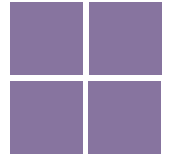


Wicked Cool Places!



A Placemaking and Storefront Enhancement Program for New Bedford

Wicked Cool Places (WCP) is a placemaking grant program that unites willing property/business owners, artistic/cultural groups, design/preservation specialists, and business/development experts to help transform New Bedford's overlooked or undervalued places. Places are animated by elements that encourage human interaction, from temporary activities such as performances or short-term public art to more permanent installations such as facade enhancement or long-term public art.

The goal is for great design and inspired placemaking to become infectious in New Bedford!

Here is how WCP works: Two Options. Choose one.

If your project idea is for a space(s) that promotes people's health, happiness, or well being, like vacant parcels, parks, waterfronts, plazas, streets, campuses or public buildings, on the application form choose **Creative Placemaking**. If your project idea is for exterior work and enhancements to a building, such as storefront rehabilitation, signage, lighting, and awning features, choose **Facade Enhancement**.

1. Am I Eligible to Apply?

For **Creative Placemaking**, any project or program within the city of New Bedford is eligible. For **Facade Enhancement**, properties within the downtown MassDevelopment Transformative District Initiative (TDI) are eligible. A map of the TDI district can be found on page 6.

2. Do I Need Matching Funds?

Creative Placemaking applications do not require a match, however projects that demonstrate 25% or more in matching funds will be given priority. **Facade Enhancement** applications require a minimum of 50% in matching funds for project costs. Both application types are eligible for grant awards ranging from \$5,000 to \$15,000. Your project's matching funds may come from a variety of sources, such as:

- Your own cash (for **Facade Enhancement** no less than 10% of the overall project value)
- Building owner contribution (i.e. funding a portion of the project or reduced rent and soft costs expenses)
- Loan funds from NBEDC or a local lending institution
- City or State grants (New Bedford's Storefront Reimbursement Program, New Bedford Cultural Council, etc.)
- Foundation grants, corporate giving programs (Community Foundation of Southeastern Mass, Island Foundation, Bay State Savings Charitable Foundation, etc.) or crowd funding

3. How Do I Apply?

For each program, we are asking for a PDF of the completed application form, and a PDF that combines **all** the remaining items of a project budget and supporting materials. See the Guidelines on pages 2 and 3 for more details.

4. How Are Projects Selected?

All applications for both placemaking or facade enhancement will be vetted by a selection committee and scored on the impact of the project. Awards will be based on the grant funds available. However, after the initial round of applications are awarded, should additional funds become available, a second request for proposals will be distributed.

WCP Façade Enhancement Guidelines

1. Applications will only be considered for building or business owners within the TDI District (see map attached). We cannot accept applications for work that has already been completed and work cannot begin on work outlined in an application until we provide you with written approval. Please, only one application per building.
2. Comprehensive project ideas for exterior/interior storefronts are encouraged, but WCP funds will only reimburse exterior improvements. Improvements eligible for grant funds include facade rehabilitation, signage, lighting, and awning features. While interior work or café seating are not eligible for funding through WCP, the demonstrated value of this work (as part of a comprehensive project) can contribute to the 50% matching requirement.
3. Project applicants shall work with WHALE to ensure exterior design elements are consistent with the appropriate treatment of historic properties. There is no fee for working with WHALE, but these services are offered as technical assistance and cannot take the place of architectural services, if such a project proposal requires significant design and construction documents. Once a scope and design is approved, the applicant will receive a commitment letter from this office.
4. Grant funds will be made available to applicants who agree to make exterior improvements based on approval of final project scope and design. The maximum amount of WCP funding is for 50% of the project value, capped at \$15,000. Grants will be distributed as a reimbursement in full once the project is complete and final approval from this office granted. To receive reimbursement, applicants shall provide “paid in full” invoices for all approved work. Funds may be withheld for work executed in a way that was not approved in the final scope and design documents.
5. Grant funds must be matched on a one-to-one basis for approved exterior work. For example, a project with \$18,000 of approved exterior work (can include labor costs) is eligible for \$9,000 in WCP grant funds. The applicant’s match shall be at least 50% and can come from a variety of sources (in whole or combination) including:
 - a. Applicants cash contribution (non-lending dollars) of no less than 10% of the overall project value. This may include expenditures for exterior work, interior work, or café seating.
 - b. Building owner contribution such as funding a portion of the project or reduced rent.
 - c. Soft costs such as architectural or other design fees.
 - d. Loan funds from the NBEDC or local lending institution.
 - e. A grant from the City’s Storefront Reimbursement Program.
6. The City’s Storefront Reimbursement Program is administered by the Department of Planning, Housing, and Community Development. This program is available to commercial storefronts located within eligible census tracts and has a separate application and approval process. While a grant from this program can be considered a match for WCP, it is not required. Please note that the WCP and citywide storefront programs require separate applications/approvals, although much of the application information is similar.
7. Projects must receive all required permitting before proceeding with work. This includes building permits and Historic Commission approval, if required. We will assist applicants with the permitting approval process.

Please contact Angela Johnston, Director of Business Development with any questions. Complete applications and all required attachments for façade enhancement projects should be sent to Angela’s attention—she can be reached at ajohnston@nbedc.org. For more information about our business assistance programs please check us out at nbedc.org.

WCP Creative Placemaking Guidelines

1. Applications will be considered for projects citywide. We cannot accept applications for work that has already been completed and work for grant-funded tasks cannot begin until we provide you with written approval. Please, while there may be multiple partners working on one project, only one application per site.
2. Comprehensive project ideas for placemaking, programming, performances, temporary exhibitions and more will be considered, and while a match is not required, projects with other sources of funding will be favored. For example: If a project's budget is \$10,000 and the applicant has \$2,500 (25% of the budget) from other resources, the grant application to WCP can be for \$7,500 to fill the gap. Although not required, this type of application will be given a higher score in the review process. Maximum award is capped at \$15,000. A WCP Review Committee will review and score all applications.
3. Once a project is approved, the applicant will receive a commitment letter from this office. Grants will be distributed as a reimbursement in full once the project is complete and final approval from this office granted. To receive reimbursement, applicants shall provide "paid in full" invoices for all approved work. Funds may be withheld for work executed in a way that was not approved in the final scope and design documents.
4. Projects must receive all required permitting before proceeding with work. This includes building permits and Historic Commission approval, if required. We will assist applicants with the permitting approval process.

Please contact Margo Saulnier, Creative Strategist for the NBEDC with any questions. Complete applications and all required attachments for creative placemaking projects should be sent to Margo's attention—she can be reached at artsnewbedford@gmail.com. For more information about what is going on in the creative economy, please check us out at nbedc.org.

By the Way...

All applications for façade enhancement or creative placemaking projects are due on November 5th, 2018. Announcement of awards will be on or about November 21st, 2018.

Good luck!

WCP Application

Please Select only one grant program per application: ___Facade Enhancement ___Creative Placemaking

Applicant's Name: _____

Home Address: _____ City, State, Zip: _____

Phone: _____ Cell: _____ Email: _____

Name of Business or Building: _____

Address: _____ Business Phone: _____

Briefly describe your project:

In addition to this application, please attach one PDF file that includes supporting materials, including a summary budget outlining the estimated project costs (labor may be included) and sources of revenue. Grant funds cannot exceed \$15,000. In the same PDF file, additional information may be helpful. Depending on your project, please also provide the following:

- Photos are good. For **Creative Placemaking**: designs, performer bios, location, timeline, etc. For **Facade Enhancement**: the building storefront existing elements are helpful.
- Architectural or design drawings, sketches of the proposed project, or any examples of what you wish to accomplish.
- Written proposals if you have them (i.e. contractor/producer, material lists, promotional materials, press kit)
- Copy of permits, if you already have approvals.
- **For Storefront Enhancement projects only**: Approval letter from DPHCD for the City's Storefront Reimbursement Program, if you have such approval and wish to use that program as matching funds.

If you are leasing space, you need the owners' permission to apply for this grant.

Building/Site Owner Name: _____ Signature: _____

Date: _____

Applicant Signature: _____ Date: _____

The applicant hereby certifies that all information contained in this application or attached to this application is, to the best of his/her knowledge, true and accurate. Projects must receive all required permitting before proceeding with work.

The Transformative Development Initiative

MassDevelopment's Transformative Development Initiative (TDI) is a place-based development program for Gateway Cities designed to enhance local public-private engagement and community identity; stimulate an improved quality of life for local residents; and spur increased investment and economic activity. The Transformative Development Fund was created within MassDevelopment pursuant to C. 287, Acts of 2014, in August 2014. Twenty-six Gateway Cities were eligible for the program, and in 2014, ten were selected for the three-year pilot program, including New Bedford. TDI's goal is to concentrate efforts, resources and investments in a compact area to create a critical mass of activity that inspires investments by local residents, entrepreneurs, businesses, and additional private development.

Waterfront Historic Area League

WHALE is a full service non-profit development company providing re-use planning, historic design, financial real estate services, and project management. WHALE promotes the economic revitalization of downtown New Bedford and its surrounding neighborhoods through the acquisition and restoration of historic properties for reuse as cultural venues, affordable and market rate housing, neighborhood commercial space and other uses that stimulate the local economy. Founded in 1962, this New Bedford Community Development Corporation has a staff of four, and is leveraging over \$10M into development projects that will have a major impact on the economic landscape of greater downtown. WHALE will work one-on-one with the business or building owner on a storefront design that is in line with project budget, historical requirements, is sensitive to street scape, and promotes the business and its product line.

New Bedford Economic Development Council

The NBEDC is New Bedford's leading economic development agency, and a nonprofit organization led by a nine-member Board of Directors. In conjunction with the Mayor's Office, the NBEDC sets the agenda for the city's key strategic economic development areas. The NBEDC team manages a robust business assistance program that is anchored by a lending program that consists of 70 active loans totaling more than \$3.6 million. The NBEDC works with dozens of business and development professionals on a wide range of project sizes and type, and also manages the City's Tax Increment Financing Program, the City's Quest Center for Innovation, and the strategic and day-to-day operations of the Greater New Bedford Industrial Foundation for their business park. The NBEDC also plays a leading role in land-use planning and master planning for the downtown and other development districts throughout the city.

The New Bedford Arts, Culture and Tourism Fund

The Arts, Culture and Tourism Fund was proposed by Mayor Jon Mitchell in the spring of 2016 and approved by the City Council in June 2016, and consists of half the revenue generated from the city's lodging tax, capped at a total of \$100,000. Creation of the fund also required the passage of a home rule petition by the state legislature and the petition's passage, led by state Sen. Mark Montigny and signed into law by Governor Baker in January 2017. The purpose of the fund is to create a dedicated revenue stream to provide for additional planning, programmatic, and administrative capacity to allow the City of New Bedford to take full advantage of its cultural and tourism assets, and to catalyze and manage the growth of the cultural and tourism sectors in the years ahead. The NBEDC has a three-year agreement to manage the fund for the City. This work is lead by the NBEDC's Creative Strategist.

Funding Sources

Funding for the WCP grant program comes from various grants and other sources awarded to the NBEDC. Two examples include the City of New Bedford's Arts, Culture and Tourism Fund and the Transformative Development Initiative's (TDI) Local Small Business Acceleration Grant Program. Program funds sources may vary from year to year.

New Bedford's TDI District

Our vision is of a super-dense area of the downtown that is clearly the heart of creative innovation in the Greater New Bedford Region--with full and diverse residential occupancy and exceptional design exhibited in art, infrastructure, and architecture. The district will be one of the coolest places to live and work in America!



For more information about the TDI Program and MassDevelopment, please contact TDI Fellow, Jim McKeag.

Prior to becoming a TDI Fellow in 2016, Jim served as property manager for Davis Publications and the Printers Building Trust in downtown Worcester, where he helped lead efforts to build cross-sector partnerships and establish placemaking initiatives aimed at downtown economic development. An experienced tradesperson, McKeag has more than 20 years of experience in the fields of historic preservation, rehabilitation, and property management, and serves as a mediator in the Massachusetts district court system. He holds undergraduate degrees from Quinsigamond Community College and Cornell University, and a master's degree in urban and environmental policy and planning from Tufts University.

Jim can be reached at JMckeag@massdevelopment.com.