

614 BEAUTIFUL

OVERVIEW:

The Neighborhood Design Center (NDC), in partnership with the Office of Councilmember Lourdes Barroso de Padilla and the City of Columbus Department of Neighborhoods, invites teams of neighborhood residents and community organizations to submit proposals for inclusive placemaking opportunities to celebrate neighborhoods across the city. *614 Beautiful* is a pilot program aimed at beautifying and unifying Columbus communities through place-based, public-facing improvements achievable with \$10,000 of project support.

Beautification projects may include, but are not limited to: pocket parks, landscape enhancements, streetscape improvements, placemaking signage, and/or public art, and must be located within City of Columbus corporation limits. *614 Beautiful* proposals should engage nearby residents, neighborhood businesses, and organizations, address environmental justice concerns, and create safe and equitable spaces. A jury consisting of project stakeholders and design professionals will review submissions and select winners to implement proposals.

Submission Deadline: Friday, November 4, 2022, by 5:00 PM EDT

Program Website: www.614beautiful.org

ABOUT THE PROGRAM:

614 Beautiful seeks to beautify communities through vibrant, neighborhood-driven solutions that address issues of equity and enable greater connectivity within the neighborhood. In addition to activating spaces and places, the program aims to encourage dialogue amongst neighbors, local businesses, and organizations, and promote creativity and ingenuity in strategies that support all. Applicants should consider the following:

- Grants of up to \$10,000 will be awarded to selected proposals.
- Proposals may include but are not limited to pocket parks, landscape enhancements, streetscape improvements, placemaking signage, and/or public art ([See Examples](#)). Proposals should not be solely used for community gardens.
- Projects must be located within the City of Columbus corporation limits. While project sites are open citywide, additional consideration will be given to those in identified [opportunity neighborhoods](#).
- Proposals must be in publicly accessible locations within the community.
- Implementation of the proposal, including the purchase of materials, payments to vendors, and acquisition of appropriate permits, are the responsibility of the entrant. Project implementation must include community volunteers
- Entrants are responsible for community buy-in and should consult with appropriate neighborhood stakeholder groups representing the community regarding final design considerations.

Project Sponsors



Project Partner



Additionally, the program encourages proposals that:

- Utilize matching funds to increase the impact of their final projects
- Accommodate as many users as possible
- Build upon existing City initiatives that benefit the quality of life for all Columbus residents

The NDC may assist entrants with navigating the City review process, upon request. Entrants are encouraged to attend program info sessions (see schedule) and contact the NDC.

SCHEDULE

Program Launch	September 22, 2022
Q&A Period	September 22 – October 14, 2022
Program Information Session (Virtual)*	September 27, 2022 (6-7 PM) October 1, 2022 (10-11 AM) October 5, 2022 (12-1 PM)
Submissions Due	November 4, 2022
Jury Review	Mid-November 2022
Award Announcement	Early December 2022
Permitting, Approval, & Planning Period	December 2022-February 2023
Implementation Period	March-May 2023
Community Unveiling	End of May 2023

**All virtual information sessions will be recorded and made available on the program website*

ELIGIBILITY

- Primary applicant must be 18 years or older.
- Able to obtain liability insurance.
- Have the capacity to receive funds or partner with a legally incorporated entity with the capacity to act as a fiscal agent (i.e. LLC, 501 c(3), etc).
- The program is open to teams of community representatives and/or community organizations – submissions by an individual will not be accepted.
- Members of the jury may not submit or advise an entrant.

SUBMISSION REQUIREMENTS

Program submissions must be in a digital format and sent to lisa@columbusndc.org no later than 5:00 PM EDT, on **Friday, November 4, 2022**. Submissions must include (at a minimum):

1. Completed **Application** (See *Attachment A*), which includes:
 - a. Primary point of contact
 - b. Description of the project team (community partners, organizations involved)
 - c. Acknowledgement of participation in (1) info session (in person or recording)
 - d. Submission checklist

2. Maximum **10-slide presentation** (PowerPoint, Google Slides, or comparable program, maximum file size of 20 MB) saved as a **PDF**. The text should be at least 11-point font for legibility, and include:
 - a. Photos, maps, and/or diagrams of existing location, (5) images maximum
 - b. Preliminary drawings, sketches, and/or other representations of proposed improvements
 - c. Additional images to illustrate the proposal, as necessary
 - d. Additional information to illustrate how the site will be used by the community
 - e. Information about how long the project is intended to remain in the community
3. Proposed **budget** (see template)
4. Project **implementation plan**, including a preliminary schedule and method of engaging volunteers (*See Attachment B*)
5. Project **maintenance plan**, including how the proposal addresses sustainability, programming to activate space, and continued upkeep of the project (*See Attachment C*)
6. Minimum of (1) **statement of support** from the community (i.e. community petition of support, letter of support from community organizations, civic associations, or area commissions)
7. A **statement of support**, with contact information, from the property owner permitting improvements

Winning entries will also be required to submit photos of the implementation of the project and are required to notify the program administrators of implementation times/days and any final celebration information.

While entrants retain ownership and/or copyright of materials submitted, the program sponsors and partners reserve the right to use, free of charge, materials submitted by the entrants for future marketing and communication materials, with appropriate credit, relative to the program as deemed necessary throughout its course and after completion.

EVALUATION CRITERIA AND JURY

The selection of winning proposals will be based on the completion of all submission requirements and the following criteria:

1. **Project Feasibility** (40 points)
 - Does the entrant have the resources and support needed to implement the project?
 - Is the schedule to implement reasonable/align with the program timeline?
 - Is the budget proposed realistic?
 - Does the entrant have the capacity to maintain the project after completion?
2. **Community Benefit & Activation** (50 points)
 - Does the proposal respond to needs within the community?
 - Is the proposal inclusive and beneficial to all community members?
 - Does the proposal demonstrate how is the community engaged in implementation?
 - Is community support for the proposal demonstrated?
 - Does the entrant consider how the proposal will be used/enjoyed by the community?
 - Is the proposal located in an opportunity neighborhood, as identified by the City of Columbus?
3. **Creativity** (10 points)
 - Does the proposal layer improvements to create a unifying place?
 - Does the proposal celebrate the unique attributes of the community?

- How does the proposal continue to engage and inspire residents over time?

The jury will be comprised of program stakeholders and design professionals and consist of the following voting members:

- (1) Representative of the Office of Councilmember Lourdes Barroso de Padilla
- (1) Representative of the City of Columbus Department of Neighborhoods
- (2) Design Professionals – Site Design
- (1) Art Professional – Public Art

An **Advisory Panel** will also review proposals in a non-voting capacity and will consist of representatives from:

- Public Service
- City Building & Zoning

USE OF AWARD REQUIREMENTS

Entrants may apply for grants up to \$10,000 for improvements (see eligible and non-eligible expenses below). Grantees must submit a final grant report to NDC at the end of this grant cycle that includes all receipts of expenditures, progress and final site photos, and a brief description of triumphs and challenges throughout the implementation process.

Eligible Expenses:

- Permit fees
- Supplies and equipment rental needed to complete the project
- Payment to external vendors, where applicable
- Food for volunteers (maximum of \$500)

Non-Eligible Expenses

- Expenses incurred prior to or after the grant cycle
- Programs, projects, or events that have already taken place
- Future site programming or events
- Insurance costs

GET IN TOUCH

Should you have any questions throughout the grant process, please direct all questions to Lisa Snyder (lisa@columbusndc.org or (614) 221-5001, subject line “614 Beautiful Program”). Responses to questions will be posted in a [FAQ section](#) of the website to assist all interested applicants. Additional community contacts can be found here ([614 Beautiful Resources](#)).

Project Name

Project Location

Primary Contact Information

Name

Organization Represented (if applicable)

Email

Phone

Project Partners

Please list any individuals and/or organizations that are part of your project team.

[Empty text box for listing project partners]

Fiscal Agent

Organization

Point of Contact

Email

Phone

Application Checklist

- Participation in (1) of the program information sessions (*attended or viewed video online*)
- Application
- Slide Presentation (10-slides, PDF format, 20 MB max. file size)
- Budget (Template provided)
- Implementation Plan
- Maintenance Plan
- Statement of Community Support
- Statement from Property Owner

By signing below, I certify that on behalf of my team, I have completed all necessary submission requirements for the *614 Beautiful Program*. I also acknowledge that I meet all eligibility requirements necessary and have committed no fraud or deception in applying for the program.

Signature

Name (Printed)

Date

To ensure that your proposal can be successful, please review the following considerations for successful implementation, and respond to the questions below.

People

- How are you reaching out to the community for volunteers?
- How many individuals will it take to implement your idea?
- Are there any specific skillsets needed (i.e. electrician, carpenter, excavation, etc.)
- Have you considered partnerships with organizations to help with implementation?
- Do you have a plan for how to organize individuals on volunteer days?

Equipment

- What equipment do you need to complete your project, and where are you sourcing it from?
- Do you need any special equipment to complete the project?
- Have you considered how you'll get rid of waste from the site?

Time

- How long do you anticipate needing, from start to finish, to implement the project?
- How much time do you need to get approvals from local civic associations, area commissions, city building & zoning, public service, or any other regulatory agency, if necessary?
- How much time do you need to prepare the site (consider: site cleanup, prepping a wall for a mural)?
- Do you need time ahead of a volunteer day to prepare elements like assembling furniture or finishing furniture?
- Does your site have the necessary infrastructure to support implementation (i.e. water for plants, electricity for tools, etc.)

What is your anticipated project start date:

What is your anticipated project end date:

How many volunteers are you utilizing:

How do you plan to recruit volunteers?

Briefly explain your approach to implementing your project (500 words max.)

To ensure that your proposal lasts beyond opening day, please review the following considerations for successful implementation, and respond to the questions below.

Upkeep

- Do you have funds to replace or repair elements of your project (i.e. replanting flowers, repairing a bench, tagging murals, etc.)
- Do you have funds to rent special equipment for maintenance?
- How frequently do you plan to assess site conditions for necessary upkeep?
- Does maintenance require any utilities on site?
- Is any storage required for seasonal items (i.e. umbrellas, sun sails)?
- How are you reducing littering opportunities when the site is in use?

People

- Do you have a dedicated volunteer staff to assist with ongoing site maintenance?
- Do you have partnerships with other organizations to help with maintenance and volunteer opportunities?

Programming

- Do you have programming in place to activate the space?
- Have you considered how other organizations may use the space?
- What rules are in place for events on-site?
- What channels will you use to promote the site and amenities to the community?

Who will be the primary organization maintaining the site? What tasks will they oversee?

Does this organization have the capacity to maintain the site? Yes No

What is your annual maintenance schedule for the project, if applicable?