



# Love Where You Live

## Creative Placemaking Assistance Grant

### *Guidelines and Application*



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# 2019 LOVE WHERE YOU LIVE

## CREATIVE PLACEMAKING ASSISTANCE GRANT

*“Who makes a city? It’s those citizens who have an emotional connection with the place who make the difference.”*

-- Peter Kageyama

In communities big and small, finding methods to make our communities thrive involves identifying creative ways to encourage citizens to invest some of their identity in the place in which they live, work and play. As we found out during the March 7, 2019 Centralina Council of Governments’ workshop with Peter Kageyama, people who love their communities will often go to extraordinary lengths for them. The purpose of this grant is to help you find the fun in your community and translate ideas into action!

### GRANT GUIDELINES

#### **Scope**

The Centralina Council of Governments is pleased to announce the **2019 Love Where You Live** grant. Unique ideas for quality public engagement, placemaking, and community enhancement will be funded through a competitive application process supporting the creation of vibrant communities across our region. Grantee applications will include innovative projects that connect residents to their community. Funding will be provided through the Centralina Council of Governments (CCOG), supported through proceeds from the CCOG Regional Conference, in an effort to implement the ideas generated during the CCOG workshop led by Peter Kageyama and the conference’s theme of creative solutions for thriving communities.

#### **Eligible Applicants**

Eligible communities include CCOG member governments (county and municipal) in Anson, Cabarrus, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly and Union counties, that attended the Peter Kageyama workshop on Thursday, March 7, 2019. Please confirm your eligibility prior to grant application if you are unsure about your government’s membership status.

#### **Award Information**

Centralina’s **Love Where You Live** Grant supports new and creative ideas in three focus areas from the [‘Souls of Community’](#) survey, a three-year study conducted by Gallup that indicates a strong connection between a resident’s attachment to their community and the area’s economic growth and well-being. The three drivers for creating an emotional bond with a community include:

- Open and Welcoming Communities – How welcoming the community is to different types of people?

- Social Offerings – Are there places for people to meet each other and feel that other people in the community care?
- Aesthetics – Does the community have accessible parks, playgrounds, outdoor spaces, murals, signage, art, etc.?

Applicants should develop projects that will focus on at least one of these three themes. Projects should address a specific need unique to your community and could include (but should not be limited to) a community event or gathering, a community work project, a project with a marketing campaign element (similar to the Mice on Main project in Greenville, SC or the lip sync community event highlighting love for the community), or an engagement activity that furthers the community's efforts towards being a creative, fun place. Applications will be judged based on the following criteria:

1. Consistency with the themes outlined above.
2. Clarity of how project furthers community goals and connects residents to the community.
3. Ability to achieve positive results within the project timeline.
4. Project budget including local match contribution.
5. How this project will contribute to the overall engagement and positive feelings (fun, commitment, belonging, attachment, love) felt by community members?

### **Funds Available**

***Love Where You Live*** Assistance projects will typically fall within the range of \$500-\$1,000 per project. Centralina will provide up to \$500 per project and applicants with local match will be given preference in scoring. Awards will be restricted to the focus areas listed above and the grant review committee has the authority to reject any application that is not complete or does not further the efforts of the CCOG's mission. Those who receive funding through this project will be required to sign a grant agreement with CCOG detailing the amount and reporting requirements for the grant.

### **2019 Grant Timeline**

Grant Available	April 29, 2019
Applications Due	May 27, 2019
Winners Announced	June 7, 2019
Project Implementation Period	June 7, 2019 – December 31, 2019
All Projects Complete	December 31, 2019
Final "Report" Due	January 31, 2020

### **Submitting an Application**

Please read the instructions carefully, complete the application in its entirety, and supply the information as requested. Application guidelines are as follows:

- The application must be typed. Use this document to complete the application.
- The application must be signed by the city or county manager.

- Submit one electronic version of the completed application to Katherine Hebert Godwin at [khebert@centralina.org](mailto:khebert@centralina.org) by May 27, 2019.
- Successful applicants will be required to provide a brief report including a summary narrative and project photos to describe the project and community experience, and will present their project during a 2020 CCOG sponsored training event.
- Successful applicants should use #LoveWhereYouLive to highlight the project on social media platforms.

**Centralina Council of Governments**  
**Attn: Katherine Hebert Godwin / Love Where You Live Grant**  
**9815 David Taylor Drive, Suite 100**  
**Charlotte, NC 28262**

If you have questions regarding the application, please contact Katherine Hebert Godwin at [khebert@centralina.org](mailto:khebert@centralina.org).

# Love Where You Live Grant Application

Community Information	
<b>Community Name:</b>	<b>Gaston County</b>
<b>Physical Address:</b>	<b>128 W Main Avenue Gastonia, NC 28052</b>
<b>Mailing Address:</b> <i>If different from above.</i>	<b>Gaston County Planning &amp; Development Services 128 W Main Avenue Gastonia, NC 28052</b>
<b>Website:</b>	<b>www.gastongov.com</b>
Project Contact Information	
<b>Name:</b>	<b>Kim Wallis</b>
<b>Phone:</b>	<b>704-854-6605</b>
<b>E-Mail Address:</b>	<b>kimw@cityofgastonia.com</b>
Project Information	
<p><b>1. Summarize your community's proposed project, making sure to reference at least one of the three focus areas (<i>Open and Welcoming Communities, Social Offerings, or Aesthetics</i>).</b></p> <p>This project has come about through city and county planner's discussions of ways to make the Gaston County Administration Building feel more accessible, supportive, friendly and beautiful for all the community. It has a large presence facing Main Avenue in downtown Gastonia, backs onto the rear public parking area, and the building exterior is stark and uninviting. Placemaking options were created for both the front and rear entrances of the building, including wall space, entrance and sidewalk space. Ultimately the rear entrance was chosen as a pilot project, with the county manager on board. The benefit of using this space as a pilot placemaking project is that it is a heavily utilized entrance, it faces the public parking for events at the Rotary Pavilion and it will receive pedestrian traffic from Main Avenue.</p> <ol style="list-style-type: none"> <li>1. We'd like to create a Revolving Outdoor Gallery "canvas" on the back wall of the Administration Building. As the competition would be open to all adult artists in the community, this public engagement project has an <u>Open and Welcoming Communities</u> focus. This large blank brick wall space has room for ten 18"x18" circles and the first competition would produce visual images (literal or abstract) with the theme being "How can/does my local government produce opportunities for me to be in Nature, to have Community, to enjoy Arts, experience Culture, and to be nurtured by Connectivity." By providing an opportunity to gather and view art, the project has an <u>Aesthetics</u> focus.</li> <li>2. We'd like to create a colorful Multilingual Hopscotch on the sidewalk leading to the rear entrance of the County Administration building, describing our government's role in its community's lives (library, planning, parks, etc.). Because of its multilingual wording designed to communicate to our international community, this part of the project has an <u>Open and Welcoming Communities</u> focus.</li> </ol>	

3. We'd like to beautify a space of several large concrete planters and bollards that enclose a seating area at the rear entrance of the County Administration Building. We would have a friendly competition between all of the high school art students in Gaston County for eight spots to produce murals to go on the planters with the theme being "the natural beauty in Gaston County: Parks, Greenways, Crowder's Mountain." As the competition is for high school art students to create works of art for a public space for everyone to enjoy, the project has an Aesthetics focus.
4. We'd like to create clean graffiti informing residents about the local amenities and how far it is to walk, bike or ride. For example, "a ten-minute walk to the Farmers Market," "a five-minute bike ride to Highland Rail Trail," "a ten-minute bus ride to your local berry farm." We would partner with Go Gaston on the wording of these stencils. Go Gaston is a marketing campaign of the Gaston County Visitors Center. This project has a Social Offerings and Aesthetics focus.

## **2. How will your project involve residents and connect residents to the community? How will you communicate about the project and opportunity for community interaction?**

The two art competitions will involve residents of the county and help connect them to the community by giving them opportunities to make public art that expresses how they feel about their community and its natural amenities. The competition for the outdoor gallery will be communicated to all adult visual artists via our local newspaper, social media, bilingual flyers in churches, libraries, Hispanic grocery stores, recreation centers, the Gaston Community College art department, and the Gaston County Art Guild. The competition for the murals on the planters will be communicated directly to all art teachers in Gaston County via Keep Gastonia Beautiful, which has a long history with the local schools in coordinating art competitions.

We would communicate about this project through an announcement of the winners and an explanation of the project at the Winterfest event at the Rotary Pavilion. It will be heavily marketed by the City of Gastonia's event planner. People attending the festival can easily view the murals and the outdoor gallery space, and City and County staff will be on hand with additional public information having to do with the theme of the project: nature, community, culture, arts, and connectivity.

## **3. How will this project advance community goals?**

This project will advance community goals of diversity, equity, and inclusion. The Gaston County Administration Building rotating art wall gallery (GAB Gallery) will give ongoing creative outlet opportunities to all adult artists who want to have their works of art presented to the public. Residing on government wall space, the gallery hopefully will further the goal of creating positive feelings between government and the community. By having the competition results advertised and announced, we hope to demonstrate that the residents have a place and are valued in the community.

The murals on the concrete planters that enclose a seating space will be works of art highlighting the natural amenities offered by the county with regards to parks, greenways and greenspace, hence the title, Mural Art Planters (MAP)- images of our beautiful Gaston County. By highlighting local amenities, we hope that residents feel like their community is full of opportunities to be active, and to experience adventure and nature. Through the competition, we hope to give an opportunity for our county's youth to feel a part of their community through having their work displayed in such a public place. Additionally, we want to provide recognition and encouragement to our local high school

artists by having the competition results advertised and announced at a public event and hope to demonstrate to the youth that they are valued in their community.

The Go Gaston clean graffiti will introduce the community to, or remind them of, amenities that may be nearer to them than they thought and accessible through all means of transportation, and for them to perhaps start or continue exploring and engaging in their community in healthy and fun ways.

Finally, our Multilingual Hopscotch focuses on positive messages about government, such as the positive services and facilities that we provide, like parks and libraries. Our hope is to turn a dry message of government services into something fun and educational for children and adults alike. Additionally, it gives children and adults something fun and healthy to do while they are waiting for their family members, entering and exiting the building, or waiting for a concert to begin at the Rotary Pavilion.

#### **4. What is the target population and estimated number of people to be served by this project?**

The target population for this project would be individuals, families and children who may not feel encouraged by coming to this government center, who may feel that government is not supportive of their endeavors, or feel that the building and its people are cold and uninviting. The County Administration Building serves, on average, 150 people a day, including families, older adults, younger adults and the elderly from both urban and rural communities. The reasons vary, but a typical day sees many contractors getting building permits, parents with their small children getting tax information, and real estate agents obtaining maps. Additionally, attendees of city-sponsored events at the Rotary Pavilion make use of the parking lot adjacent to this entrance and pass by this space. We've seen year end totals for attendance go up by about 2,000 each year for the last five years, with last year's attendance at 13,000. We would also attract interest from the many citizens visiting our downtown antique shops, restaurants and bars who use the public parking that backs up to this entrance.

#### **5. How will this project contribute to the overall engagement and positive feelings (fun, commitment, belonging, attachment, love) felt by community members?**

We hope this project will engender feelings of attachment, ownership and pride in this space, and by extension, toward their community at large. We hope to evoke positive feelings toward government, feelings that government is supportive and provides opportunities to be healthy and happy. Our community is deeply divided by issues of rural, urban, race, sex, religion, immigration/migration and class. Our hope is to bring this diverse community together around art, beauty, and fun in order to feel less divided, if just for a moment.



**6. What did you learn during the Peter Kageyama workshop that will inform your project? (Draw a link between the workshop and your project.)**

During the Peter Kageyama workshop, there were several examples of how the smallest thought could spark a change and a sense of pride within a community. Through these examples, Mr. Kageyama showed us how the passion that one has to improve their community- where they work and live- could revive a space and spark the passion and creativity of others. The workshop opened our minds to the possibilities of programs we, as city and county employees, could implement to assist the community in building a greater rapport between government and the community, with the end result being residents with a greater sense of ownership in their community. Our hope is that this project may provide a spark for other creative placemaking ventures across the county. For us, this project has sparked many more ideas for community engagement and fun that our small placemaking group is hoping to see implemented over time.

## Timeline

Provide a brief timeline of project activities for the 2019 project implementation period.

### June-July:

Advertise the competition for the Gaston County Administration Building revolving art wall gallery (GAB) at the County Admin Building, open to all Gaston County artists.

### August:

- Email all Gaston County High School art teachers about the Gaston County Mural Art on the Planters (MAP) competition via Keep Gastonia Beautiful.
- Create & purchase the stencil & temporary paint for Government Hopscotch sidewalk graffiti
- Create & purchase the stencils for Go Gaston sidewalk clean graffiti

### September-October:

- Judge the art for the planters
- Judge the art for the gallery space
- Organize the winning students and paint the planters
- Provide electronic version of winning art images to sign company to produce vinyl images with aluminum backing
- Produce Government Hopscotch sidewalk graffiti
- Produce Go Gaston sidewalk graffiti

### November:

Advertise and market the Winterfest event, highlighting our project and the art competition, with the winners being announced at the festival.

### December:

- Announce winners and explain project at Winterfest at the Rotary Pavilion
- Staff to be on-site at the rear entrance with additional information, and excitement



## Budget

Provide a brief project budget including the amount requested from CCOG and the amount and source of matching funds.

### Project Budget

10 circular revolving art gallery aluminum panels & printing costs	\$ 300
Paint supplies for planter murals	\$ 500
Hopscotch stencil & temporary paint	\$ 100
GOgaston stencils	\$ 100

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<b>TOTAL PROJECT COSTS</b>	<b>\$ 1000</b>
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Amount requested from CCOG	\$ 500
Matching funds	\$ 500

Source of matching funds: GastonCounty Planning Department

## Submission Signatures and Confirmation of Information


The information provided in this proposal is accurate and complete. I agree to complete the final report and provide supporting materials, as described herein, if selected to receive this grant.

Kim Wallis  
Primary Contact

Planner  
Title

  
Signature

3/24/19  
Date

  
City/County Manager

County Manager  
Title

Earl Mathers  
Signature

5/24/19  
Date