

# CREATING PLACES



## An IHEDA CrowdGranting Program Program Guidelines 2016-2017



# **CreatINg Places**

## IHCDA Program Guidelines

### **Program Description**

The Indiana Housing and Community Development Authority (IHCDA) in conjunction with Patronicity, announces “CreatINg Places”, a place-based crowdfunding grant program. Donation and reward-based crowdfunding, or crowdgranting, is the process of activating a project or idea of a large group of people and their dollars through a sponsor match within a limited time frame. Crowdgranting is an innovative yet simple way for non-profit groups to generate public interest and raise donations to make local improvements. Because it utilizes web-based donations, projects are accessible to anyone willing to make a donation. Further, this tool engages the public as residents, businesses and community organizations play a part in achieving community improvements and instilling community pride when they become invested in their surroundings.

IHCDA’s CreatINg Places aims to generate public involvement in the implementation of creative community improvements by incentivizing individual donations with matching IHCDA funds when the financial goal is reached. Projects must focus on the activation of underused public spaces and community places or the creation of new public spaces and community places. Indiana’s ability to attract and retain talent is greatly increased by taking advantage of unique placemaking assets in each of its communities, which makes this funding mechanism even more valuable. These projects will affect the lives and well-being of entire communities, so it is important that applicants have established public awareness, local enthusiasm and the support of IHCDA and Patronicity.

### **Eligible Applicants**

The CreatINg Places program is available to projects located in Indiana communities or neighborhoods which contain a traditional downtown or traditional neighborhood commercial node. Non-profit entities and local units of government are eligible to apply. Non-profit entities must have 501c3 or 501c4 status in place before applying for the program.

IHCDA defines a traditional downtown and traditional neighborhood commercial node as follows:

- 1) A grouping of contiguous commercial parcels.
- 2) The area must have been zoned, planned or used for commercial development for more than 30 years.
- 3) The area consists of primarily zero lot-line development.
- 4) The area has a pedestrian-friendly infrastructure.

### **Types of Activities Allowed**

Applications may be submitted for project activities described below. It is important these projects have established public awareness and local enthusiasm in the community.

Eligible projects may include but are not limited to:

- Streetscape beautification & walkability
- Public plaza development/activation
- Access to public amenities (riverwalks, canoe livery, pier enhancements)

- Farmer’s markets, community kitchens, pop-up retail/incubator space (community or non-profit)
- Alley activation
- Park enhancements
- Bike & other non-motorized path and related infrastructure
- Bandshells & amphitheaters
- Community theater rehabilitation (community or non-profit)
- Public wi-fi in a place completely open to the public
- Place branding (wayfinding, place signage, etc.)
- Event implementation\*\*
- Other projects that activates public space or a community place, decided on a case-by-case basis

\*\*Any event-based activation of public space will be limited to a \$7,500 grant amount. Event-based projects must be taking place over at least a 3-month period. Projects activating multiple spaces are preferred. Established festivals and entertainment series are not eligible.\*\*

**Grant Dollars**

Eligible projects must have a minimum total development cost of \$10,000, where the recipient will receive \$5,000 in IHCD matching funds if the fundraising goal is met. IHCD matching grant funds will be available up to \$50,000 per project.

“Prior committed funding” constitutes funds provided by a project stakeholder: the local unit of government, a non-profit entity, private source, or other state or federal agencies, which are committed to the project scope of work before and at the time of application. Projects should have prior committed funding before participating in the CreatING Places program, however this is not a requirement for projects under \$100,000 in total development cost. Projects over \$100,000 in total development costs must have all other prior committed funding sources in place and will use the CreatING Places program to fill the remaining gap in development costs needed, up to \$100,000.

For example:

1. Total project development cost: \$120,000

Prior Committed Funding: \$70,000

Financial Gap: \$50,000

- Patronicity Campaign Goal: \$25,000
- IHCD Match, if Patronicity Campaign Goal is achieved: \$25,000

2. Total project development cost: \$30,000

- Patronicity Campaign Goal: \$15,000
- IHCD Match, if Patronicity Campaign Goal is achieved: \$15,000

**Evaluation Criteria**

Projects must have the following characteristics to be eligible for funding:

- A well-defined and focused project.
- Project location – projects must be located in a city or town that has a traditional downtown or neighborhood commercial node, as defined on page one.

- Site control in the form of a legally binding agreement.
- Projects over \$100,000 in total development costs must have all other prior committed funding sources in place before participating in the CreatINg Places program.

Projects will be evaluated on a variety of factors, including, but not limited to:

- The location of the proposed project. Project activities directly related to the traditional downtown or traditional neighborhood commercial node, as defined in this policy above, may be more impactful.
- If all other funding sources are committed for projects over \$100,000 in total development costs.
- Documented plan of current fundraising efforts and marketing campaigns.
- The overall impact of the project on the community and other placemaking efforts.
- Project start and completion date.
- The ability of the project to be completed within one year of receiving the IHCD A matching grant dollars.

### **Other Program Requirements**

- It is recommended that there is prior committed funding for projects under \$100,000 in total development costs.
- Projects must hit crowdfunding target by their crowdgranting deadline.
- IHCD A videography staff will assist project applicant in producing pitch video. This is a free and included service and is to be utilized at the discretion of the applicant. Other means to produce a video will be accepted but all projects must have a video.
- Patronicity will provide crowdfunding support to applicant projects through technical and marketing assistance.
- Any one donor or entity can donate a maximum of \$10,000 or 35% (whichever is lesser) to the crowdgranting fundraiser for matching funds.
- Projects with multiple funding sources must demonstrate that they will be able to begin the project in a timely manner.
- Grant disbursements will be made after the crowdfunding goal is met.
- It is not required that the projects are competitively bid, but it is highly recommended.
- Grants will only be made to an applicant deemed eligible by the IHCD A.
- All projects must be ready for immediate implementation once 100% total development costs have been raised through prior committed funding (if applicable), the crowdgranting fund raise, and the IHCD A matching grant.
- Project completion must occur within one year of receiving IHCD A grant dollars once the crowdfunding goal is met.
- Within three months of project completion, projects must submit after photo(s) of the project, one page report-out of the project including, but not limited to, uses by the community, media coverage, story of project development, outcomes measured, etc. IHCD A may use the photos and written stories in IHCD A-related marketing materials.
- IHCD A funds cannot be used to participate or intervene, directly or indirectly, in the campaign of any candidate or political party
- IHCD A funds cannot be used to or used to publicly criticize, ridicule, disparage or defame any person or institution.

- The applicant covenants that it will not use IHEDA funds in a way to discriminate against person on the basis of race, color, national origin, religion, gender, age, disability, ancestry, creed, pregnancy, marital, parental status, familial status, sexual orientation, status as a veteran, physical, mental, emotional or learning disability, or any other characteristic protected by federal, state, or local law (“Protected Characteristics”). Furthermore, the applicable certifies compliance with applicable federal laws, regulations, and executive orders prohibiting discrimination based on the Protected Characteristics in the provision of services.

## **Project Process Flow**

### **• STEP 1- Tell Us About Your Project**

Applicants will utilize the Patronicity website to build out a basic crowdfunding page for their project. This page is the initial application and is directed/focused to the project audience and potential donors. Once a project page is started, Patronicity will make contact with the applicant.

### **• STEP 2- Patronicity Review**

Patronicity will perform an initial screening of the project and profile. Patronicity staff may request additional information to determine the project’s appropriateness for crowdfunding and its eligibility to the CreatINg Places grant program.

### **• STEP 3- IHEDA Review**

If the project passes initial Patronicity review and the project page is complete, projects will be forwarded to the IHEDA review team and evaluated on the criteria noted in this document. IHEDA staff may contact the applicant for more information.

### **• STEP 4- Patronicity Polish & Video Production**

If approved by the IHEDA review team, Patronicity will then engage fully with the applicant to polish off the project page, develop a marketing strategy, and build out the crowdfunding campaign. IHEDA videography staff will engage with the applicant to produce the project pitch video at no cost.

### **• STEP 5- Project Goes Live!**

Start crowdfunding! Patronicity will provide technical assistance throughout the raise period. The applicant has up to 60 days to achieve crowdfunding toward their goal. This timeline is established on a project basis prior to crowdfunding launch. A 30 day campaign is recommended.

### **• STEP 6- Implementation**

If the crowdfunding campaign is successful, IHEDA will match the funds raised and implementation can soon follow.