

Lynnspire Creative Placemaking Grant Program 2023

Placemaking: "With community-based participation at its center, an effective placemaking process capitalizes on a local community's assets, inspiration, and potential, and it results in the creation of quality public spaces that contribute to people's health, happiness, and well-being."

- Project for Public Spaces

Placekeeping: "The active care and maintenance of a place and its social fabric by the people who live and work there. It is not just preserving buildings but keeping the cultural memories associated with a locale alive, while supporting the ability of local people to maintain their way of life as they choose."

- USDAC

Program Description:

The "LynnSpire" Creative Placemaking Grant was developed to financially support creative ideas, concepts, programs, and initiatives that positively influence and strengthen the local creative economy. Arts and culture-based design solutions have the ability to support the advancement of "Diversity, Equity, Inclusion and Accessibility" (DEIA) in all forms, or to re-create everyday spaces, to see the potential of parks, neighborhoods, streets, markets, and public buildings, to bring the community together. In all cases, projects that focus on DEIA outcomes will be prioritized. This program is specifically geared to advance creative placemaking/placekeeping projects in and around downtown, Union Street and adjoining neighborhoods in Lynn. While applications from across the city will be accepted, projects that aim to activate underutilized public spaces in downtown Lynn, or can demonstrate a meaningful connection to the downtown will be prioritized.

What is Creative Placemaking/Placekeeping?

Creative Placemaking is generally understood as the use of arts and culture by diverse partners to strategically shape the physical and social character of a place to spur economic development, promote enduring social change and improve the physical environment. The following elements are present in high quality placemaking/placekeeping projects:

1. **Use of arts and culture** - This could involve a painter, musician, sculptor, historian, architect – or any other expression of "arts and culture". The project could be many things including a mural, a street carnival, busker musicians on a street corner, or a public art sculpture about the place's history. Artists are involved in the planning, execution, and activity.
2. **Diverse Partners** - Contributors to projects might include neighborhood residents, businesses, non-profits, churches, government agencies, etc. Diverse partners who invest time, talent and/or financial support will strengthen the project and take greater ownership in its maintenance and stewardship long-term.

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3. **Shape a place** - The combination of arts, culture, and diverse partners can convert an underutilized place and make it something useful, safe, beautiful, and vibrant.
4. **To spur, promote and improve** - Whether the project is big or small, low-budget or very expensive, successful creative placemaking projects attract people. People want to be near other people. Places that attract people also attract new business, housing, schools and other amenities. This becomes the catalyst for other improvements. How will you know it when you see it?

Some examples of creative placemaking are:

- an abandoned building becomes artist studios and gallery space
- an abandoned parking lot becomes an inner-city soccer field, basketball court and outdoor drive-in movie venue
- an overgrown park becomes a place for little-lending-libraries, garden clubs, chess games, live music and public art

(Source: Americanforthearts.com)

Learn more about Creative Placemaking/Placekeeping Here:

<https://www.americansforthearts.org/sites/default/files/ROW-Creative-Placemaking-handout.doc.pdf>

The **goals** of the **Lynnspire** Creative Placemaking Grant Program include:

- Integrating arts, culture and design activities into efforts that strengthen our community creating opportunities for neighbors to connect with one another
- Addressing the need for safe public spaces for connection, identity, healing, and trust
- Supporting artists, creatives, and entrepreneurs who are not always fully represented, from BIPOC, LGBTQ+, ESL and other marginalized communities
- Creating partnerships amongst local businesses, artists and community collaborations
- Expanding city-wide celebrations of art
- Celebrating artists, community pride, local entrepreneurship, culture, small businesses
- Creating a visible product: outdoor events, public art, community programs that address a social need

\$50,000 has been allocated for this grant program. 16 grants will be awarded as follows:

- 10 grants of \$1,000.00
- Four grants of \$5,000.00
- Two grants of \$10,000.00

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Eligible Applicants:

We encourage **everyone** (individuals, non-profits, community groups, etc.) to apply, especially those from underrepresented communities. However, applicants must either reside in Lynn, work in Lynn or be active change-makers who are working actively to uplift the Lynn community including creatives, emerging artists of all kinds, cultural groups, those who need match funding to close financial gaps in their placemaking projects.

Eligible Projects:

Projects should involve/benefit the city of Lynn, its residents, and/or local businesses and visitors to Lynn using Arts and Culture. They could create/strengthen/enhance public spaces or create opportunities for community to gather, meet, be enriched in local culture. Projects emphasizing advancement of Diversity, Equity, Inclusion and Access (DEIA) will be given priority.

Projects may address challenges faced by Lynn, including but not limited to:

- Connecting various peoples in the city who otherwise would not meet.
- Empowering certain groups, especially from underrepresented communities e.g. Immigrants, the elderly, LGBTQ+ community
- Elevating the health and well-being of Lynners using Arts and Culture

IMPORTANT DATES and DEADLINES

Grant Application Opens: February 15, 2023

Grant Application Informational Webinar: February 21, 2023, 12-1 pm

Grant Application Deadline: March 15, 2023

https://docs.google.com/forms/d/e/1FAIpQLSenhAyMy5YWTUf9thvu1gy-a7JZ_2tLxqJB4EEv_ytHr1pH5w/viewform?vc=0&c=0&w=1&flr=0

Grant Review Period: March 15, 2023 - April 15, 2023

Grant Award Notification: April 15, 2023

Grant Awardees Project Invoice Submission Deadline: June 1, 2023

Grant Awardees Project Completion Deadline: December 31, 2023

Grant Awardees Final Report Due: January 31, 2024

Evaluation Criteria:

Successful applications will meet the following criteria to be awarded a *Lynnspire Creative Placemaking Grant*:

1. Narrative **(10 points)**: How well does the project use placemaking or placekeeping to directly involve and/or impact residents, visitors and/or businesses in Lynn's neighborhoods?
2. Community benefit **(10 points)**: How well does the project benefit the community, and are the specific participants or intended audience(s) clearly identified, such as: youth and/or elderly residents; Black, Indigenous, and people of color; LGBTQ+; people with disabilities; immigrants, English as a second language, armed service veterans, etc.?
3. Partnership **(5 points)**: Does the project include at least one partnership, with at least one member of the project team based in the city of Lynn?
4. Planning and Timeline **(3 points)**: Is the planning sufficient and the timeline make sense to ensure quality in implementation, including property owner permission and/or permits? (Letter of support from any property owner(s) and/or a list of all required permitting.)
5. Budget **(2 points)**: the budget is clear and reasonable, and the overall project is feasible within the suggested budget.

Grant Application Evaluators:

1. Ferns Francois – Photographer, Francois Studios
2. LaCrecia Thomson – Arts and Culture Planner, City of Lynn
3. Katherine Herbst-Rubio – Beyond Walls
4. Sunil Gulab – Creative Cities
5. Doneeca Thurston – Executive Director, Lynn Museum
6. Susan Brown – Retired Nurse
7. Jacquie Fitzhugh – Retired Veteran
8. Steve Aldeus – Educator and Leader

This grant program is facilitated by the Lynn Creative Cities Partnership and is funded by MassDevelopment/TDI and the Barr Foundation. This program is one component of a broader "TDI Creative Cities" initiative to boost arts-based economic development.

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To apply, please fill out this application in its entirety by accessing the link below:

https://docs.google.com/forms/d/e/1FAIpQLSenhAyMy5YWTUf9thvu1gy-a7JZ_2tLxqJB4EEv_ytHr1pH5w/viewform?vc=0&c=0&w=1&flr=0

or print out a hardcopy, fill it out and return it to Sunil Gulab, Creative Cities, City of Lynn, 3 City Hall Square, Rm. 303, Lynn, MA 01901,

or scan and email to sunil@ediclynn.org by **March 15, 2023**

***Lynnspire Creative Placemaking Grant Program 2023
Application***

Circle one. I am applying for: \$1000 \$5000 \$10000

Project Title:

Project Lead Name:

Organization (if applicable):

Address:

Email:

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Phone Number:

Website:

Social Media (Facebook, Instagram, Twitter, YouTube):

Release: We consent to allow the names and photos of project team members, along with written project descriptions and visual project imagery, to be used for promotional purposes.

Yes: ____ No: ____

Narrative/Project Description (10 points)

Describe your project to us. How does it align with the Creative Cities goals above? How well does the project use placemaking or placekeeping to directly involve and/or impact residents, visitors and/or businesses in Lynn's neighborhoods?

Describe the underutilized space you want to activate (Include a google map screenshot if needed)

How does your project benefit the communities of Lynn? (10 points)

How well does the project benefit the community, and are the specific participants or intended audience(s) clearly identified, such as: youth and/or elderly residents; Black, Indigenous, and people of color; LGBTQ+; people with disabilities; immigrants, English as a second language, armed service veterans, etc.?

Partnership (5 points):

Does the project include at least one partnership, with at least one member of the project team based in the city of Lynn?

Planning and Timeline (3 points):

Is the planning sufficient and the timeline make sense to ensure quality in implementation, including property owner permission and/or permits? (Letter of support from any property owner(s) and/or a list of all required permitting.)

Budget (2 points):

The budget is clear and reasonable, and the overall project is feasible within the suggested budget.

Additional Materials

List any relevant materials to strengthen your application: previous experience, qualifications, property owner letter of support, if required etc.