

2017 Chelsea Prospers Placemaking Program Guidelines and Application

Program Overview

The Chelsea Prospers Placemaking Program seeks to encourage residents, artists, craftspeople, educators, business people and others to use the tools of placemaking to create positive change in the downtown. Mini grants for community led placemaking efforts and the Chelsea Prospers initiative are sponsored by the City of Chelsea.

Placemaking is the process of working together to shape public spaces. Rooted in community participation its goal is to improve a specific area environmentally, socially, culturally, and economically. It's about both improving shared public spaces and fostering the human interactions that make city life great. Through the tools of placemaking public spaces become where the community gathers to interactive and to collectively nurture healthier, more social, and economically viable communities.

Placemaking project examples include but are not limited to public art, walks and tours, pop-up events, as well as "tactical urbanism" projects like parklets, chair bombing and temporary bike lanes. Applicants are encouraged to submit unique, thought-provoking ideas for enhancing public spaces in a manner that encourages conversation, socializing, and positive use of our shared assets.

Information Session

Learn more about placemaking, get advice on planning your project and advice for your application at the Info Session on Tuesday, July 11, 2017 at 6 pm at the Chelsea Public Library, 569 Broadway, Chelsea MA.

Deadline

Application must be submitted no later than 5 pm on August 18, 2017.

Who Is Eligible

Any individual who is a Chelsea resident, student or worker is eligible to apply for a Mini Grant up to \$750 for placemaking projects or activities. If you are a youth applicant under the age of 18, you must live in Chelsea and have a consent form signed by your parent or legal guardian.

Funding Amounts

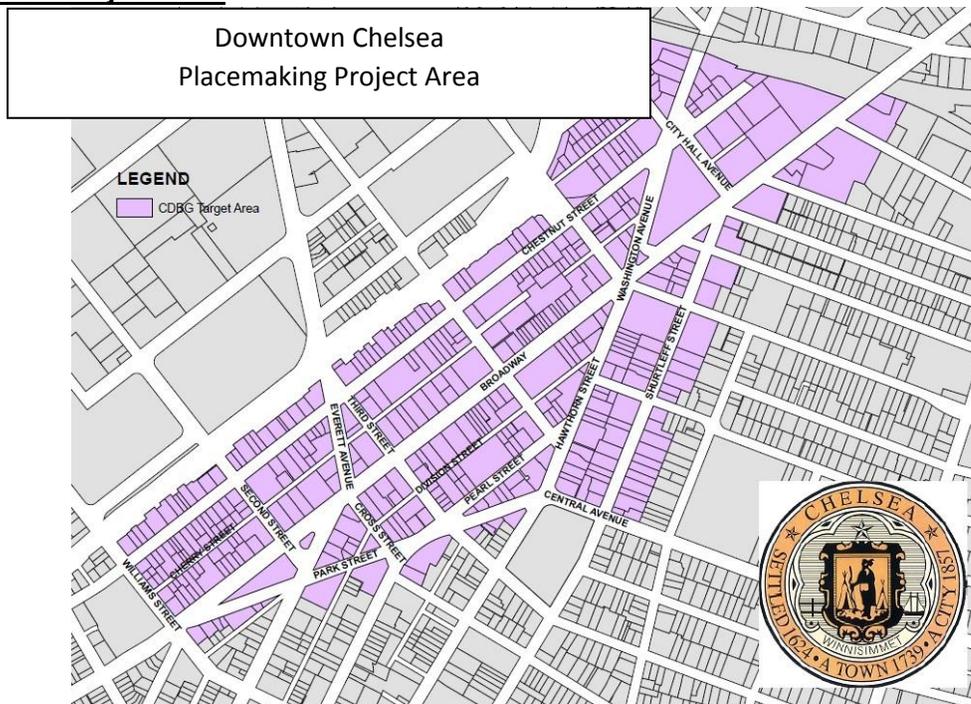
Awards range from \$200 to \$750, contingent upon funding availability. Funding may be used for materials, printing, contracted labor, equipment rentals, or other project related expenses.

Project Criteria

In general, projects that address multiple points of the criteria will be the strongest candidates for funding. Projects should be well planned, feasible and able to be completed within six months of approval. Project funding cannot be used for projects that are already completed or partially underway.

- The applicant is a City of Chelsea resident, student, or worker.
- The project benefits the community and celebrates a neighborhood asset or addresses a particular neighborhood challenge.
- The project builds community and civic pride among a diverse audience of Chelsea residents and visitors. All projects should contain at least one accessible element that is free and open to the public.
- The project relates to or interacts with the physical environment in which it takes place.
- The project will be executed within the designated boundaries of downtown Chelsea. (See map)
- The project can be successfully completed within six months of approval for funding.
- Chelsea will celebrate International Parking Day on Friday, September 15, 2017 therefore parklet projects for activation this specific day are highly encouraged.
- The project is imaginative and innovative.
- There is a demonstrated need for financial support.

Designated Project Area



Recommended locations include (but are not limited to) the gazebo and traffic islands in Bellingham Square, City Hall plaza, Chelsea Walk and the parking lot behind it, the parks of Chelsea Square, parking spaces, sidewalks.

Funding Decisions

Grant decisions are made through a committee review process. The committee will consider the funding criteria stated above. City employees, elected officials and their immediate family members are not eligible for this grant program.

Program Timeline

Program applications must be submitted no later than 5 pm on August 18, 2017. Grant awards are anticipated to be announced in early September. Projects receiving award shall take place from September 1, 2017 to April 1, 2018.

More on Placemaking

For information on placemaking attend one of the Chelsea Prospers Placemaking Program information sessions. You may find inspiration by reviewing websites such as: Project for Public Places (www.pps.org), ArtPlace America (www.artplaceamerica.org), Spring Board Exchange (www.springboardexchange.org), and Tactical Urbanism Guide (tacticalurbanismguide.com/) Think outside the box, talk to your neighbors or friends, and reach out to local artists!

Submitting your Application

Program applications must be submitted no later than 5 pm on August 18, 2017.

Applications can be submitted by e-mail at mgraney@chelseama.gov or mail or to:

Chelsea Prospers (attn. Mimi Graney)

Office of Planning and Community Department

Chelsea City Hall

500 Broadway, Room 101

Chelsea, MA 02150

Contact Us

If you have any questions about Chelsea Prospers, placemaking, this grant program or application process, do not hesitate to contact Mimi Graney at mgraney@chelseama.gov or 617-466-4186.

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Contact Name:

Organization Name (if relevant):

Mailing Address:

Contact Phone:

Contact Email:

Are you a Chelsea resident, student or worker? Please specify.

Project Title:

Location of Project (for example, gazebo in Bellingham Square, parking spot in front of 222 Broadway, the wall of Chelsea Walk abutting Broadway Pizza, Division Street between Fourth and Hawthorne) and current condition of location. Be as specific as possible:

Is the site of the project accessible to the public? Please describe. If only available during limited hours please state what those times are.

Describe your project:

Placemaking brings people together around shared positive experiences. It capitalizes on local assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.

How does your project bring people together? How will it engage the community? How will you welcome the public to participate?

How does your project relate to the immediate location where it will take place?

Chelsea's downtown is defined by its commercial activity. How does your project relate to and/or engage with neighborhood businesses?

Are there any other partners/volunteers involved in this project? If so, please include the names of your partners/volunteers below.

These funds are for temporary projects only. How will the space be cleaned and any materials disposed of after project implementation?

Though your project will be ephemeral it will live on in our collective memory. How will you document your project? (eg. photos posted on social media, a video, event posters or other artifacts.)

Who owns property where your project will take place? Will you need to get approval from the City or somebody else implement this project? What permits are necessary from local, state, or Federal agencies for the project? Do you need us to help you with that process?

Amount Requested (grant awards range from \$200 to \$750):

What is your project's total budget? Specify amounts needed for items such as materials, equipment rentals, performer stipends, etc.? Must add up to project total.

Is there a funding gap? If so, what will the grant funds be used to pay for and how will the gap funding be provided for?

Submit your Application

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Applications can be submitted by e-mail at mgraney@chelseama.gov or mail or to:
Chelsea Prospers (attn. Mimi Graney)
Office of Planning and Community Department
Chelsea City Hall
500 Broadway, Room 101
Chelsea, MA 02150