



PLACEMAKING MICRO-GRANTS PROGRAM

(Enhancing Communities through Small Starts)

Release Date: August 1, 2012

Due Date: September 7, 2012

Placemaking is a community-based approach to the planning, design and management of spaces that have local and regional importance. It involves the discovery and implementation of practices that make our communities distinctive, economically viable, accessible, and visually pleasing. Placemaking capitalizes on a local community's assets, inspiration and potential, creating good public spaces that promote people's health, happiness, and economic well-being. In support of assisting communities in Charlevoix, Emmet, Manistee, and Missaukee Counties with their Placemaking goals, the Northwest Michigan Council of Governments is providing assistance through the Placemaking Micro-Grants Program.

Placemaking Micro-Grant applicants are encouraged to review the Northwest Michigan Council of Governments Placemaking website [CreatMIplace.org \(http://www.createplace.org/\)](http://www.createplace.org/) for additional information on the principals of Placemaking. This website is designed to empower local citizens and unique collaborative groups in communities across northwest lower Michigan to foster community pride through better public spaces. It also provides the Northern Michigan Community Placemaking Guidebook that offers critical approaches to creating and managing successful public spaces. The level of a community's local pride plays a significant role in the quality and maintenance of local places, an overall sense of place and identity, and ultimately economic prosperity in the global economy.

Grants of up to \$1,500 will be made available on a competitive basis to city, village, township, and county governments from Charlevoix, Emmet, Manistee, and Missaukee Counties. One grant per County will be available.

Purpose

The Placemaking Grants Program is intended to improve all of the spaces that comprise the gathering places within a community – its streets, sidewalks, parks, buildings, and other public spaces – so they invite greater interaction between people and foster healthier, more social, and economically viable communities. Examples of small starts Placemaking efforts include; park benches and picnic tables, flower plantings, public gardens, wayfinding signage, recreational equipment, public art and murals, and gathering places such as gazebos and other shade structures. Innovative ideas are encouraged.

Project Application and Selection

All city, township, village, and county governments in Charlevoix, Emmet, Manistee, and Missaukee Counties are eligible to apply. The application can be for cash assistance.

The NWMCOG is accepting applications in the form of clear and concise proposals of no more than 2 pages. Proposals must contain all of the following:

- **Purpose Statement.** Summarize the purpose of the project.
- **Background and Need.** What has led you to apply for this grant? What is the need for this activity?
- **Project Goals and Activities.** In a brief statement, please identify the project goals. What do you hope to achieve? What activities will be completed to meet the community's needs?
- **Participant Information.** Describe your community's capacity and leadership to complete the project including any groups that will provide assistance.
- **Project Area.** Please provide a brief description and/or map.
- **Project Commitment.** The proposal must include a commitment to provide either cash or in-kind match within one month of project start-up.
- **Innovation.** Does your program/project incorporate a new approach, technique or methodology?
- **Community impact.** What will be different in the community if your project is successful? How will the outcomes of the project have a long-term community benefit?

The application review committee will evaluate all applications received. The success of an application will be determined by its completeness and clarity of purpose, the likelihood of project success, and the level of commitment offered by participants.

To apply:

Grant applications must be received no later than 4 p.m. on September 7, 2012. Please submit applications as Adobe Acrobat .pdf documents (preferred method), to mccauley@nwm.cog.mi.us or mail to:

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