

Applicant Guide | Community Placemaking Micro-Grant

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a. Introduction

This toolkit provides general information about placemaking and suggests ways to develop your own placemaking project.

Funding is currently available to support community-run placemaking projects. **If you are interested in applying to the Timiskaming Health Unit's *Community Placemaking Micro-Grant Pilot Program*, please review the funding guidelines including eligibility requirements and application details in this guide.**

Applications must be submitted by **Friday, November 3, 2023, by 4:00 pm.**

Questions? Please contact:

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b. What is Placemaking?

Placemaking is a hands-on approach to reimagining and activating a public space. Placemaking initiatives capitalize on a community's assets, inspiration, and potential with the intention of creating spaces that promote health, happiness, and well-being. It involves creating or enhancing a public space in a way that fosters connection and makes the space more useful, inclusive, engaging, beautiful, safe, or fun for people. To put it simply, placemaking brings a neighbourhood to life by turning everyday spaces into destinations and gathering places.

Placemaking can be done by anyone in a relatively inexpensive way. Examples of light, quick, and cheap placemaking initiatives can include adding seating or shade, temporary public art exhibitions or murals, community-made wayfinding signage, alleyway activation, pedestrian havens, traffic gardens, sidewalk stencils, community gardens, and more! Placemaking doesn't have to be costly or permanent to have an impact. The goal of placemaking is to create a place that people connect to and engage with, whether that's through taking a moment to appreciate or contribute to public art, engaging in a fun activity, connecting to nature, or chatting with a neighbour. Placemaking is for everyone!

For more information on placemaking, visit "[What is Placemaking?](#)" from [Project for Public Spaces](#).

c. What is the Community Placemaking Micro-Grant Pilot Project?

Timiskaming Health Unit is offering one-time financial support for community-led projects that propose new ways of interacting with public spaces. Projects should activate a public space and can be playful and fun or address an identified issue. Applicants are encouraged to reimagine everyday public spaces and propose temporary pilot projects that are creative and experimental.

Projects should aim to promote health, happiness, or well-being through enhancing or increasing opportunities for at least three of the following outcomes:

- a. Accessibility
- b. Inclusivity
- c. Physical activity
- d. Engagement with arts and culture
- e. Community engagement
- f. Play
- g. Social interaction
- h. Safety
- i. Active transportation
- j. Engagement with nature or environmental stewardship

Applicants are encouraged to seek support and participation from the broader neighbourhood or community currently using the area and/or the people whom the project hopes to engage. Applicants are also encouraged to engage with community partners who may be able to provide valuable ideas, experience, support, and resources. Placemaking projects can happen in any space that is accessible or visible to the public. Projects must acquire permission from the landowner. Applicants should consider and create a plan for how the project will be maintained over the duration of the project and who will be responsible for maintenance, including set-up and take-down or removal.

The potential amount available for each project should be between \$100-\$1500.

d. Who can Participate in Placemaking?

Anyone can get involved in a placemaking project in the area where they live, work, learn or play. Everyone is encouraged to seek support and participation from the broader neighborhood or community currently using the area and/or those you hope will use the area in the future. Community partners may also provide valuable ideas, experience, support, and resources.

Municipalities might have a role in your placemaking project. If you are using municipally owned land (parks, laneways, boulevards, etc.) you will need to get permission to do your placemaking project from the municipality. Similarly, if your placemaking initiative will be on land that is privately owned, you will need permission from the landowner. Email desmaraisl@timiskaminghu.com with your placemaking questions.

e. Where Can Placemaking Occur?

Placemaking can happen in any space that is accessible or visible to the public including:

- **Municipally-Owned** – Any space accessible to the public that is owned or managed by a municipality including but not limited to parks, road allowances, tunnels, boulevards, streets, courtyards, etc.
- **Privately Owned and Publicly Accessible** – Any outdoor space accessible to the general public that is private property such as courtyards, entrance plazas, lanes, etc.
- **Privately Owned Visible to the Public** – Public property and features such as building facades, retaining walls, and fences that are visible from a public place and contribute to the character of the adjacent public space.

It's up to you to propose a site and obtain appropriate approvals from the owner whether publicly or privately owned.

f. Key Dates

- **Applications due:** November 3, 2023
- **Notice to successful applicants:** November 17, 2023
- **Award of Funds:** December 8, 2023

All projects must be completed by September 30, 2024.

g. How to Apply

Download the [application](#) and submit the completed document by email to Lorna Desmarais (desmaraisl@timiskaminghu.com) on or before November 3, 2023.

Application available on THU website - <https://www.timiskaminghu.com/80470/municipalities#Grants>

h. Project Eligibility

What projects can be funded?

Eligible projects must meet all of the following requirements:

- Place-based projects - The project must be created to interact with the unique traits and local context of a place.
- Projects should be temporary (i.e. pop-up activity or demonstration). If the project duration continues beyond December 1, 2024, the applicant is responsible for sourcing funding and other necessary resources to keep the project going.
- Applicants are encouraged to consider how their project will be maintained during the project duration.
- Initiatives must take place on public property or private property that is easily accessed by the public and considered public space.
- Permission from the landowner is required.
- Project and activities are intended for the general public at no cost.
- Projects expected to start after November 2023 and end by December 2024.

Ineligible projects:

- Repeat or annual projects/events
- Projects that forecast a deficit
- Projects whose primary purpose is fundraising
- Projects of a primarily religious or political nature
- Projects that are not intended for, or accessible by, the general public

Who can apply?

Eligible applicants:

- Residents of Timiskaming District or Temagami
- Non-profit groups and organizations based in Timiskaming District or Temagami.
- Schools
- Municipalities
- Note more than one applicant can team up for a bigger grant for a larger project.

Ineligible applicants:

- Groups of people and organizations who do not reside/operate in the District of Timiskaming / Temagami
- Political parties or events related to political projects or lobbying
- For-profit organizations or businesses

What expenses are eligible?

<p>Eligible expenses</p> <p>To be eligible, an expense must be directly related to the project being funded. Some examples include:</p> <ul style="list-style-type: none">• Supplies and materials• Fees and expenses for artists, demonstrators, and/or performers• Permits (including park rental fees)• Maintenance and removal costs• Insurance• Equipment and venue rental	<p>Ineligible expenses:</p> <ul style="list-style-type: none">• Operating expenses for your group or organization (e.g., salaries, travel, office equipment or furniture)• Creation, production and/or distribution of souvenirs• Purchase of alcohol and related expenses• Purchase, commission, or restoration of items that are intended for sale
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i. Steps to Placemaking

There are many ways to turn a space into a great “place”. The following steps are provided as general guidance to do just that. They are broad and flexible in an effort to provide guidance for any type of idea. The steps do not necessarily have to be completed in order.

1) Find a space:

- If you don't have a space in mind already, become familiar with the spaces in your community.
- Find out who uses the space. Connect with the neighbourhood association, BIA or community groups that are active in that space.
- Find out who owns the property. If it's not clear, check with municipal staff. Please note: Where lands are held under private ownership, the municipality may not be able to release personal information about the owner.
- Seek permission from the landowner to use the space for placemaking. Remember: Additional approvals from the landowner or the municipality may be required once the specifics of the placemaking initiative are known.

2) Generate ideas for the space:

- Consider the current and desired function of the space.
 - What is it currently used for? What do residents want it to be used for?
 - What's there now? What's happening now?
 - Who uses it? And who doesn't?
 - What could it look like in 5 years? What do you want it to look like?
- Placemaking projects are better when more people are involved.
 - Think about the diversity of your neighbourhood and make sure everyone's voice is heard.
 - Ask your neighbours for their input and how they want to be involved.
 - Talk to children, youth, adults and older adults in your neighbourhood.
 - Reach out to your neighbours who are new to your neighbourhood and who have been long-time residents of your neighbourhood.
 - Include your neighbours who you have not met or don't normally get a chance to connect with.
 - Don't forget to ask the property owner what they think too!

- Check in with municipal staff before moving on to the next steps, so they can:
 - Flag any by-laws, restrictions, or planned construction that may impact plan.
 - Let you know if any approvals are required.
 - Connect you with people who can help – neighbourhood associations, community partners or other municipal staff.

3) Make it happen:

- Create a description of your placemaking idea to share with others. This could include a simple sketch, drawing, or picture to show what is planned.
- Determine how much it will cost. Expenses may include park rental fees, insurance, project materials, artist fees, etc., and seek funding sources- Check out the Timiskaming Health Unit's Community Placemaking Grant Pilot Program at <https://www.timiskaminghu.com/80470/municipalities#Grants>
- Obtain approvals from the landowner and/or the municipality.
- Make a list of things to do to complete your idea.
- Bring your idea to life!

4) Tell us about it:

- Complete the grant evaluation form and share the feedback on your project with us.
- Share pictures with us and on social media and tag THU.

j. Tools and Resources:

Tool A: Local Placemaking Examples:

- Bike repair stations (New Liskeard, Kirkland Lake)
- Little community roadside libraries
- Community gardens
- Painted crosswalks
- Benches and trees planted in memory of loved ones at the waterfront
- Open Studio Libre's [Community Mural Project](#) and [mini art gallery](#) (Haileybury)
- Rock Walk Park, Haileybury School of Mines
- MADD garden and benches (New Liskeard Beach)
- Outdoor exercise equipment stations by Kinross Pond
- Murals on buildings at Whiskey Jack, Busters, and water pump station (Haileybury)
- Art in the Park
- Chessboard table by the boardwalk in New Liskeard
- Shannon Koostachin monument seating (New Liskeard Beach)

We're open to your creative ideas! You know your neighbourhood best and how people would like to interact with the places within it. We've come up with a starting list of ideas just to get you thinking:

- Community-made identifying or wayfinding signs along trails or on streetlight poles
- Unique features at bus stops
- Outdoor reading room, complete with a little library, seating, carpet
- Lifesize games

- Add jokes, poems, or stories written by local people to picnic tables, benches, or posts
- Physical art, sculptures or murals
- Benches, hammocks, umbrellas, etc.
- Chalk designs on sidewalks or streets
- Host improv acting classes
- Alleyway activations
- Movable planters to beautify a space or mark it differently
- Historic interpretation panels or re-enactments of what a site looked like in the past
- A dance party, complete with a dance floor, jukebox, and maybe even some instructors

Alleyway Activations



PHOTOS COURTESY TEAM BETTER BLOCK

Outdoor art exhibition at playpark



Traffic Garden



Community Garden



A drive-by/walk-by art show



OUTDOOR GAMES

Successful public spaces offer activities and support active uses. Ping-pong tables and cornhole boards are fairly easy to create, and the games are fun for people of all ages.

Columbus, Ohio

Tool B – Potential Community Partners

- Cultural groups
- Neighbourhood associations
- Not-for-profit organizations
- Co-operatives – housing, grocery, agriculture, artists, etc.
- BIAs
- Libraries
- Local businesses
- School boards & local schools
- Service clubs
- Faith-based groups
- Foundations (e.g. charitable foundations)
- Social media networks
- Social service agencies
- And many more!

Tool C – Other Placemaking Resources and Reading:

- Project for Public Spaces <https://www.pps.org>
- City of Kitchener <https://www.lovelyhood.ca/en/cool-ideas/ideas-and-inspiration.aspx>
- The National Endowment for the Arts’ “How to do Creative Placemaking”
https://www.arts.gov/sites/default/files/How-to-do-Creative-Placemaking_Jan2017.pdf
- Design for reconciliation: The Indigenous Place Making Council reclaims public space for First Nations <https://spacing.ca/toronto/2017/07/13/design-reconciliation-indigenousplace-making-council-reclaims-public-space-first-nations/>
- Equitable Development During & After COVID-19: Five Takeaways
<https://www.pps.org/article/equitable-development-during-and-after-covid-19-fivetakeaways>
- Placemaking When Black Lives Matter <https://www.pps.org/article/placemaking-blacklives-matter>
- Creative Placemaking
<https://www.arts.gov/sites/default/files/CreativePlacemakingPaper.pdf>
- [Placemaking: Elements for Success \(one-pager\)](#)
- [Winter Placemaking Guide, 8-80 Cities](#)
- [Placemaking Primer: What if We Built Our Cities Around Places?, Project for Public Spaces](#)

Acknowledgments

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