CREATIVE COUNTIES PLACEMAKING CHALLENGE:
TEAM APPLICATION PACKAGE
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INTRODUCTION

As public funding becomes increasingly strained, counties must search for and employ new strategies to improve their communities and make healthier, more equitable places for residents to live, work and play. The Creative Counties Placemaking Challenge invites counties with populations of less than 150,000 to form multidisciplinary teams to compete in a challenge competition to identify and strengthen ways to integrate arts into solutions to local challenges. Teams that submit winning applications will attend an in-person, one-day training and peer exchange workshop on July 16, 2020, in or around Orlando, Orange County, Florida, in conjunction with NACo’s Annual Conference.

IMPORTANT DATES AND DEADLINES

Team Application Deadline: Friday, March 13, 2020, 11:59 p.m. EST
Announcement of Selected Teams: Tuesday, April 14, 2020
Workshop: Thursday, July 16, 2020

PROGRAM INFORMATION

Who should apply?

Counties with populations of less than 150,000—or county/local arts agencies located within counties with populations of less than 150,000—who are looking to address unique local challenges and bolster their ability to grow their economies and resilience by employing the arts as core to the solution. Note: Counties or county/local arts agencies must form multidisciplinary teams to apply. If a county does not have an official arts agency, a local arts nexus organization can apply. Multi-jurisdictional teams are permitted.

Are there any requirements for the teams?

Yes. Teams must:

- Consist of at least one county official, one representative from the local arts community and one representative from the sector they wish to engage (i.e. transportation, behavioral health, youth services, etc.)
- Have no less than four and no less than three members and must have good cross-sector representation. *A maximum of two representatives from a given organization may participate on the same team. It is encouraged that each team have at least 6 participants to ensure success.*
- Teams members must commit to attend a pre-workshop webinar and the July 2020 workshop, and be proactively involved with their mentor via regular communications (phone and email) for the duration of the project, July 2020 to July 2021.

**Are teams encouraged to do anything?**

Yes. Teams are encouraged to:

- Include working artist(s) on their team.
- Think about using creativity in unique ways that tackle public good needs beyond the arts and culture sphere. *For example, an application that has the goal to create a local arts agency, while important, does not fit the spirit of this program. But rather, for example, consider how to use the arts and culture to intervene in the opioid epidemic, or how to use the arts and culture to help with fair housing initiatives.*
- Apply if they are from smaller counties (under 50,000).
- Evaluate their proposal to make sure it is appropriate in scope to the available resources.

**Does a county or county/local arts agency need to be a NACo or AFTA member to apply?**

No, counties or county/local arts agencies do not need to be members of NACo or AFTA respectively to apply for the Placemaking Challenge.

**Is there an application fee?**

No.

**How will applications be evaluated?**

Applications will be evaluated and weighted based on:

- Strength of the proposed partnership.
- History of past creative, cross-sector partnership experiences from each team member. *These past partnerships do not have to have been with each other. We are interested in team members experiences with collaboration, not just your history with each other.*
- Clarity of issue to be addressed by the team.
- A clear commitment to process and discovery and the ability as a team to develop and follow through on a plan.
- Quality and appropriateness of the team members to tackle the specific concerns being addressed.
Who will review the applications?

NACo and Americans for the Arts project staff will screen each application to ensure the key eligibility criteria are met, and an external panel will review each application. The panel will assign a final score to each application and rank them in score order and recommend for selection the most highly rated applications.

Will selected teams receive funding?

No, selected counties/regions will not receive a direct financial award.

What will teams receive?

Teams will be invited – and expected – to attend the national team-based workshop on July 16, 2020, and will receive pre- and post-workshop technical support and mentoring, via virtual webinars and individual team and full cohort conference calls.

Will selected teams need pay a registration fee to attend the workshop?

No.

Will there be travel funds for selected teams to attend the workshops?

Yes, NACo has limited funding available to partially offset team travel costs.

What costs should teams anticipate to attend the workshops?

NACo has a limited budget to offset some transportation and lodging costs to attend the workshops. Teams should expect to cover a portion of their transportation/lodging costs.

Will meals be provided at the workshops?

NACo will provide breakfast and lunch at the workshop. Teams will be on their own for dinner.
How to Prepare & Submit Your Application

Application Instructions

1. Community Information.
   a. Community name.
   b. Name of county in which the community resides, if not the county itself.
   c. Community population (based on latest census).
   d. County population (based on latest census), if not the county itself.
   e. State.

2. Letter of Interest. A Letter of Interest must be submitted answering the following questions, in sequential order:
   a. Briefly describe your community’s population makeup (i.e. diversity).
   b. Describe your community’s current economy including unemployment rate, poverty rate and any future changes that you see.
   c. Describe your community’s existing rural planning, design and creative placemaking efforts.
   d. Describe your community’s local challenges (i.e. economics, jobs, health, transportation, etc).
   e. Describe your community’s primary community gathering places.
   f. What is your team’s vision for your community in ten years?
   g. Why is your team interested in attending the creative placemaking workshop? Articulate how participation in the workshop will benefit the community and what types of rural planning, design or creative placemaking strategies or topics your team hopes to learn more about.
   h. Describe the ability of your team to achieve the goals and implement action items identified during the workshop, including how members of your team have worked and partnered together previously and any potential programs or funding sources that the team may be able to leverage.

3. Main Point of Contact. The Point of Contact is the team member responsible for engaging with the project team on pre- and post-workshop conference calls and assembling any additional information upon request.
   a. First name.
   b. Last name.
   c. Professional Title.
   d. Organization name
   e. Email address.
   f. Phone number.
4. **List of Team Members.** Teams must consist of at least one county official, one representative from the local arts community and one representative from the sector they wish to engage (i.e. transportation, behavioral health, youth services, etc.). Teams must have no less than the required three members. Strong applications will include local artists or designers and representatives from arts nonprofits, community development organizations, area businesses and Chambers of Commerce, philanthropic organizations, hospitals, educational institutions, and/or other critical stakeholders in your community. A maximum of two representatives from a given organization are allowed to participate on a team. If you have questions about your team’s make up, please contact Jenna Moran at jmoran@naco.org for guidance.

   a. Name.
   b. Professional Title.
   c. Organization name
   d. Email address.
   e. Phone number.
   f. Sector the member represents (i.e. county, regional organization, workforce development, schools, philanthropy, private sector, city, town, etc.).
   g. Short biography highlighting their role in the partnership.

5. **Work Samples.** Work samples are a great way to show examples of projects that you and your partners have completed in the past and/or are working on now. It is up to you to determine the images or video clips that are most relevant to and best support your application. The work can be from any individual or partner involved in the project. Samples should be recent and of high quality. Each image/clip should include a title and short description. Note: Your application will not be judged negatively if you do not have work samples. Due to the nature of this program, some teams will not have work samples as they are just starting their initiative(s) or their previous work was not documented by media.

   a. **Images:** Images should be submitted in a single PDF. A maximum of 20 images will be reviewed. Each file has a size limit of 5 MB.
   b. **Videos:** Videos should be submitted in a PDF with a URL that links to the video. Please include any necessary information on required passwords, plug-ins or navigation paths. A maximum of two videos will be reviewed for a maximum of two minutes. If you would like a specific portion of a video reviewed, please indicate the appropriate time stamps.
6. **Letter of Commitment.** *Applicant must demonstrate intent and capacity to conduct follow-up activities, including implementation of ideas generated at the workshop.*

   a. **Main Point of Contact.** Please have the Main Point of Contact commit to participate in the pre-workshop webinar, one pre-workshop conference call with NACo staff, the workshop, a post-event evaluation, post-workshop individual team and full cohort conference calls for one year, and assembling any additional information as requested ahead of the workshop and at the conclusion of the team’s year-long mentoring.

   b. **Other Team Members.** Please have all team members sign a statement committing to participate in the pre-workshop webinar, the workshop and at least two of the post-workshop conference calls.