



# Gaston County

Gaston County  
Board of Commissioners  
www.gastongov.com

## Planning Board Action

File #: 19-384

Commissioner Philbeck - Planning & Development Services - To Accept and Appropriate Funds Received by the Centralina Council of Governments Love Where You Live Grant (**Grant Funds - \$500; Required County Match - \$500**)

### STAFF CONTACT

David Williams - Director of Planning - 704-866-3473  
Kimera Seward-Coburn - GIS Specialist/Planner - 704-866-3072

### BUDGET IMPACT

Matching County funds already included in budget; Additional appropriation of \$500 in State grant funds.

### BUDGET ORDINANCE IMPACT

N/A

### BACKGROUND

The purpose of this grant is to help find the fun in our community and translate ideas into action by identifying creative ways to encourage citizens to invest some of their identity in the place in which they live, work and play. 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 using this space as a pilot placemaking project, as it is a heavily utilized entrance. This Grant will be used to purchase materials necessary for the completion of the project.

### POLICY IMPACT

N/A

### ATTACHMENTS

Budget Change Request, Notification of Selection Letter, Love Where You Live Grant Guidelines and Application

DO NOT TYPE BELOW THIS LINE

I, Donna S. Buff, Clerk to the County Commission, do hereby certify that the above is a true and correct copy of action taken by the Board of Commissioners as follows:

NO.	DATE	M1	M2	CBrown	JBrown	AFriley	BHovis	TKeigher	TPhilbeck	RWorley	Vote
2019-263	09/24/2019	CB	BH	A	A	AB	A	AB	A	A	U

### DISTRIBUTION:

Laserfiche Users

A=AYE, N=NAY, AB=ABSENT, ABS=ABSTAIN, U=UNANIMOUS

## GASTON COUNTY BUDGET CHANGE REQUEST

TO: Dr. Kim S. Eagle COUNTY MANAGER

FROM: 4910 Planning and Development Services  
Dept. # Department Name

David Williams 09-10-2019  
Department Director's Name Date

### TYPE OF REQUEST:

☒ Line Item Transfer Within Department & Fund

☐ Line Item Transfer Between Funds \*

☐ Project Transfer Within Department & Fund

☒ Additional Appropriation of Funds \*

☐ Line Item Transfer Between Departments\*

\* Requires resolution by the Board of Commissioners

ACCOUNT DESCRIPTION (As it appears in the budget)	ACCOUNT NUMBER Fund - Function - Dept - Division - Object - Project xxx - xx - xxxx - xxxx - xxxxx - xxxxxx	AMOUNT Whole Dollars Only (See Note Below)
Love Where You Live Grant	010-02-4910-4910-420001-20540	(\$500)
Miscellaneous Supplies	010-02-4910-4910-520007	(\$500)
Love Where You Live Grant	010-02-4910-4910-560000-20540	\$1,000

### JUSTIFICATION FOR REQUEST:

Matching County funds already included in budget. Additional appropriation of \$500 in state grant funds.

Note: Decreases in expenditures & increases in revenue accounts require brackets. Increases in expenditures & decreases in revenue do not require brackets. Please note that transfers between funds require interfund transfer accounts.



July 17, 2019

Kim Wallis  
Planner  
Gaston County Planning and Development Services  
128 W Main Avenue  
Gastonia, NC 28052

SUBJECT: Notification of Selection for the Love Where You Live Grant

Dear Ms. Wallis,

On behalf of Centralina Council of Governments (CCOG), I am pleased to inform you that Gaston County has been awarded a \$500 Love Where You Live Grant for the Gaston County Administration Building project! 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!

Enclosed with this letter is a grant agreement with CCOG. Please review, sign, and return the agreement to [khebert@centralina.org](mailto:khebert@centralina.org) by July 31, 2019. The project implementation is now through December 31, 2019, with all projects being completed by that date.

**Required Reporting**

As a condition of the grant, you are required to provide CCOG with a brief, final report of the project that should include a summary narrative and photos describing the project and community experience, as well as details of the use of the grant funds. Please submit the final report electronically to [khebert@centralina.org](mailto:khebert@centralina.org) by January 31, 2020. You will also be asked to check in monthly by email and deliver a presentation on the project during an upcoming CCOG-sponsored training event in 2020.

**Publicity**

Please use #LoveWhereYouLive and @CentralinaCOG to highlight the project on social media platforms.

We congratulate you on your submission of a successful proposal and look forward to assisting you in implementing your project.

Sincerely,

Geraldine Gardner  
Executive Director

9815 David Taylor Drive  
Charlotte, North Carolina 28262

Phone: 704-372-2416 Fax: 704-347-4710, [www.centralina.org](http://www.centralina.org)

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Centralina Council of Governments

## LOVE WHERE YOU LIVE GRANT AGREEMENT

This Grant Agreement ("Agreement") is made this 17th day of July, 2019, by and between Centralina Council of Governments, a North Carolina regional council of governments pursuant to Chapter 160A, Article 20, Part 2 of the General Statutes of North Carolina and having a place of business at 9815 David Taylor Drive, Suite 100, Charlotte, North Carolina 28262 ("Centralina" or "Grantor"), and Gaston County, a local government member of Centralina ("Grantee").

### WITNESSETH

WHEREAS, Centralina has awarded a grant to Grantee pursuant to Grantee's grant application dated May 27, 2019 ("Grant Application"); and

Whereas Grantee agrees to comply with the terms and conditions of the grant as described herein;

NOW THEREFORE, in consideration of the grant and other good and valuable consideration, the parties agree as follows:

#### 1. Amount and Use of the Grant Funds

- A. **Grant Amount.** Centralina will provide Grantee with a grant in the amount of \$500 to be used for the purposes described in paragraph 1B herein ("Grant"). Grant funds may not be transferred, either partially or completely, to any other entity or person. Any earnings derived from the grant funds shall be used by Grantee to support the purposes of the grant.
- B. **Grant Purposes.** Grantee shall use the Grant only for the purposes described in the Grant Application attached hereto as **Exhibit A** and incorporated herein ("Grant Project"). Grantee must obtain written approval from Centralina prior to using any portion of the grant funds for any purpose other than described in the Grant Application.
- C. **Budget.** Grantee has provided Grantor with a budget for the Grant program, which is attached hereto as **Exhibit B**. The Grant funds are restricted to fund only the Grant program as described in the Grant Application and summarized above in 1B.
- D. **Grant Period.** The grant period shall be from the signing of this agreement until December 31, 2019. Grantee shall complete the purposes of the grant by the end of the Grant Period.
- E. **Grant Payment.** Provided Grantee is in compliance with the terms of this Agreement, Centralina will pay the grant funds for the Grant Project in two installments as follows: \$400 upon signature and \$100 upon completion of the project and acceptance of the final report by Centralina. Installment payments may be withheld in the event of delays in completing the purposes of the Grant as described in paragraph 1B herein and/or a breach of any of the terms of this Agreement by Grantee.

## **II. Reporting and Record Keeping Requirements**

- A. **Record Keeping.** Grantee shall maintain financial and other records that specifically show the use of the Grant exclusively for the purposes of the Grant. Grantee shall maintain such records for at least three (3) years after the end of the Grant Period. Centralina shall have the right, upon reasonable notice, to conduct on-site visits and to audit at any time up to three (3) years after the end of the Grant Period, Grantee's records relating to the expenditure of the Grant.
- B. **Written Reports.** The Grantee shall submit written reports (described below) relating to the expenditure of the Grant and the progress of the Grant purposes. Grantee will utilize the project reporting form attached hereto as **Exhibit C**. Written reports should be sent to: [khebert@centralina.org](mailto:khebert@centralina.org). Grantee shall submit to Centralina in writing the following reports:
  - 1. **Interim Reports.** Once a month, Grantee shall submit brief emails regarding the use of the Grant, challenges they may be facing, and the progress made toward achieving the purposes of the Grant. The Grantor will set up a schedule to check in with the Grantee and provide any necessary technical assistance.
  - 2. **Final Report.** Grantee shall submit to Centralina a final report detailing the use of the Grant and describing the progress made toward the purposes of the Grant within thirty (30) days after the expiration of the term of the Grant.
  - 3. **Other Reports.** In addition to the above reports, the Grantee shall comply with the reasonable requests of Centralina for other reports. Grantee shall also make its personnel available at the reasonable request of Centralina to discuss expenditures, records and the progress of the Grant Project.
- C. **Notice Requirements.** Grantee shall notify Centralina immediately if there is a change in the Grant Project or if it is canceled or delayed. Grantee will advise Centralina immediately of any significant change in the Grantee's governance, programs or services that may impact the Grant Project or any changes in any professional or key personnel identified in the Grant Application.

## **III. Return of Grant Funds to Centralina**

- A. **End of Grant Period.** Grantee shall return all Grant funds that have not been expended for the Grant's purposes within fifteen (15) days after the end of the Grant Period.
- B. **Failure to Comply to this Agreement.** In the event Centralina determines that the Grantee has failed to comply with the terms of this Agreement ("Default"), Grantee, upon receipt of written notice from Centralina, shall immediately return all unexpended Grant funds as of the date of the Default, to Centralina and Centralina may, among other legal remedies available, terminate this Agreement.

#### **IV. Miscellaneous**

- A. **Oral and Written Communications.** Both parties agree to announce the Grant in oral and written communications.
1. Grantee consents to the announcement of the Grant by Grantor on its website, in press releases, publications, audio and video recordings, advertisements, social media posts, and all other forms of internal and external communications ("Communications").
  2. Grantee shall recognize the Grant, when appropriate, in any Communications produced regarding the Grant program by including the following statement: "Funding for our Love Where You Live Project was provided by Centralina Council of Governments" and shall provide Grantor with a copy of any such Communications. Please use #LoveWhereYouLive and @CentralinaCOG to highlight the project on social media platforms.
  3. Grantee shall include or announce, as appropriate, the following disclaimer in communications regarding the Grant program: "The views expressed herein do not necessarily represent those of the Centralina Council of Governments".
- C. **Amendment.** This Agreement may not be modified or amended except by a written instrument signed by both parties.
- D. **Entire Understanding.** This Agreement and its Exhibits contain the entire understanding of the parties and supersede all agreements or understandings, written or oral, made prior to the execution of this Agreement.
- E. **Execution of Agreement.** Grantee agrees to execute and return this Agreement to Centralina within 14 business days from the date of this Agreement.
- F. **Assignment.** Neither party may assign this Agreement or any of its rights, benefits, interests, or obligations hereunder to any third party or entity and this Agreement may not be involuntarily assigned or assigned by operation of law, without the prior written consent of the other party and any purported assignment without such consent will be void.
- G. **Laws of Governance.** This Agreement is to be governed by and construed under the laws of the State of North Carolina. All actions or proceedings relating, directly or indirectly, to this Agreement, Grant or Grant program shall be litigated only in courts located within the state of North Carolina.
- H. **Insurance.** Until all Grant funds have been expended, Grantee agrees to maintain insurance coverage of the kinds and limits required by the State of North Carolina for local governments. Grantee shall notify Grantor immediately of any significant change to such coverage.
- I. **Indemnification.** Grantee agrees to indemnify and hold Grantor harmless from and against claims, damages, losses and expenses (including, but not limited to, reasonable attorney fees), attributable to bodily injury, sickness, disease and death, destruction of tangible property, or any other claims, damages, losses and expenses caused by: a) the providing of funds by Grantor to Grantee or the non-funding of such funds under a Default scenario described above, b) the negligent or willful acts or omissions of Grantee or Grantee's employees, subcontractors or volunteers, or c) Grantee's breach of this Agreement.

IN WITNESS WHEREOF, Centralina Council of Governments and Grantee have caused this Agreement to be executed, effective as of the day and year first written above.

Centralina Council of Governments

Gaston County

By: 

By: \_\_\_\_\_

Name: Geraldine Gardner

Name: \_\_\_\_\_

Title: 7/16/19

Title: \_\_\_\_\_

# Exhibit A: Love Where You Live Grant Application

Community Information	
Community Name:	Gaston County
Physical Address:	128 W Main Avenue Gastonia, NC 28052
Mailing Address: <i>If different from above.</i>	Gaston County Planning & Development Services 128 W Main Avenue Gastonia, NC 28052
Website:	www.gastongov.com
Project Contact Information	
Name:	Kim Wallis
Phone:	704-854-6605
E-Mail Address:	kimw@cityofgastonia.com
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

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

Date

3/24/19

City/County Manager

Title

Signature

Date

County Manager

Earl Mathers

5/24/19

## Exhibit B: Budget

### 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
Gastonia stencils	\$ 100

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<b>TOTAL PROJECT COSTS</b>	<b>\$ 1000</b>
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Amount requested from CCOG	\$ 500
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Matching funds	\$ 500
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Source of matching funds: Gastonia County Planning Department

## Exhibit C: Love Where You Live Project Reporting Form

<b>Project Information</b>	
<b>Community Name:</b>	
<b>Project Title:</b>	
<b>Project Contact Information</b>	
<b>Name:</b>	
<b>Phone:</b>	
<b>E-Mail Address:</b>	
<b>Project Reporting</b>	
<p>1. Summarize what was done in your community's project, making sure to reference how it impacted at least one of the three focus areas (<i>Open and Welcoming Communities, Social Offerings, or Aesthetics</i>).</p>	

**2. How did your project involve residents and connect residents to the community? How did you communicate about the project and opportunity for community interaction? Please include copies of any public announcements and outreach materials (flyers, signs, Facebook Posts etc.)**

**3. How did this project advance community goals?**

**4. How many people were served by this project? How were you able to reach your target population?**

**5. How did this project contribute to the overall engagement and positive feelings (fun, commitment, belonging, attachment, love) felt by community members? Please include picture files (jpeg preferably) from the project as an attachment to this report.**

**6. What ideas or knowledge did you use from the Peter Kageyama workshop to inform your project?**

### **Budget Reporting**

Provide a brief total project budget narrative including the amount expensed from the grant or from the match for each budget item.

<u>Project Budget</u>	<u>Grant</u>	<u>Match</u>
<i>Budget item 1</i>	\$ _____	\$ _____
<i>Budget item 2</i>	\$ _____	\$ _____
<i>Budget item 3</i>	\$ _____	\$ _____
<i>Budget item 4</i>	\$ _____	\$ _____

**TOTAL PROJECT COSTS** \$ \_\_\_\_\_

Amount from CCOG \$ \_\_\_\_\_

Matching funds \$ \_\_\_\_\_

Source of matching funds:



### **Submission Signatures and Confirmation of Information**

The information provided in this report is accurate and complete.

\_\_\_\_\_  
Primary Contact

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

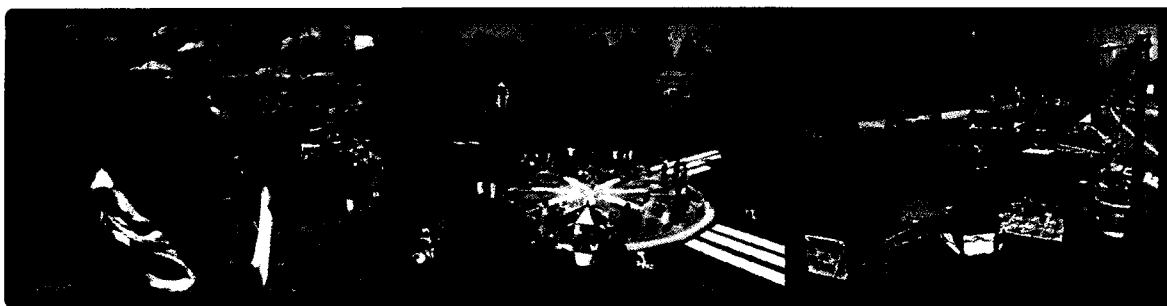
\_\_\_\_\_  
Date

\_\_\_\_\_  
City/County Manager

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



# **Love Where You Live**

## **Creative Placemaking Assistance Grant**

### ***Guidelines and Application***



Centralina Council of Governments

**9815 David Taylor Drive, Charlotte, North Carolina 28262**

**Phone: 704-372-2416 Fax: 704-347-4710 [www.centralina.org](http://www.centralina.org)**

*Equal Opportunity/Affirmative Action Employer. Auxiliary aids and services available upon request.*

# 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

<b>TOTAL PROJECT COSTS</b>	<b>\$ 1000</b>
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Amount requested from CCOG	\$ 500
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Matching funds	\$ 500
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Source of matching funds: Gaston County 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

5/24/19

Date



City/County Manager

County Manager

Title

Earl Mathers

Signature

5/24/19

Date