



Delta Regional Authority

Delta Creative Placemaking Initiative



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What makes *your* community unique?

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Tell us...

- Who you are;
- Where you're from;
- What makes your community unique; and
- Why?



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What do we love about our communities?

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- A sense of community
- Quality of place
- Quality of life

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What is DRA's role in creative placemaking?

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Investing in the Delta

Basic Public
Infrastructure

Transportation
Infrastructure

Small Business &
Entrepreneurship

Workforce
Training and
Education

Access to Quality,
Affordable
Healthcare

Disaster
Recovery and
Resilience

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According to DRA Statute...

Congress finds that –

“(1) the lower Mississippi River region though rich in natural and human resources, lags behind the rest of the United States in economic growth and prosperity;”



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According to DRA Statute...

Congress [ALSO] finds that –

"(5) a concerted and coordinated effort among Federal, State, and local agencies, the private sector, and nonprofit groups is needed if the region is to achieve its full potential for economic development;"



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According to DRA Statute...

Congress finds that –

“(1) the lower Mississippi River region **THOUGH RICH IN** natural and **HUMAN RESOURCES**, lags behind the rest of the United States in economic growth and prosperity;”

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“Instead of differentiating themselves primarily by transportation access, low costs, proximity to natural resources, or other traditional competitive advantages, many communities today are attracting multi-generational talent by becoming desirable places to live.”



Place Matters:

The Role of Placemaking in Economic Development

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Economic Impact of the Arts & Culture

- In 2014, the arts and cultural sectors contributed more than **\$729 billion or 4.2% to the U.S. economy** – in fact, the arts and culture produced more than some other sectors, such as construction (\$619 billion) and utilities (\$270 billion)
- Between 1998 and 2014, the contribution of arts and culture to the nation's **gross domestic product grew by more than 35%**



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Economic Impact of the Arts & Culture

- **Spending** on arts and cultural goods and services in 2014 reached **\$1.1 trillion**
- **Employment increased by 3.8%** to support more than **1 million jobs** in core arts and cultural production industries

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An Overview of the Delta Creative Placemaking Investment Program NOFA

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Important Dates

- Notice of Intent to Apply is due **Friday, August 4, 2017** at 5:00pm Central Standard Time
- Applications are due **Monday, August 21, 2017** at 5:00pm Central Standard Time
- Awards will be made in **September 2017**

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Purpose

- Enhance the **quality of place** and **quality of life** in Delta communities
- Encourage the formation of **cross-sector partnerships** and regional collaboration
- Spur **innovation** and **entrepreneurship**
- Strategically integrate the arts and cultural sectors with the non-arts sectors to stimulate **economic growth**, **community development**, and **rural prosperity**

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Program Background

- Phase I: Creative Placemaking Train-the-Trainer
- Phase II: Creative Placemaking Regional Workshops
- Phase III: Delta Creative Placemaking Investment Program

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Delta Creative Placemaking Investment Program

- Total Program Funding: \$309,000
- Award Ceiling: \$30,000
- Award Floor: \$0

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Highlights

- Successful applicants receive:
 - **Up to \$30,000** seed investment;
 - **Up to 50 hours of technical assistance**
- All seed investments require a **non-federal match of at least 1:1**
- **24-month project cycle** beginning in September 2017

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DRA Funding Priorities

- Basic Public Infrastructure;
- Transportation Infrastructure;
- Business Development, with an emphasis on Entrepreneurship; and
- Workforce Development.

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DRA Funding Priorities

By investing in one or more of DRA's funding priorities, the DCPI program seeks to:

- Revitalize Delta downtowns and main streets;
- Support job creation and innovation;
- Promote diversity and inclusiveness; and
- Align the non-arts sectors with the arts and cultural sectors to advance the economic and community development strategies of Delta communities.

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Performance Measurement

- DRA funding and technical assistance provided for DCPI projects will commence on or after September 1, 2017
- 24-month project cycle which will begin in September 2017 and conclude by September 2019:
 - Applicants should allow sufficient time for: asset mapping, partnership formation, planning, implementation, internal evaluation, and project completion/close-out

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Estimated Available Funds

- DRA anticipates awarding up to \$309,000 in seed investments for DCPI projects:
 - Maximum Award: \$30,000
 - Minimum Award: \$0
- All DCPI seed investments require a non-federal match of at least 1:1 (i.e. cash or a combination of cash and in-kind)
- ***Budget proposals may include matching funds not yet committed****

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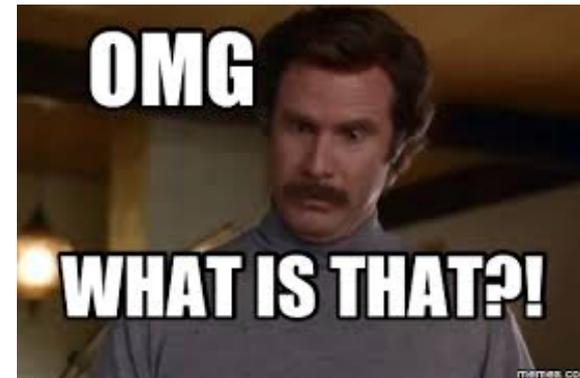
Matching Funds

All DCPI seed investments require a non-federal match of at least 1:1 (i.e. cash or a combination of cash and in-kind).

CASH



IN-KIND





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Matching Funds: IN-KIND

- Personnel time given to the project
- Buildings
- Use of land
- Equipment or Supplies
- Facilities
- Goods or services
- Etc.

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Eligible Applicants

All applications require two primary partners as follows:

- Primary Applicant: Local Government Entity; and
- Primary Partner: Non-profit Entity.

One of the two primary entities must be a cultural (arts or design) organization, historical entity or museum.

Applicants must reside in the 252 counties and parishes of the DRA region.

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Primary Applicant: Local Government Entity

Defined as a:

- County/Parish
- City/Town/Village
- Federally recognized tribal government

Local arts agencies or other departments, agencies, or entities within an eligible local government entity (i.e. Main Street program) may submit an application ON BEHALF of the Primary Applicant.

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Primary Applicant: Local Government Entity

The following do NOT qualify as local government entities:

- State-level government agencies;
- Other state-designated entities;
- Institutions of Higher Education;
- Regional government entities;
- Quasi-government organizations;
- Regional planning organizations; and
- Business improvement districts.



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Primary Partner: Non-Profit Entity

- Non-profit, tax exempt 501(c)(3) organization with documentation confirming at least three years of programming

REMEMBER: One of the two primary entities must be a cultural (arts or design) organization, historical entity or museum



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Additional Partners

Additional (non-primary) partners are strongly encouraged – including, but not limited to:

- Arts organizations and artists;
- State Arts and Humanities Councils;
- For-profit businesses and organizations;
- Council of governments;
- Community organizations;
- State-level government agencies;
- Academic institutions;
- Community planners/real estate developers; and
- Others

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Eligible Projects

Include, but are not limited to the following:

- Utilizing the arts and culture as a catalyst to revitalize downtowns and main streets;
- Cultural asset mapping, community visioning, and community design dialogues;
- Creative approaches that address community challenges or economic and community development priorities;

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Eligible Projects

Include, but are not limited to the following:

- Transformation of a perceived community liability into a community asset through the arts and culture;
- Development of an arts or cultural business incubator or apprenticeship program;
- Integrating the arts and culture in the redevelopment/reuse of public spaces (i.e. infrastructure, bridges, districts, plazas, pavilions, etc.)

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Meraki Roasting Company



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Community Visioning/Asset Mapping



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Other Submission Guidelines

- Map/Photos (indicating location of proposed activities)
- 3-5 Letters of Support
- Corporation Annual Report/IRS 990/Audit
- Bylaws

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Evaluation Criteria

- Does the application **address the specific stated goals** of the DCPI program?
- Do the submitted materials clearly **indicate the commitment of the primary applicant and other primary partner** to this proposal?
- Do these organizations and other partners identified in the application have the **capacity, technical expertise, community support and artistic/cultural competencies**, necessary to design, develop and execute the proposed project?
- Is there **sufficient competence** within the **cultural/art/design organizations** to achieve artistic excellence and **project completion**?

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Evaluation Criteria

- Does the **vision** for this project, and the stated **outcomes, enhance the quality of life**, social and economic diversity, community inclusiveness and overall cohesion?
- Does the proposal reflect creative approaches which **address future community plans, priorities, and challenges**?
- Where appropriate, does the proposal **address the needs of underserved populations**, including those whose experience of the arts have been limited by geography, ethnicity, disability, class or poverty?
- Is the scale and scope of the proposed project **feasible, appropriately funded, and capable of on-time completion**?

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Evaluation Criteria

- Will the community at large be adequately engaged to assure the **long-term sustainability** of the enterprise?
- Were appropriate **evaluation metrics, documentation, and dissemination** processes identified, and can they be executed by partner organizations?



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Stages in the Review Process

- Informational Sessions
- Partner Review
- Clarification Period
- DRA Internal Review
- Risk Assessment Evaluation

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How to Apply

- Go to **dra.gov/creativeplacemaking** to download the Notice of Intent to Apply; and
- Visit **funding.dra.gov** to create an account and apply.
- **Please review the CRITERIA in the NOFA before submitting your application!**

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Stay engaged with the DRA.

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