction, purchase, or renovation of facilities. (Design fees, community planning, and installation of public art are eligible; however, no Arts Endowment or matching funds may be directed to the costs of physical construction or renovation or toward the purchase costs of facilities or land.)
- Costs (and their match) to bring a project into compliance with federal grant requirements. This includes environmental or historical assessments or reviews.
- Subgranting or regranting, except for local arts agencies that are designated to operate on behalf of their local governments or are operating units of city or county government. (See more information on subgranting.) Subgranting activity by designated local arts agencies must be directly relevant to the *Our Town* project activities.
- Financial awards to winners of competitions.
- Fund raising or financing activities.

The anticipated long-term results for Livability projects are measurable community benefits, such as growth in overall levels of social and civic engagement; arts- or design-focused changes in policies, laws, and/or regulations; job and/or revenue growth for the community; or changes in in-and-out migration patterns. You will be asked to address the anticipated results in your application. If you receive a grant, you will be asked to provide evidence of those results at the end of your project.

Applications Evaluated on:

Artistic Excellence (work samples of artists may be required): Quality of the artists, arts or design professionals, arts organizations, works of art, or services that the project will involve, as appropriate for the community in which the project takes place.

Artistic Merit: Potential of the project to achieve results consistent with the NEA outcome for *Livability: Strengthening communities through the arts*. This includes the potential to:

- Catalyze a persuasive vision for enhancing the livability of the community.
- Support artists, design professionals, and arts organizations by integrating design and the arts into the fabric of civic life.
- Reflect or strengthen a unique community identity and sense of place, and capitalize on existing local assets.
- Strength of partnerships
- Mission appropriateness
- Ability to carry out project within time frame
- Extent to which the project engages the public in planning for and participating in the project.

- Where appropriate, potential to reach underserved populations such as those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability.
- Appropriateness of the proposed performance measurements and their ability to demonstrate that the NEA Livability outcome was achieved, including, as appropriate, plans for documentation and evaluation of the overall project results.

A complete application consists of:

- **Application for Federal Domestic Assistance (SF-424)**
- **Project/Performance Site Location(s) Form**
- **NEA Organization & Project Profile Form**
- **Attachments Form to which you have attached:**
 - **Organizational Background Statement**
 - **Details of the Project Narrative**
 - **Project Budget Form, Pages 1 and 2**
 - **Financial Information Form**
 - **Biographies of Key Project Personnel**
 - **List of Current Board Members**
 - **Consortium Partner Information Form**
 - **Your Own Project Budget (optional)**
 - **Programmatic Activities List**
 - **Letters of Support**
 - **National Environmental Policy Act and/or the National Historic Preservation Act Documentation**
 - **Optional Permission to Share Application**
- **Work samples to be submitted electronically**

Narratives and Related Required Attachments

- 1) a one-page **Organizational Background** statement. The file name should indicate the name of your organization or a recognizable acronym followed by "OrgBackground.pdf" (e.g., "ABCDanceCoOrgBackground.pdf" or "StateUnivPerfArtsCenterOrgBackground.pdf").

This document should describe the lead applicant and its primary partner. Other partners can be described in the project narrative and in the statements of commitment.

- 2) Your narrative can be a maximum of three pages, but keep in mind that the Arts Endowment and its panelists prefer succinct descriptions. Organize your response a), b), c), etc., and use the boldfaced language below as headings for each item. For example, "a) **Major project activities**. The ABC city's project type is..."

The information that you provide will be reviewed in accordance with the "**Review Criteria**." Your narrative should address each of these "Review Criteria" and include information, as relevant to your project, on:

- a) Major Project Activities
- b) Goals & Impacts
- c) Outcomes & Measurements
- d) Budget
- e) Schedule
- f) Partners, key organizations, individuals, and works of art that will be involved in the project
- g) Target population
- h) Plans for promoting and publicizing
- i) Plans for documenting and evaluating
- j) Accessibility

Ensure that your descriptions are consistent with the information that you provide on the NEA Organization & Project Profile form.

- 3) no more than three pages that contain the biographies of key project personnel.
- 4) attach a list of selected **Programmatic Activities** for the past three years. The file name should indicate the name of your organization or a recognizable acronym followed by "ProgActivities.pdf." Submit an edited representative list, in chronological order, dating back no further than 2009. Include a collective history of programming by all partners for the proposed project in a single document. This history can include past work or activities that are relevant to your proposed project, and does not have to be arts programming in the traditional sense (exhibition, performance, lecture, etc.). Think of this attachment as an opportunity to show that you and your partners have the experience and capacity to carry out the proposed project. You may submit no more than three pages. Submit only a list. Do not submit information in any other format.
- 5) One page letters of support from each of up to 10 partners plus endorsement letter
- 6) Work Samples (not due until February 5, 2013)

Submit one of the following:

- 20 digital images, or
- 2 two-minute audio samples, or
- 2 two-minute video samples, or
- 2 websites that are essential to the project, or
- a very limited sample of documents