



Grant Guidelines

2019 Art Builds Community Grant - Creating Art Together

The Mission:

Invite, create, and enrich community

Creative placemaking is when artists, arts organizations, and community development practitioners deliberately integrate arts and culture into community revitalization work - placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies. Creative placemaking projects aim to transform communities into lively, beautiful, and resilient places – achieving these community goals through strategies that incorporate arts, culture, and/or design.

Arts and culture are a fundamental part of our community that helps us connect with one another and better understand history, people, and new ideas. It brings beauty and inspiration and encourages conversation. They are also an important economic driver that improves our quality of life, health, and wellbeing. Participation in cultural activities (as opposed to spectatorship) connects people to each other and to their community institutions, providing pathways to other forms of engagement. Arts and culture can create opportunities for political expression, community dialogue, shared cultural experiences, and civic work. When people become involved in the design, creation, and upkeep of places, they develop a vested interest in using and maintaining these spaces. When neighbors have a true sense of “ownership” or connection to the places they frequent, the community becomes a better place to live, work, and visit. The residents' feelings of respect and responsibility for the place bonds them to that place and to each other. No architect or town planner can design or build a place that does that. Including young people as meaningful contributors in the social and economic aspects of community building must not be overlooked and cannot be left to schools and parents alone.

The Grant

This grant program funds innovative, arts-based ideas that inspire diverse groups of participants to be more active, involved, and civically-engaged by creating together. Projects must be designed to provide broad access to arts experiences, address community quality of life issues through the arts, or enhance the sustainability of cultural enterprises. Art must be central to the project, and the proposal must reflect an informed understanding of the particular art form(s) being used, as well as of the communities being served. The projects may use any art form—visual/conceptual art, photography, new media, video, dance, theater/performance art, music, creative writing, or other forms. Priority will be given to projects based in low income neighborhoods, Title 1 public schools, and communities in need.



Goals: Priority will be given to art projects that focus on engagement and provide access among diverse audiences, especially underserved and/or economically disadvantaged communities.

Eligible

- Artists and arts organizations residing, located, and working in Buncombe County
- Must work with local artists
- Prioritize projects based in low income neighborhoods, Title I public schools, and communities in need

Proposed projects should:

- Provide innovative arts experiences new or unfamiliar to community residents, particularly in underserved communities.
- Offer arts programs that are designed to help affect positive change in community social issues
- Develop arts programming that strengthens social networks through community engagement
- Undertake cultural arts initiatives that enhance a community's identity and/or economic development, or strive to develop cultural understanding and civic engagement
- Bring members of a community together to solve problems, build relationships, and get involved in ways that rebuild social capital.
- Use art as an instrument for meaning-making, sense-making, image-making, and creating deeper levels of conversation about what matters.

Size of Grants: The maximum grant award is \$1,200. Grant awards will range from \$500-\$1,200. The AAAC prefers not to fund 100% of any project.

What can be funded? Project or program expenses may include artists fees or stipends, purchase materials and supplies or, invest in marketing or advertising. Equipment may be requested if its acquisition would result in the achievement of a significant efficiency, is required to initiate a new program, or would greatly enhance an existing program.

What will not be funded:

- Fundraising events
- Food or beverages
- Prizes, tuition or scholarships
- School band activities or equipment
- Purchase of artwork
- Internal programs for schools, colleges, universities or libraries
- Programs with religious content

Grant timeline: *Proposed projects may take place between May 2019 to June 1, 2020

- December 1, 2018: Application becomes available

Deadline:

- February 15, 2019 by 5 pm: All application materials must be received by 5pm. Digital submission is required. Applications are to be submitted to Janelle Wienke at janelle@ashevillearts.com
- April 2019: Applicants will be notified of their application's status