MassDevelopment Commonwealth Places
COVID-19 Response Round: Resurgent Places
January 12, 2021
Agenda

• Commonwealth Places COVID-19 Response Round
  Resurgent Places: The Basics
  • Funding Categories and Request for Proposals
  • Diversity, Equity, and Inclusion
  • Expression of Interest
• Q&A
Resurgent Places: The Basics

**What?**
Second round of **COVID-19 response** placemaking grants between $250 and $50,000 to advance locally-driven placemaking in downtown and neighborhood commercial districts. **Placemaking is a collaborative process** through which people in communities work together to improve public spaces and maximize their shared value.

**Who?**
Non-profits, community groups, and—providing a public benefit—for-profit entities.

**When?**
Applications accepted on a rolling basis as funds allow.

**Where?**
Municipalities with a Median Household Income (MHHI) equal to or below 120% of the statewide MHHI

**Why?**
• Creative placemaking create destinations where residents and visitors can dine, shop, and support local businesses.
• The placemaking process itself helps to set the stage for meeting longer-term economic development goals.
Resurgent Places: Funding Categories

Seed Grants (Awards of $250 - $7,500)
Great placemaking is a community-driven process. Seed grants should be used to fund inclusive community engagement, visioning, and local capacity building that will support future placemaking efforts.

Implementation Grants (Awards of up to $50,000)
MassDevelopment will award individual grants of up to $50,000 for the implementation of locally-led placemaking projects. Up to $10,000 per project may be awarded as an unmatched grant. Any amount of grant funding over and above that $10,000 (not to exceed $50,000) must be matched on a 1:1 basis with crowdfunding.

RFP: https://www.massdevelopment.com/assets/what-we-offer/commonwealth_places/RFP_CommonwealthPlaces_122020.pdf
Funding Category: Implementation Grants

How can improved public spaces support your community through the COVID-19?

Example:

Haverhill’s Booth’let

Outdoor dining and pop-up retail space
Funding Category: Implementation Grants

How can improved public spaces support your community through the COVID-19?

Example:

**Greenfield Microgrants**

The Greenfield Business Association is re-granting up to $1,200 per Greenfield business for equipment purchases in relation to outdoor re-opening needs.
Funding Category: Implementation Grants

How can improved public spaces support your community through the COVID-19?

Example:

**Proof of Concept**

Tactical urbanism can test and demonstrate streetscape improvements prior to permanent installation.

(shown here: TDI project Better Block Pittsfield)
New Funding Category: Seed Grants

What can we do now to set the stage for inclusive placemaking?

Project types may include:

- Workshop series
- Facilitation training
- Compensation for community leaders’ time
- Educational activities relevant to placemaking and local economic development
- Activities that remove barriers to participation within the placemaking process
Diversity, Equity, and Inclusion

Preference will be given to projects that:

• Demonstrate an ability to improve outcomes for minority and ethnic populations, as well as minority- and women-owned businesses, and/or work toward building leadership pipelines among minority populations.

• Competitive projects should focus on promoting an inclusive participation process, bringing new voices and perspectives into planning and economic development, and empowering diverse actors, especially: youth; Black, Indigenous, and people of color; LGBTQ populations; people with disabilities; and women.

• Priority will be given to projects that address pervasive current and historical trauma caused by systemic racism, violence, isolation, poverty, and substance abuse.

Not sure how to speak to diversity in your proposal? Maybe a seed grant can help!
The Expression of Interest is the first part of a two-part application process. We ask that you share the basic details of your project so that we can determine program eligibility, support early planning based on lessons learned from past projects, and direct your team towards additional resources that may be useful to the success of your final application and project.

Expressions of Interest will be reviewed on a rolling basis as funds allow.

- Designed to facilitate a check-in on initial concepts and early project planning.

- Applicants’ project details may change to a certain extent between the Expression of Interest and the Full Application, also accepted on a rolling basis.

https://www.cognitoforms.com/MassDevelopment/ResurgentPlacesFY21
Questions?