



Metro



Photo courtesy of TierraAgua, 2022 grantee

# Community Placemaking

## 2023 grant application handbook

Applications due October 7, 2022 at 12 p.m.

### New for the 2023 cycle:

- Up to \$200,000 will be awarded in grants ranging from \$5,000 to \$25,000.
- The questions the review panel will use to evaluate your applications have been updated. See page 6.

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 efforts. Grants ranging from \$5,000 to \$25,000 support efforts that strengthen people’s connection to each other and places they care about and involve and benefit communities of color and other historically marginalized communities.

## IMPORTANT DATES

August 5	Applications open
October 7 at noon	Applications due
Early January 2023	Awards announced
March 2023	Grant-funded activities may begin
June 2024	Activities should be complete

## STAFF CONTACT INFORMATION

For more information, please visit [oregonmetro.gov/placemaking](https://oregonmetro.gov/placemaking) or contact the Community Placemaking grant program manager Dana Lucero at [dana.lucero@oregonmetro.gov](mailto:dana.lucero@oregonmetro.gov).

## WHO CAN APPLY

Note: Grant-funded activities must take place within the Portland region’s [Urban Growth Boundary](#).

- 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 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 7.
- 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 grant funded an event (single or multiple days), you may not reapply the year following your award.

## FUNDING AVAILABLE

Up to \$200,000 is available for the 2023 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 Portland region’s [Urban Growth Boundary](#).
- 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.
- If applying for operating support, your 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 and cultural activities to bring people together
- Helps people feel a stronger connection to the place(s) in the Portland region
- Strengthens the things that make a place unique or valued

### **Equity: People of color and members of historically marginalized communities<sup>1</sup> 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 people together
- Encourages collaboration among community partners
- Community members are involved in planning and implementing the proposal
- Enhances regional efforts where Metro is actively engaged

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

Examples

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

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<sup>1</sup> **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 culture 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 and with enough detail 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 well does the proposal meet this statement: This is a community-led, arts and culture based, equity centered effort?**
- **How strong are the equity and inclusion components of the proposal?**
- **How impactful do you think this effort will be?**
- **How well does it meet the objectives of the Community Placemaking program? (placemaking, equity, partnerships and leadership)**

The group will select projects to recommend to Metro's Chief Operating Officer and Metro Council for funding. By January 2023, 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

Organizations may propose to use grant money for general operating support if their mission and ongoing work through June 2024 is clearly aligned with the four Community Placemaking objectives that appear on page 5. These funds would be available after March 1, 2023 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, grant money 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](http://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. Virtual information sessions will be held in August and September; check the program webpage for dates and links. One-on-one assistance is also available. Contact Dana Lucero at [dana.lucero@oregonmetro.gov](mailto: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](http://zoomgrants.com).
- The 2023 grant application will be open between August 5 and October 7 (noon) 2022. A link to the application is available at [oregonmetro.gov/placemaking](http://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](mailto:notices@zoomgrants.com) to your safe senders list.

## LANGUAGE TRANSLATION

Metro will accept applications in languages other than English. The application questions and guidelines are available by request and in the online application in Spanish, Vietnamese, Chinese, Russian, Korean, Ukrainian, Japanese, Arabic, Romanian, Tagalog, Somali, Mon-Khmer Cambodian, Nepali, Persian and Laotian. To request materials in a different language or get individual assistance with the help of an interpreter, please contact Dana Lucero at [dana.lucero@oregonmetro.gov](mailto:dana.lucero@oregonmetro.gov).

## IMPORTANT NOTES FOR WORKING IN ZOOMGRANTS

- The person who starts an application in ZoomGrants can invite others to contribute to the application by inviting them to be collaborators in ZoomGrants. 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](mailto:questions@zoomgrants.com).

## 2023 APPLICATION

The application consists of three parts: application questions, scope and budget, and document uploads. For the application questions, you can choose to either submit written responses or create a video that addresses the seven questions below. You will not be judged on the quality of the writing or the production value of the video, but on the substance of your 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 in ZoomGrants in addition to your video responses. Videos should be approximately 5 to 10 minutes in length. A how-to video tutorial is available on the program webpage.

### 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 2023. To be eligible, there should be clear alignment with the four Community Placemaking objectives.) *limit 2,500*

The written character limit for each question includes spaces.

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 say? *limit 1,000*

**Scope and budget**

*All applicants must fill in the scope and budget table and questions that follow.*

Describe what you plan to do by grouping your activities and expenses into a few parts chronologically. Think of this as the timeline and budget for your Metro grant.

- For each part: Describe the major activities or expenses.
- Metro grant money needed: Estimate the Metro grant money needed for each part.

	Scope of activities and/or expenses	Metro grant money needed
A		\$
B		\$
C		\$
D		\$

Do you have or need additional money for your proposal? (This does not affect the evaluation of your application. It helps the review panel understand the scope of your proposal.)

Additional money you have already have for your proposal	\$
Additional money beyond the Metro grant you will still need for your proposal	\$

**Document uploads**

- (Encouraged) Upload statements of support - letters and/or videos.
- (Optional) Upload photos, maps or materials that help us understand your proposal.

**GUIDELINES FOR 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, 2022. Your application will not be judged on the quality or production value of your video.

Visit the How to Apply page to watch a how-to video tutorial that steps you through planning for, creating and uploading your video for submission. Unfortunately, Metro is unable to offer personalized technical support to 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.

On the How to Apply page, watch a [how-to video tutorial](#) for helpful tips to plan, record and upload your video for submission.

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.

## VIDEO INSTRUCTIONS

- 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 or Vimeo, 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, 2022.

### **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](#)

[How to use Microsoft Video Editor](#)

### **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](#)