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**Debi V. Durham, Director**

*Iowa Economic Development Authority*

**Pilot Creative Placemaking Program Application**

Business Finance - Business Development Division

Iowa Economic Development Authority

[Creative Placemaking Fund | Iowa Economic Development Authority (iowaeda.com)](https://www.iowaeda.com/destination-iowa/creative-placemaking-fund/)

Email: [destinationiowa@iowaeda.com](mailto:destinationiowa@iowaeda.com)

**Introduction**

Placemaking is about creating attractive and memorable places for people to live and work through transformational projects that leverage local community assets to improve the experience for visitors and residents. Community placemaking projects and recreational opportunities are vital components of Iowa's workforce attraction and retention strategy.

This fund will assist in the development of regionally significant quality of life projects that leverage local area and community assets. Across the state, individual communities can enhance their unique characteristics to appeal to the current or future workforce.

**Placemaking Fund Qualifications**

* Cities or counties will develop a **"Cumulative Proposal"** consisting of public and private development projects in an emerging area. This series of developments must include a substantial regional or statewide economic impact and include at least one **"Signature Project"**. Total investment of Cumulative Proposal will be considered when determining whether the proposal meets the **"Minimum Aggregate Cost"**.
  1. **Cumulative Proposal** – series of public and private development projects that leverage local community assets to improve quality of life. Private developments may include, but are not limited hotel, retail, and/or housing investments. Public projects may include, but are not limited to, indoor/outdoor performance venues, cultural venues, outdoor recreational space, public art, waterfront or park investments.
  2. **Signature Project(s)** – development of a community asset that is primarily vertical infrastructure and available for public use. Grant amount cannot exceed 40% of total Signature Project(s) cost.
     + Signature Projects must be owned by a city, county, or non-profit organization. The owner of the proposed project must be a recipient on the grant contract.
  3. **Minimum Aggregate Cost** – minimum investment required for Cumulative Proposal determined by population of city based on a [tiered chart](https://www.iowaeda.com/userdocs/programs/resources/creativeplacemaking_populationchart.pdf).
  4. **Supporting Project(s)** – Private investment that is not a Signature Project but contributes to the Minimum Aggregate Cost.
* Applicants will be required to demonstrate that at least 50% of the necessary funding to complete each of the Signature Projects described in the cumulative proposal is secured at the time of application.
* The proposal must demonstrate how the series of developments strategically align with existing unique assets in the community to induce further development. In other words, how does this proposal advance the sense of place in this community?
* The proposal must increase the diversity of cultural, arts, recreational, entertainment, or educational activities available within the state.
* The proposal must enhance the potential for the successful recruitment and retention of people to live and work in the state.
* Applicants must be able to demonstrate meaningful engagement with the community and stakeholders in the planning process.

Eligible applicants include cities and counties. Proposals with a multi-community reach may apply jointly. Multi-community and county applications will use the population of the largest city when determining minimum aggregate cost. Nonprofits may submit a coordinated application with a city or county.

**Different thresholds for communities and areas of the state will allow for more opportunities in rural areas:**

|  |  |
| --- | --- |
| City population size | Minimum aggregate cost of applicant’s projects |
| 60,000 or more | $35M |
| 20,000 to 60,000 | $10M |
| 5,000 to 20,000 | $5M |
| 5,000 or fewer | $2.5M |

**Destination Iowa Instructions and Guidelines**

Iowa Economic Development Authority (IEDA) will accept a single round of application for this fund on September 30, 2022. Applications are received and reviewed by IEDA staff, scored by an appointed scoring committee and awarded by the Director of the Authority. Please contact Alaina Santizo or Maicie Pohlman at [destinationiowa@iowaeda.com](mailto:destinationiowa@iowaeda.com)with questions.

**Grant Recipients**

To comply with federal guidelines, grant recipients must certify that grant funds will be incurred by December 31, 2024. Incurring funds includes executing a contract or payment agreement for a good or service, but the funds have not been paid and the good or service is not fully delivered. All grant funds must be fully expended with eligible project fully completed by June 30, 2026. To ensure projects are shovel ready, grant funds will be awarded as last dollar in, or nearly last dollar in.

Project costs incurred prior to IEDA approval will not be eligible for reimbursement. Grant funds will not be disbursed until all project financing is secured and documented. Project funds should represent a private/public partnership. Projects included in a District Plan under the Iowa Reinvestment Program are not eligible for funding. Projects that include a racing and gaming facility are not eligible for funding.

Completed applications should be submitted electronically to [destinationiowa@iowaeda.com](mailto:destinationiowa@iowaeda.com). IEDA staff will make every effort to accept other forms of electronic application delivery.

**Security, Contracts and Reporting**

IEDA reserves the right to negotiate the amount, terms, and other conditions of a grant prior to making an award. Following notification of an award, a grant agreement specifying further terms and conditions will be executed.

Upon IEDA approval, the successful applicant will receive a grant agreement via email from IEDA. The applicant has 45 working days to sign the grant agreement. If the agreement is not executed within 45 working days, IEDA reserves the right to cancel the award. IEDA, at its sole discretion, may extend the timeframe for executing the grant agreement. Any grant agreement awarded by IEDA shall include specific provisions, terms and conditions.

The source of funds for this program is the State and Local Fiscal Recovery Fund (SLFRF) authorized by the American Rescue Plan Act (ARPA). As a “subrecipient” of SLFRF, organizations will be required to comply with the provisions set out in the agreement and all applicable state and federal laws, regulations, rules, and guidance, including but not limited to 2 C.F.R. Part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, also known as the “Uniform Guidance”.

All non-federal entities that spend more than $750,000 in federal awards during the entity's fiscal year, including ARPA funds, must have a single or program-specific audit conducted for that year compliant with 2 CFR 200 Subpart F. This audit must cover the compliance of the entity with Federal statutes, regulations, and the terms and conditions of the federal award, as well as the fair presentation of the entity’s financial statements, pursuant to the Uniform Guidance (2 CFR part 200).

Failure to start construction on the project within 12 months of the award may result in a reduction or termination of funding. Copies of all Signature Project invoices will be required for grant disbursement. Funds will be disbursed as a reimbursement based on the ratio of grant funds as a percentage of Signature Projects awarded. Only investments/expenses incurred after the approval date but before December 31, 2024, will be considered. Information related to Supporting Projects will be required in quarterly status reports.

IEDA will not make an award if it is determined any representation, warranty, or statement made in connection with this application is incorrect, false, misleading, or erroneous in any material respect. If IEDA provided an award prior to discovery of the incorrect, false, or misleading representation, IEDA may initiate legal action to recover the awarded funds.

If awarded, grant recipients will be required to submit quarterly project reports through April 15, 2027, per federal requirement. Failure to report as required, will result in repayment of the grant award in its entirety.

**Evaluation of Applications**

Applications to the program are evaluated in two stages:

**Stage 1 – Eligibility**

Threshold eligibility requirements are evaluated by IEDA staff and include:

* Completeness of application
* Eligible applicant
* Documentation of sufficient proposal funding
  + At least 50% of the necessary funding to complete each of the Signature Projects

IEDA reserves the right to request additional information from applicants to evaluate applications.

**Stage 2 – Evaluation**

After IEDA staff has completed the eligibility review, eligible applications will be shared with the appointed scoring committee. The scoring committee will make funding recommendations to the IEDA Director. The program is designed to assist projects in communities of all sizes. Scores will take into account the community size and resources available when assigning a numerical value to the criteria described below.

**Scoring Criteria:**

* Demonstrate economic impact relative to the amount of financial assistance requested. Have various groups collaborated to realize a larger vision for the region?
* Promote and advance a sense of place. Incorporate arts and culture to strategically shape the physical and social character of the area. How does the proposal draw upon the unique assets of the community or region? Does the proposal have the potential to transform the neighborhood and region? How does the proposal help recruit and retain workforce?
* Create or enhance a gathering place to connect local citizens to neighborhoods and communities. Does the proposal reimagine underutilized space? Does the proposal enhance the experience at the pedestrian scale?
* Greater diversity in, and leveraging of, funding sources. Does the proposal include investments by the city, county, region, and private funding sources? Does the proposal induce further private investment in the area? Can the applicant document matching funds?
* Incorporate other state priorities such as broadband connectivity, diversity and inclusiveness, water quality, historic preservation, and housing opportunities.
* Feasibility of proposed projects. Can construction of the signature project(s) be completed by June 2026? Does the applicant demonstrate economic feasibility of the projects over the long-term?

**SECTION 1 – Project and Eligibility**

Name of Project: ­­­­­­­­­­­­­­­­­­­­­ Date Submitted:

Applicant Organization:

Organization Type: ☐ City ☐ County

Address:

City: State: Zip Code:

Contact Person: Title:

Telephone: Email:

County: City Population

Anticipated Construction Start Date:

Anticipated Construction Completion:

Anticipated Opening Date:

Grant Request $ Total Signature Project(s) Cost$

Total Cumulative Proposal Cost$

*Grant request and Total Costs listed above should match the amounts shown in Section 2.*

**Co-applicant** (if applicable)

Organization:

Address:

City: State: Zip Code:

Contact Person: Title:

Telephone: Email:

1. **Please provide an overview of the proposed Cumulative Proposal. Make clear what area will be transformed by the proposal and how.**

1. **Describe how the proposal promotes a sense of place. Include an explanation of how the proposal draws upon the unique assets of the community.**

Following your description, please provide the following attachments:

1A – A detailed map of the area outlining the cumulative proposal within the community

1B - Resolution by the governing body which authorizes the Creative Placemaking application

**SECTION 2 – Cumulative Proposal**

1. **In the chart below please list each proposed project within the cumulative proposal and total capital investment associated with the project. Please provide a name for each project that corresponds with references throughout the application. Add additional lines as needed.**

\*\*Please ensure minimum aggregate cost has been met based on population size



1. **Grant Request** $

*Note: this amount cannot exceed 40% of the total signature project(s) cost.*

1. **For each of the above-mentioned proposed projects, provide a project plan titled and numbered. The project plan should include comprehensive details relating to the project including:**

* Detailed description of the project and type of project (i.e. private development, public improvement, etc.)
* Expected Timeline – Make note of federal guidelines that may impact project timing
* Detailed budget and expected financing for the project
* Visual aids which enhance the understanding of the project

Copy the chart and questions 1 - 3 below and complete for each project in the cumulative proposal.

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1. **Describe the project. Include information about who will be the owner and operator:**
2. **What is the timeline for the project? Include project start date, estimated completion date and dates for completing major milestones.**

*Project timelines should take federal requirements into account. Some have been summarized here for consideration. Federal requirements state that all costs be incurred by December 31, 2024. Incurred means obligated or under contract, but not necessarily expended. Federal funding also requires organizations comply with the provisions set out in the agreement and all applicable state and federal laws, regulations, rules, and guidance, including but not limited to 2 C.F.R. Part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, also known as the “Uniform Guidance”. This includes Procurement Standards set out at 2 C.F.R. §§ 200.317 through 200.327.*

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1. **Insert or attach professionally prepared cost estimate, financing documentation, and project renderings/visual aids for the project.**

**SECTION 3 – Planning & Economic Development**

1. **Outline how community and stakeholders have been engaged in the planning process.**
2. **Does the strategic planning related to this proposal include handicapped accessibility? If so, does it go beyond basic ADA compliance?**
3. **Does this proposal incorporate any other state priorities such as water quality, rural broadband access, or rural development?**
4. **Please provide a detailed analysis of the expected economic impact of the Creative Placemaking Cumulative Proposal.** Assess the fiscal and financial impact of the proposal on business or on other economic development projects within the projected market area.
5. **Demonstrate that the projects within the proposal will remain economically feasible over the long-term. Who will be responsible for the operation and maintenance of the project following construction? Are formal agreements in place?**

**SECTION 4 – Required Attachments**

Applicants must submit the following attachments:

1. Documentation substantiating project funding.
   1. Documentation of financing: resolutions, term sheets, private donor/in-kind listing, grant letters. *Failure to provide adequate documentation will delay review or cause the application to be deemed ineligible.*
2. Detailed cost estimates from an engineer/architect or contractor
3. Applicable maps or project renderings not already included in the application
4. Minority Impact Statement
5. W-9

**SECTION 5 – Certifications and Acknowledgements**

**Acknowledgment, Release of Information, & Certification**

1. In the last five years, have there been any judgments or court actions completed or are any judgments or court actions currently pending against the applicant entity?

☐ Yes ☐ No   If yes, please explain.

2. In the last five years, has any current director or principal officer(s) been accused or convicted of any wrongdoing or crime in their capacity as director/principal officer?

☐ Yes ☐No   If yes, please explain

3. Have there been any current or past bankruptcies on the part of the applicant entity?

☐ Yes ☐ No  If yes, please explain

4. In the last five years, have there been, or are there currently any investigations of potential violations of public health, safety or environmental laws by the applicant entity?

☐ Yes ☐ No   If yes, please explain

I acknowledge that I have read and understand the application materials including the provisions relating to security, contracts and reporting as noted above. I understand that awarded funds must be obligated by recipient organization no later than December 31, 2024 and all construction must be complete by June 30, 2026. I understand failure to meet these dates could result in partial or full repayment of any awarded dollars. Further, I give permission to the Iowa Economic Development Authority (IEDA) to perform due diligence, perform credit checks, contact the organization’s financial institutions, and perform other related activities necessary for reasonable evaluation of this proposal. Moreover, I understand that provisions of the Uniform Guidance (2 CFR Part 200) apply to the use of funds for the approved project, including Cost Principles and Single Audit Requirements. I understand that all information submitted relating to this application is a public record. I certify that all representations, warranties, or statements made or furnished in connection with this application are true and correct in all material respects. I understand that it is a criminal violation under Iowa law to engage in deception and knowingly make, or cause to be made, directly or indirectly, a false statement in writing for procuring economic development assistance from a state agency or subdivision.

Signature of applicant certifying officer or individual:

Date:

Signature of co-applicant certifying officer or individual:

Date:

# **MINORITY IMPACT STATEMENT**

**Please choose the statement(s) that pertains to this grant application. Complete all the information requested for the chosen statement(s).**

The proposed grant project programs or policies could have a disproportionate or unique **positive** impact on minority persons.

* Describe the positive impact expected from this project.
* Indicate which group is impacted:

\_\_\_ Women

\_\_\_ Persons with a Disability

\_\_\_ Blacks

\_\_\_ Latinos

\_\_\_ Asians

\_\_\_ Pacific Islanders

\_\_\_ American Indians

\_\_\_ Alaskan Native Americans

\_\_\_ Other

The proposed grant project programs or policies could have a disproportionate or unique **negative** impact on minority persons.

* Describe the negative impact expected from this project.
* Present the rationale for the existence of the proposed program or policy.
* Provide evidence of consultation of representatives of the minority groups impacted.
* Indicate which group is impacted:

\_\_\_ Women

\_\_\_ Persons with a Disability

\_\_\_ Blacks

\_\_\_ Latinos

\_\_\_ Asians

\_\_\_ Pacific Islanders

\_\_\_ American Indians

\_\_\_ Alaskan Native Americans

\_\_\_ Other

The proposed grant project programs or policies are **not expected to have** a disproportionate or unique impact on minority persons.

* Present the rationale for determining no impact.

I hereby certify that the information on this form is complete and accurate, to the best of my knowledge:

Name**:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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