



Photo courtesy of Patricia Vázquez Gómez, 2020 grantee

Community Placemaking

2021 grant application handbook

Applications due September 28, 2020 at noon

New for the 2021 cycle:

- **Video responses** - Applicants can choose to link to a video where they answer application questions instead of writing responses.
- **Operating support** - Applicants can propose to use grant money for general operation support if their mission and ongoing work is clearly aligned with the four Community Placemaking objectives (page 5). This grant program should not be considered an opportunity for ongoing support.
- **New grant cycle timeline** - Applications will now be accepted annually in August and September, awards announced in January and the grant-funded activities can take place beginning in March (for 15 months).

If you picnic at Blue Lake or take your kids to the Oregon Zoo, enjoy symphonies at the Schnitz or auto shows at the convention center, put out your trash or drive your car – we’ve already crossed paths.

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COMMUNITY PLACEMAKING GRANT GUIDELINES

The Community Placemaking program helps people tackle community challenges or opportunities by funding creative, arts-based, equity-focused projects. Grants ranging from \$5,000 to \$25,000 support projects that foster connection to place, strengthen social fabric and involve and benefit communities of color and other historically marginalized communities. Metro’s investments help local communities create or sustain the vibrant places envisioned in the Region’s 2040 Growth Concept.

IMPORTANT DATES

August 3	Applications open
September 28 noon	Applications due
Early January	Awards announced
March 2021	Grant-funded activities may begin
June 2022	Activities should be complete

WHO CAN APPLY

Community Placemaking grants support community-driven initiatives, and partnerships are key to a competitive proposal. Given that, anyone meeting the following conditions can apply:

- Community-based organizations with nonprofit status.
- Community groups or individuals without nonprofit status must partner with a fiscal sponsor, such as a state certified, federally approved 501(c) nonprofit or a public agency. That fiscal sponsor must have a federal employer tax ID number and capacity to contract with Metro. Learn more about a fiscal sponsor’s role beginning on page 6.
- Public agencies must have community partners involved in the implementation of the project and a plan to involve the broader public.
- If you are a past recipient of a Community Placemaking grant and your project was exclusively an event (spanning a single or multiple days), you may not reapply the year following your award.

FUNDING AVAILABLE

Up to \$193,000 is available for the 2021 cycle, in grants ranging from \$5,000 to \$25,000. No matching funds are required.

GRANT REQUIREMENTS

- Grant-funded activities must take place within the region’s [Urban Growth Boundary](#).
- Activities proposed in public spaces must have a clear plan to gain support and appropriate permits from the local jurisdiction.
- Grantees (and their fiscal sponsors) are required to carry insurance coverage and are responsible for the proper use, accounting and reporting of grant funds. Metro reports grant distributions to the IRS.
- To be eligible for operating support, grantees’ mission and ongoing work must be clearly aligned with the four Community Placemaking objectives. This grant program should not be considered an opportunity for ongoing support.

COMMUNITY PLACEMAKING OBJECTIVES

The Community Placemaking program has four objectives, each of which are followed by characteristics that make for a strong application.

Placemaking: People's connections to each other and to places they care about are strengthened.

Examples

- Addresses a community challenge or opportunity
- Prompts people to interact with each other
- Uses art as a tool to bring people together or influence their community
- Helps people feel a stronger connection to the place(s) where the project happens
- Strengthens the things that make a place unique or valued

Equity: People of color and members of historically marginalized communities¹ have power and resources to influence their neighborhoods and communities.

Examples

- Directly benefits people of color or members of other historically marginalized communities
- Led by or actively supported by communities of color or other historically marginalized communities
- Strengthens cultural and community assets
- Provides opportunities for expression of culture

Partnerships: People's efforts are maximized because they work in partnership with each other and with Metro.

Examples

- Involves partnerships that bring different or new groups together
- Encourages collaboration among community partners
- Engages the public in the planning for and participating in the project's implementation
- Enhances regional efforts where Metro is actively engaged

Leadership: People participate in projects and decisions that affect them.

Examples

- Gives opportunities to emerging leaders
- Builds individual and organizational capacity for civic engagement

¹ **Historically marginalized** - "Historically marginalized" refers to groups who have been denied access and/or suffered past institutional discrimination in the U.S. and, according to the Census and other federal measuring tools, includes African Americans, Asian Americans, Hispanics or Chicanos/Latinos and Native Americans. In June 2016, Metro elevated racial equity as a core goal for the agency. Metro focuses on racial equity with the goal of improving life and economic outcomes for all groups, and ensuring that race is no longer the most significant factor in predicting life outcomes. Due to a long history of exclusionary and discriminatory policies, communities of color experience the most widespread barriers to improving social well-being. These barriers prevent communities from thriving and continue to cause our communities of color to experience the worst economic and social outcomes of any demographic group. The barriers that are the most significant for people of color are typically also the most significant for other marginalized groups. These groups may include but are not limited to other ethnicities, adult learners, veterans, people with disabilities, lesbian, gay, bisexual, and transgender individuals, different religious groups and different economic backgrounds.

APPLICATION REVIEW PROCESS AND TIMELINE

An advisory group of community members who work at the intersection of arts and social justice in the Portland region reviews the applications and makes a funding recommendation to Metro. This group has expertise in community development, social justice, arts and cultural programming, and urban planning, and they are predominately people of color. Make sure your proposal is clear, compelling and sufficiently defined so they can understand how well it meets the grant program's objectives, which appear on page 5. They will evaluate the applications using the following questions.

- **How impactful do you think this project will be?**
- **How strong are the equity and inclusion components of the proposal?**
- **How feasible is the project to implement?**
- **How well does it meet the objectives of the Community Placemaking program?**

The group will select projects to recommend to Metro's Chief Operating Officer and Metro Council for funding. By January 2021, Metro will announce grant awards. If you are not selected for a grant, staff is happy to provide suggestions for strengthening a future application.

RESTRICTIONS ON USE OF FUNDS

Community Placemaking grant funds may not be used for any of the following purposes:

- Activities or events held outside the region's [Urban Growth Boundary](#)
- Materials or costs not tied to your proposal
- Costs of preparing this grant application
- Annual appeals or fund raising drives
- Direct grants or loans that primarily benefit specific individuals or businesses
- Any attempt to: directly influence legislation or public policy; participate or intervene in any political campaign on behalf of or in opposition to any candidate for public office; induce or encourage violations of law or public policy or improper private benefit to occur
- Activities or events held on property whose owner discriminates against individuals or groups because of race, color creed, national origin, sex, age or disability, in violation of Title VI of the Civil Rights Act, as amended; 42 U.S.C. Section 2000d; Section 303 of the Age Discrimination Act of 1975, as amended; 42 U.S.C. Section 6102; Section 202 of the Americans With Disabilities Act of 1990; 42 U.S.C. Section 12132.

GENERAL OPERATING SUPPORT

For the 2021 grant cycle, organizations may propose to use grant money for general operating support if their mission and ongoing work through June 2022 is clearly aligned with the four Community Placemaking objectives that begin on page 5. These funds would be available after March 1, 2021 and can be used at the organization's discretion to carry out its mission by covering costs such as staff time, rent, programming, overhead, etc.

Due to the limited funding of the Community Placemaking grant program, this should not be considered an opportunity for ongoing support.

ROLE OF A FISCAL SPONSOR

Community groups or individuals without nonprofit status must partner with a fiscal sponsor, such as a state certified, federally approved 501(c) nonprofit or a public agency. A fiscal sponsor plays an important role in a Community Placemaking project, and should expect to participate in the following ways.

- Carefully review and sign the legal agreement
- Provide insurance coverage for the duration of the grant project
- Receive payments from Metro and distribute funds appropriately
- Submit progress reports to Metro
- Participate in grantee gatherings and evaluation activities

CONTRACTING AND AGREEMENTS

Grantees and fiscal sponsors (if applicable) will enter into a contractual agreement with Metro that specifies legal and contractual obligations, including insurance requirements described below. Once the contract is signed by all parties and processed by Metro, funds become available. Money spent before this point is not eligible for reimbursement.

Information about contracting, insurance coverage and grant money distribution can be found in *What to expect if you're awarded a Community Placemaking grant* at www.oregonmetro.gov/placemaking

INSURANCE COVERAGE

Metro requires that grantees provide proof of insurance coverage for the duration of their grant-funded activities. If you or your fiscal sponsor do not have insurance, grant money can be used to purchase coverage and should be included in your application's proposed budget.

GRANT APPLICATION INSTRUCTIONS

APPLICATION ASSISTANCE

Applicants are encouraged to contact Metro staff to discuss your idea. Staff does not play a role in advocating for applicants or making the funding recommendation, and instead is available to help you make your application as strong as possible. One-on-one assistance and optional information sessions are available. Contact Dana Lucero at dana.lucero@oregonmetro.gov.

ONLINE APPLICATION

The Community Placemaking application is available via the online system, ZoomGrants.

- Applicants will need to create a log in at zoomgrants.com.
- The 2021 grant application will be open between August 3 and September 28 (noon) 2020. A link to the application is available at oregonmetro.gov/placemaking during this time.
- An email will be sent within 24 hours from Metro staff via ZoomGrants confirming your application was received. Make sure you receive notices from ZoomGrants by adding notices@zoomgrants.com to your safe senders list.

IMPORTANT NOTES FOR WORKING IN ZOOMGRANTS

- The primary ZoomGrant applicant can set up ZoomGrant collaborators who can contribute to the application. Note, only the primary applicant can submit the application; the submit button does not appear for those working as collaborators.

- Responses are saved automatically in ZoomGrants when you click outside the response field.
- The character limits include spaces.
- If you cut and paste answers into ZoomGrants from another program such as Word, be sure to remove all formatting (e.g., bullets, superscript, etc.) by pasting text only. You will receive an error message when attempting to submit your application, and you will have to locate and remove the formatting to successfully submit.
- There is a Help button at the top of each ZoomGrants page. You can also contact their tech support at questions@zoomgrants.com.

STAFF CONTACT INFORMATION

For more information, please visit oregonmetro.gov/placemaking or contact the Community Placemaking grant program manager Dana Lucero at dana.lucero@oregonmetro.gov.

2021 APPLICATION

Applicants will choose to either submit written responses or create a video that addresses the seven application questions below. Applications will not be judged on the quality of the writing or the production value of the video, but on the substance of the proposal.

- **Written responses** - Be succinct and clear. Note that the character limits include spaces. For example, 1,000 characters with spaces is approximately a third of a page of text. Your responses can be shorter than the limit.
- **Video responses** - Please carefully read the guidance on video responses beginning on the page 9. Video applicants will also use the online ZoomGrants application and must complete the scope and budget section.

Application questions

**Character limit (with spaces) for written responses only.*

1. What is the critical and current community challenge or opportunity your proposal addresses? **limit 1,000*
2. Who will you be working with? List your partners (groups or people). **limit 1,000*
3. Describe what you would do with this grant. (If this is for operating support, share your mission and an overview of your ongoing work expected through June 2022. To be eligible, there should be clear alignment with the four Community Placemaking objectives.) **limit 2,500*
4. Racial equity is core to the Community Placemaking program. Is there anything else you want to share about how your efforts are led by, include and/or benefit Black, Indigenous, people of color or other historically marginalized communities? **limit 1,500*
5. What kind of impact do you hope to have? How will your efforts help people feel more connected to each other? **limit 1,500*
6. Where will this happen? How will your efforts make people feel more connected to this place/these places? **limit 1,500*
7. Is there anything else you want to share? **limit 1,000*

Scope and budget

1. Describe what you would do with this grant by breaking it into a few parts.
 - For each part: Describe the major activities or expenses.
 - Metro grant money needed: Estimate the money needed for each part.
2. Do you have or need other money to see your proposal through? (This does not affect the evaluation of your application. It helps the review panel understand the scope of your proposal.)
 - Other funds already secured?
 - Other funds still needed?

Document uploads

- (Encouraged) Upload letters of support.
- (Optional) Upload photos, maps or materials that help us understand your proposal.
- (Optional) If applicable, upload a letter stating permission to use property by land owner or manager.
- (Optional) Upload your/your fiscal sponsor's 501(c)(3) IRS determination letter or a 501(c)(3) tax-exempt status statement and Employer Identification Number. This is not required for schools or government agencies.

VIDEO RESPONSES

You can choose to answer the application questions in a video recording instead of writing responses. The link to your video must be accessible through December 31, 2020. Your application will not be judged on the quality or production value of your video.

Unfortunately, Metro is unable to offer technical support to help create, host or link to your video, so you should only choose this option if you feel you have the knowledge or assistance to do so successfully. Note that written responses, much like video responses, are judged on the substance of the proposal not the quality of the writing.

All applicants will use ZoomGrants. Video applicants must complete the scope and budget section in writing. They are also encouraged to add supporting material, such as letters of support or photos, in the document uploads section.

GUIDELINES FOR VIDEOS

- Answer the seven application questions that appear on page 8.
- Videos should be approximately 5 to 10 minutes long.
- Limit background and/or ambient noise to ensure we can hear you clearly.
- Limit camera shake and movement.
- Upload your video to a file sharing site, such as YouTube, and paste the link into your ZoomGrants application. Include any information (such as a password) needed to access the video.
- Your video link must be live and accessible through December 31, 2020.

Please do not:

- Don't create a highly produced video in which distracts from your responses to the application questions. Your application will not be judged on the quality or production value of your video.

- Don't include other people speaking on your behalf.
- Don't include background music.

VIDEO RESOURCES

Metro does not endorse the following, but offers them as informational resources.

Recording tips

You can choose to record your video with any device, such as your phone, web cam or digital camera.

[How to record video using an iPhone or iPad](#)

[How to record video using an Android phone](#)

[How to record a video using a webcam \(Mac and PC\)](#)

Transferring tips

[How to transfer videos from Apple devices \(iPhone, iPad, iPod Touch\) to Mac and PC computers](#)

[How to transfer videos from Android to Mac and PC computers](#)

Editing tips

Create and edit a video on Mac computers using iMovie:

[Download iMovie for free](#)

[Recording, editing, sharing, and uploading instructions for iMovie \(Mac, iPhone, and iPad guides\)](#)

Create and edit a video on PC computers using Microsoft Photos:

[Download Microsoft Photos for free](#)

[Editing instructions for Microsoft Photos](#)

Video sharing sites

You should upload your video to an accessible sharing site and then copy and paste the link to the video into your ZoomGrants application. You will need to have or create an account with the site you choose.

[YouTube](#) (preferred)

[Instructions for uploading your video to YouTube from a computer, Android phone, iPhone or iPad](#)

[Vimeo](#)

[Dropbox](#)

[Google Drive](#)