

CREATING PLACES



IHCDA CrowdGranting Program Guidelines 2019-2020



CreatINg Places

IHCDA Program Guidelines

Program Description

The Indiana Housing and Community Development Authority (IHCDA) in conjunction with Patronicity, has developed “CreatINg Places”, a place-based crowdfunding grant program.

Donation and reward-based crowdfunding, or crowdgranting, is the process of activating a project or idea of a large group of people and their dollars through a sponsor match within a limited time frame. Crowdgranting is an innovative yet simple way for non-profit groups to generate public interest and raise donations to make local improvements. Because it utilizes web-based donations, projects are accessible to anyone willing to donate. Further, this tool engages the public as residents, businesses and community organizations play a part in achieving community improvements and instilling community pride when they become invested in their surroundings.

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

Eligible Applicants

Grants will only be made to applicants and projects deemed eligible by the IHCDA. The CreatINg Places program is available to projects that meet the following criteria:

1. The project creates a new public space or activates a currently underutilized public space.
2. The project is free to the public all or a portion of the time on a consistent basis.
3. The project applicant is a nonprofit with 501c3 or 501c4 status or is a local unit of government.
4. The project has a gap funding need of between \$10,000 and \$100,000. Projects over \$100,000 in total development costs must have all other prior committed funding sources in place before participating in the CreatINg Places program.
5. The project can be completed and open to the public within one year of receiving IHCDA’s funds.
6. IHCDA gives preference to projects in walkable, easily accessible locations which build vibrancy in small towns and large urban centers.
7. Applicant must complete any open CreatINg Places projects prior to requesting funding for another project.

Evaluation Criteria

In addition to meeting the above eligibility criteria, applicants should make sure that their projects have the following characteristics to be deemed eligible for funding by IHCD:

- At least a portion of the project or event is physically activating a public space.
- A well-defined and focused project with an explanation on how the project will attract visitors to the project space.
- Welcoming and approachable for everyone in the community.
- Site control in the form of a legally binding agreement.
- A plan for long-term maintenance.
- A documented plan of current fundraising efforts and marketing campaigns.
- An explanation of the impact of the project on the community and other placemaking efforts.
- A target start and completion date.
- Applicant or closely related project partners do not have any currently open CreatING Places projects.

Types of Activities Allowed

Applications may be submitted for project activities described below. It is important these projects have established public awareness and local enthusiasm in the community. It is also important that an applicant is able to explain how their proposed project will attract more people to the project location or improve use of the project location.

Eligible projects may include but are not limited to:

- Streetscape beautification and walkability
- Public plaza development/activation
- Access to public amenities (riverwalks, canoe livery, pier enhancements)
- Farmer's markets, community kitchens, and other pop-up retail/incubator spaces
- Alley activations
- Park creation or improvement
- Bike and pedestrian pathways
- Bandshells and amphitheaters
- Community theater rehabilitation (community or non-profit)
- Public space enhancements (wayfinding signage, wifi, branding, interactive educational components)
- Event implementation*
- Other projects that activate public space or a community place, decided on a case-by-case basis**

*Any event-based activation of public space will be limited to a \$10,000 grant amount. Event-based projects must take place over at least a 3-month period. Projects activating multiple spaces are preferred. Established festivals and entertainment series are not eligible.

** Preference given to projects that have more than one target audience. Public art projects must include a community engagement component.

Grant Dollars

Eligible projects must have a minimum total development cost of \$10,000, where the recipient will receive \$5,000 in IHCDAs matching funds if the fundraising goal is met. IHCDAs will match projects up to \$50,000 if the fundraising goal is met. Projects will not receive matching IHCDAs grant dollars if their fundraising goal is not met.

“Prior committed funding” constitutes funds provided by a project stakeholder: the local unit of government, a non-profit entity, private source, or other state or federal agencies, which are committed to the project scope of work before and at the time of application. Prior committed funding is considered separate from the crowdfunding campaign and so will NOT be matched by IHCDAs.

Projects should have prior committed funding before participating in the CreatINg Places program, however this is not a requirement for projects under \$100,000 in total development cost. Projects over \$100,000 in total development costs must have all other prior committed funding sources in place and will use the CreatINg Places program to fill the remaining gap in development costs needed, up to \$100,000.

For example:

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

Prior Committed Funding: \$70,000

Financial Gap: \$50,000

- CreatINg Places Campaign Goal: \$25,000
- IHCDAs Match, if Patronicity Campaign Goal is achieved: \$25,000

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

- CreatINg Places Campaign Goal: \$15,000
- IHCDAs Match, if Patronicity Campaign Goal is achieved: \$15,000

Other Program Requirements

- Any one donor or entity can donate a maximum of \$10,000 or 35% (whichever is lesser) to the crowdgranting fundraiser for matching funds. Any amount raised above the approved crowdfunding goal is not subject to this requirement.
- Applicants may NOT donate to their own crowdfunding campaign – donations need to come from partners and the community.
- CreatINg Places crowd funded or matching funds cannot be used for costs not directly related to the CreatINg Places project including an organization’s operational or programmatic goals.
- IHCDAs will only match cash donations; in-kind donations will not be accepted towards the match.

- All projects must be ready for immediate implementation once 100% total development costs have been raised through prior committed funding (if applicable), the crowdfunding fund raise, and the IHCDAs matching grant.
- Projects must hit crowdfunding target by their crowdfunding deadline, generally within 30-60 days of their launch.
- Applicants will use the crowdfunding system provided by Patronicity, so Patronicity staff can provide crowdfunding support to applicant projects through technical and marketing assistance.
- Grant disbursements will be made after the crowdfunding goal is met, once documentation of offline donations and a signed grantee agreement is provided by the project.
- It is not required that the projects are competitively bid, but it is highly recommended.
- Videos are not required for campaigns, but they are recommended, especially for higher goals. If a project does decide to do a video, language will be provided to make sure the matching component is correctly explained.
- Projects may use a fiscal sponsor to accept IHCDAs funds. The entity that acts as the fiscal sponsor will be considered by IHCDAs and Patronicity as the program applicant and the grantee if the campaign is successful and the project receives matching funds. As the applicant/grantee, the fiscal sponsor must sign the grantee-agreement in order for the matching funds to be released (see below). Any understanding or agreement between the fiscal sponsor and the entity managing the project is between those organizations alone; the only agreements IHCDAs and Patronicity have will be with the fiscal sponsor, as the program applicant.
- If an applicant to CreatINg Places does not own the **land** on which its project will take place, some additional documentation may be required, including an explanation for why the property owner is not the applicant and a letter of support from the property owner.
- If an applicant to CreatINg Places does not own the **building** in which its project will take place, there must be a lease in place with a 5-year-term or longer; event-based projects are exempt from this requirement.
- Projects should not advertise their crowdfunding campaigns or their participation in CreatINg Places until their campaign has officially launched and their page is Live to accept donations.
- Projects with new construction or rehabilitation of buildings located in a floodplain will not be eligible for funding. The eligibility of other projects located in a floodplain will be decided on a case-by-case basis. Additional documentation, including but not limited to flood maps and required permitting, will be required in those cases.

Close-Out Requirements

- In order to receive IHCDAs matching funds after a campaign is completed and successful, the applicant organization must sign a grantee agreement with Patronicity, stating that they will continue to follow the rules of this program until the project is completed (and in some cases beyond that time). That agreement will be emailed to Patronicity along with copies of offline donations; only after they are received will Patronicity make the request for a project's matching funds.
- Once a project has received IHCDAs matching funds, along with the funds raised through online crowdfunding, the project team MUST respond to monthly requests for updates from Patronicity.

- Project completion must occur within one year of receiving IHCDCA grant dollars once the crowdfunding goal is met.
- Within three months of project completion, project leadership must submit before and after photo(s) of the project, a project report and a project budget using templates provided by Patronicity. IHCDCA and Patronicity may use the photos and written stories in IHCDCA-related marketing materials.
- Once the project report, budget and photos are submitted, if IHCDCA and Patronicity approve of both, the project team will receive a signed letter stating that they have met the requirements for CreatINg Places. Information on expectations for future correspondence will also be provided.
- Although project receipts are not required as a part of close-out, documentation for expenditures and funds received regarding the project should be maintained. CreatINg Places is made possible by state funding and is therefore subject to monitoring in the future.
- IHCDCA may request that applicant share their experience by providing marketing materials and/or be asked to present their project in-person or online.

IHCDCA Legal Requirements

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

Notes on Application Timeline

There is no deadline to apply to CreatINg Places; applications will be accepted while funding is available. Contact Patronicity with any questions about remaining funds.

Due to the approval process at Patronicity and IHCDCA, it normally takes at least a few weeks to complete a campaign page, have it approved and have a campaign ready to launch. Projects should try to start their campaign pages at least two months in advance of when they want to launch a crowdfunding campaign.

Project Process Flow

- STEP 1- Tell Us About Your Project

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

1. Go to www.Patronicity.com/CreatINgPlaces

2. Click “Apply Now!”
3. Begin filling in your crowdfunding page
4. Wait to receive additional materials from Patronicity staff

• **STEP 2- Patronicity Review**

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

1. Schedule a conversation with your Patronicity coach to discuss your project and campaign plans
2. Complete your crowdfunding page with Patronicity assistance (as needed)
3. Click “Submit for Review” in the top right corner for final Patronicity review
4. Make final adjustments based on Patronicity questions or suggestions

• **STEP 3- IHCD A Review**

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

• **STEP 4- Patronicity Polish**

If approved by the IHCD A review team, Patronicity will then engage fully with the applicant to polish off the project page, develop a marketing strategy, and build out the crowdfunding campaign.

1. Wait for updates on IHCD A approval
2. After approval, finalize plans for crowdfunding campaign
3. IHCD A submits a Press Release for every project. A draft of that PR will be completed by Patronicity, with project input, by the Wednesday the week *prior* to a project’s launch date.

• **STEP 5- Project Goes Live**

Start crowdfunding! Patronicity will provide technical assistance throughout the raise period. The applicant has up to 60 days to achieve crowdfunding toward their goal. This timeline is established on a project basis prior to crowdfunding launch. A 45-50 day campaign is usually recommended.

• **STEP 6- Implementation and Reporting**

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

1. Provide necessary materials for funds disbursement (agreement and donation copies).
2. Provide monthly updates on project progress.
3. Provide necessary close-out materials after project is completed (report, budget and photos).
4. Receive letter of approval and complete CreatINg Places requirements.