

Creative Placemaking Mini Grants

The City of Morgan Hill invites artists, designers, landscape architect, community members and groups to submit ideas for temporary projects that will enliven specific sites in Downtown Morgan Hill starting March 1, 2015. Up to ten mini-grants ranging from \$500 to \$10,000 for a total of \$30,000 will be made available to design, implement, install and remove your project. Projects can include any type of design or visual art idea that will enliven public space and can range from banners and surface treatment to portable parklets or other spatial improvements. Projects that are commissioned should consider ease of installation, durability and maintenance.

Background

The City of Morgan Hill, under the leadership of its Mayor and City Council, has developed a Downtown Placemaking Investment Strategy for public improvements that has grown from a series of meetings, surveys and conversations with residents and business people citywide and in the Downtown. The theme of these improvements is “Healthy Living Morgan Hill.” More information at www.mhdowntown.com

The goal of the Placemaking Investment Strategy is to build on the current success of Downtown, leverage upcoming redevelopment of the Downtown Development Opportunity Sites (former Redevelopment Agency sites), and capitalize on the momentum of the current market to create an interesting, vital, prosperous, and sustainable destination that people will visit time and time again with their families and four-legged friends. The strategy is intended to build a sense of community, encourage engagement in downtown by community groups, and integrate the arts and culture into downtown.

On September 19, 2014 the City is sponsoring a Creative Placemaking Symposium (www.makeityours.mhdowntown.com) to encourage community conversations about the look and feel of downtown. Building on those conversations, we invite you to submit your ideas for temporary pilot projects that illustrate how visual art, landscape, design and other placemaking project ideas can animate downtown. Applicants are encouraged to work with partners who can provide in-kind support in the form of materials, labor or project maintenance, or financial support to assist in the creation and/or maintenance of the project.

Potential Sites

These sites have been identified as possible locations for art/placemaking projects. However, other locations within Downtown could be considered:

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- Monterey Road median between Main and Fourth Streets
- Third Street between Depot Street and Nob Hill
- Fourth Street between Depot Street and Monterey Road
- Paseos between Monterey Road and parking lots
- Third Street Bridge
- Temporary construction fence around new parking structure development (expected to be up in Spring of 2015)
- Liquor store at Third Street and Monterey Road
- Community Garden between Butterfield and Caltrain tracks
- Caltrain Platform
- Community and Cultural Center

In-Kind Support and Partnerships

The City of Morgan Hill encourages grant applicants to seek out in-kind or financial support from local businesses and organizations. Projects could employ recycled materials, agricultural implements, and industry offcasts that represent Morgan Hill's past, present and future.

The Mini-Grant Process

Submit applications electronically or deliver them to Morgan Hill City Hall in print form and on a CD by November 3, 2014 deadline.

The review of mini-grants will take place in two phases:

Phase One: Preliminary Application Review

A team of jurors including representatives from the Library Culture and Arts Commission, a landscape designer, a public art consultant, a community member or City Council representative, and staff from the City of Morgan Hill will review the applications and recommend up to 12 finalists. Finalists will be invited to further develop their applications and attend an interview with the juror team. Finalists will be given specific feedback on their initial proposals and asked to provide additional information to present at their interviews.

Phase Two: Review and Selection

The juror team will reconvene to interview applicants and recommend grant awards. Grant recommendations will be forwarded to City Council for final approval.

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Selection Criteria:

- Esthetic quality of idea
- Alignment with theme “Healthy Living Morgan Hill”
- Originality
- Feasibility
- Strength of team
- Community engagement
- Ease of maintenance
- Partnerships, in-kind support or matching funds
- Longevity of Project
- Impact to the community or its surroundings

Special Considerations:

- Upon issuance of grant contracts, City staff and Morgan Hill’s Creative Placemaking consultant will work with grantees to insure that the sites selected and the project proposals can be implemented and maintained for a display period of up to six months.
- Grantees and/or their community partners will be responsible for maintaining the projects during their designated display periods.
- The City reserves the right to extend the display period or remove projects that cannot be maintained.
- This project is a pilot and is considered to be a program of Morgan Hill city government. It is not intended to open up a free speech forum on publicly owned property.

Application Deadline:	<u>November 3, 2014, 5 pm PST</u>
Preliminary Application Review:	<u>Week of November 17, 2014</u>
Finalist Interviews:	<u>Week of December 15, 2014</u>
Dates of Display:	<u>March 1 through September 1, 2015</u>

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APPLICATION

Provide document that includes the following information and send it, along with the attachments listed below to: edith.ramirez@morganhillca.gov or deliver them on paper with one electronic copy on a CD or a USB driver to the attention of Edith Ramirez at Morgan Hill City Hall, 17575 Peak Avenue, Morgan Hill, CA 95037-4128 **by 5 pm November 3, 2014.**

Application Document:

1. Contact Name:
2. Organization Name (if appropriate):
3. Address:
4. Email address:
5. Phone number:
6. Amount Requested:
7. Proposed Match (in-kind or financial):
8. Name of artist/designer/landscape architect:
9. Name of sponsoring business or organization (if applicable):
10. Proposed project description (300 words maximum):
11. What are the project maintenance requirements (300 words maximum):
12. Who will maintain the project:

Attachments:

- One or two jpegs of project location with identifying caption
- Resumes of key individual/s
- Up to 10 jpeg s of similar projects you have created (no more than 1024 x 768 pixels in size and numbered for identification)
- Photo identification document describing jpegs
- Notional project budget