



Placemaking and Community Engagement Project and Program Application

Placemaking & Residential Engagement

Information Sheet

The Community Redevelopment Agency, CRA, Placemaking and Resident Engagement grant program is to provide support and funding to those who are interested in making a positive change through placemaking that assists in transforming Bartow's CRA district area into a destination filled with a variety of active, beautiful, and creative public places. Placemaking is the collaborative process that fosters a greater sense of place, ownership, and pride within the community for all to enjoy.

Forms of Placemaking-

- Standard Placemaking - Traditional Placemaking, is the universal term for the process of creating places where people want to be. Projects consist of small projects and/or activities that engage and empower people while improving the quality of a place for a period of time.
- Creative Placemaking- Bring arts and cultural activities to the forefront with projects limited only by the creative forces that fuel the unique idea. Creative Placemaking animates spaces bringing diverse people together to celebrate, inspire, and be inspired within each place.
- Tactical Placemaking- Is the process of creating quality places through small projects and short-term activities. Planned projects are often temporary, low-cost, completed in phases, or take place in already-established public spaces. These projects work to efficiently generate new uses of spaces and maximize their use for enhanced purposes.
- Resident Outreach- Programs that connect Bartow Residents to Downtown or underutilized areas to create new advocates for public spaces and businesses within the CRA District.

Placemaking Projects or Activities Categories-

Beautification

- Public art installations, murals, sculptures
- Decorations
- Street, alley, parking lot, vacant lot, park, or plaza improvements

Activations

- Activations of arts, cultural programming, and performance art
- Park enhancements, parklets, and people spots
- Window or storefront displays
- Interactive and technological advancements

Engagement

- Community relationship building (book clubs, bicycle rides, lecture series, play days)
- Place Branding
- Community gardens
- Recreational spaces, physical activities, bike, or pedestrian improvements

Applications Submission Must Include

- Completed Application and Required Documentation
- Site Plan, Project Support Letter(s) and Project Budget

Please refer to the Program Description for Program Requirements for Application Approval

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Frequently Asked Questions

Does this space have to be outside? No. For Outside and Inside Activities/Programs, the space must be free, and open to the public. Public spaces that qualify include parks, plazas, grounds, streets, empty lots, outdoor areas around a library, and more. Inside areas must be visible from the right of way. Not sure if your space qualifies? Please contact chsmith@cityofbartow.net

How many grantees are selected for the program? Recipients are eligible for selection starting in 2024 and applications will be accepted on a rolling basis on a first come first served order. All grant awards are subject to budget availability for Community Placemaking Grants.

We already have a full design and are looking for implementation funds. Are we a good fit for this grant? No. This grant includes technical assistance from the Program Administration to facilitate a participatory community process to identify design and programming improvements for a space or program activity or services.

Can a nonprofit apply to make improvements to publicly owned property? Yes, if the nonprofit has an agreement with the public agency that will allow the project, which may require city/or county approval depending on location.

I'm an artist. Can I apply for this grant? Yes, if you are supported by a local community advocate, organization, or community agency that can advocate for the project on your behalf and assist with administration and/or implementation.

Does this project have to be permanent? Not necessarily, however, a portion of the activities must support physical improvements or amenities to a public space, and any temporary improvements should have a lasting impact on the community. *For example, a seasonal activation could be used to build support or test ideas for long-term improvement. Generally, it would be expected grantees have the capacity to maintain (or update) the improvements during the year as needed for the approved time period.*

Evaluation Criteria (Application Approval)

Equity & Inclusion: The selected applicant will have a clear idea of who is poorly served by a space, activity, or program service and how its project or activity will help address that gap. The project's proposed services should result in a visible and lasting improvement for the community.

Community Reach: The grantee should be well positioned to engage the full diversity of people who could benefit from the placemaking project—particularly groups that are currently not served by community services, engagement activities or programs, or the activation of public spaces or that have limited access to public spaces in general for their area.

Open-Ended Process: A successful applicant will be prepared to participate in an open-ended community visioning process facilitated by the CRA and its community partner for Projects, Program Services, or Activities as part of the grant award process. While the Administrative organization will have defined areas for programs, community engagement ideas, and goals in mind, this grant is not intended to solely fund the implementation of a fully completed project that only needs funding.

Feasibility: The proposed project is feasible within the budget and timeline of the grant period, and the organization/individual currently has the capacity to implement physical and programmatic improvements to a space or complete the project, program services, or activities requested for funding.

Partnerships: The selected applicant will be able to bring together a coalition of organizations and public agencies as partners on their project. Every partner included should have a clearly defined role and add value to the project, activity, or program services to be provided.

Still have questions? All application questions or inquiries can be made in writing to chsmith@cityofbartow.net.

Placemaking & Residential Engagement Application

Placemaking Project or Activity

Standard Creative Tactical Residential Engagement

Project Location: _____

Main Street (300-700) Bartow Trail Summerlin (100-500) Non-Public Lot

Park- CRA District Davidson (200-350) Underutilized Public Area

Type of Project

Beautification Activation Engagement

Information about Project: _____

Project Name: _____ Project URL: _____

Project Primary Date: _____ Alternate Project Date: _____

Applicant Demographic Information

Name: _____

Email Address: _____ Phone Number: _____

Select: Resident Organization/Community Group Business Property Owner

Personal or Business Address: _____

Supporting Documents

Detailed Project Description Detailed Project Budget Site Plan

Photos of Site Renderings/Concept Art Community or Business Advocate

Advocate Name: _____ Email Address: _____

Funding Request Amount

Small Project 0 - \$2,999 Medium Project \$3,000 – \$9,999 Large \$10,000- \$25,000

Community or Neighborhood Associations Facilitating Project: Yes or No

Community Organization: _____

Webpage URL: _____



1. What resources are needed to facilitate the Project: _____

2. Who is the Targeted Audience and Why: _____

3. Outline the Marketing/Communication Plan for the Project: _____

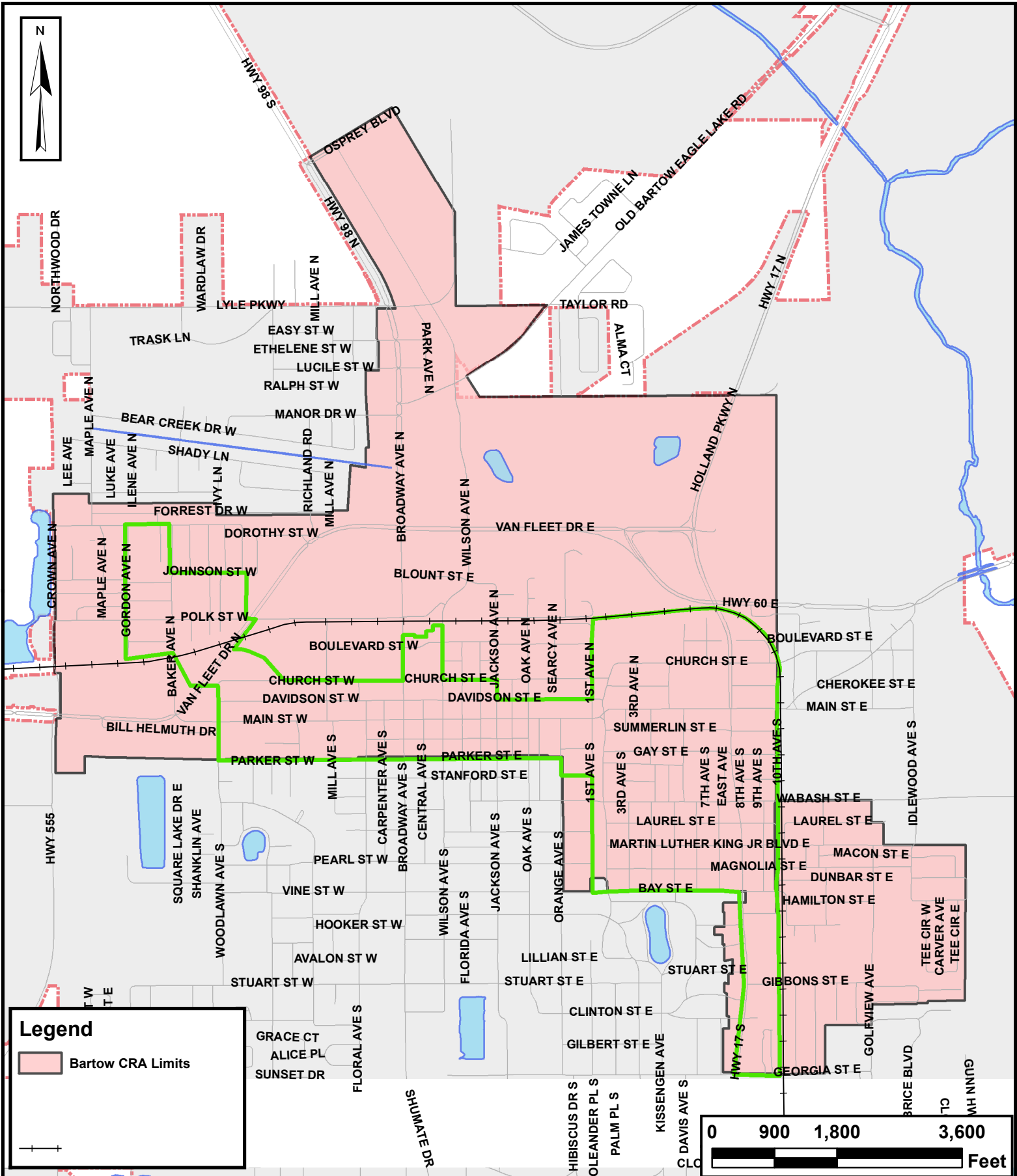
4. What is the Anticipated Community Impact Associated with the Project/Activity: _____

5. Describe Two Specific Goals that the Activity or Physical Improvement(s) to the site would address: _____

6. How will the Community Interact with or be involved with the Project/Activity: _____

If additional information is needed to support questions one through six, please add an addendum with additional information and assigned question number with the submission of the application for review.

Applicant Signature: _____ Date: _____



Bartow's CRA 1,577.05 Acres

January 2024

CRA Boundary Area

Placemaking Application

