

Neighbourhood Placemaking Challenge

1. Purpose of this grant

The primary purpose of the Neighbourhood Placemaking Challenge is to encourage more people – of all ages and backgrounds – to spend time in neighbourhood places, strengthen relationships between neighbours and be positively engaged in their neighbourhood. Additional benefits for Kitchener's neighbourhoods include:

- Greater knowledge of and participation in placemaking by residents
- Renew or revitalize neighbourhood public places
- Strengthen pride in and sense of influence on their neighbourhood by residents
- Improve safety through more people using public places
- Increased resident engagement in their neighbourhood
- Build capacity for long-term change by neighbours working together

2. Definition of placemaking

Placemaking brings a neighbourhood to life by turning everyday spaces into destinations and gathering places that people want to spend time in.

3. The grant amounts

Several sizes of grants are available in order to encourage both temporary and permanent placemaking of varying levels of size and scope.

Grant names	Grant amount	Number of grants available annually	Examples*
Large	Up to \$20,000	1	Shade structure, intersection mural, public art
Economic Development	Up to \$10,000	1	Identity signage, seating area, painted crosswalk, artifacts
Medium	Up to \$6,000	3	Edible forest, mural, ping pong table
Health	Up to \$2,000	1	Exercise equipment/group fitness class, pop-up farmers market, bicycle fix-it station
Sustainability	Up to \$2,000	1	Rainwater harvesting/garden, pet waste composter
Small	Up to \$1,000	8	Information boards, pop-up lemonade stand, pop-up conversion of parking spot into mini-park
Total	Up to \$60,000	15	

*These are provided as examples to get people thinking. Use your own creativity to come up with more ideas not on this list!

4. Who can apply

Applications from residents, community groups and/or businesses in Kitchener neighbourhoods will be accepted, including:

- Residents who form a committee/group for the purpose of a specific project.
- Neighbourhood-based or community groups already formed (such as non-profit organizations, neighbourhood associations, hobby or special interest groups, etc.).
- Businesses can apply for the economic development grant only. Businesses must partner with at least one other business and a group of residents on their grant application.

5. Where projects can occur

Projects must occur within Kitchener city limits and be geographically defined within a neighbourhood.

Acceptable locations include:

- City of Kitchener land, such as parks, trails, greenways, boulevards, parking areas, cul-de-sacs, etc. Preference given to projects located on City-owned land.
- Other publicly owned land* such as school boards, Region of Waterloo, etc.
- Privately owned land* that is openly accessible to the general public and not owned by a business (e.g. parking lots, green space around faith/cultural buildings, not-for-profit organizations, etc.).

*Advance permission by the landowners will be required to be eligible for this grant.

6. How the grant process works

- The Neighbourhood Placemaking Challenge is an open competition, hosted annually by the City of Kitchener. Approved applications will best meet the selection criteria in each particular round of applications.
- The date(s) of the Neighbourhood Placemaking Challenge Day(s) will change annually, to encourage placemaking in all seasons of the year.
- To ensure multiple areas of the city benefit from this grant, preference will be given to awarding at least one grant for each of the city's 10 wards, provided qualified applications exist.
- The same group cannot receive the Large grant two years in a row, to encourage equitable distribution among neighbourhoods.
- If qualified applications do not exist in a particular grant category, those funds can be redistributed to qualified applications in other grant categories, at the discretion of the selection committee.
- The Economic Development grant is only available to neighbourhoods outside of the Downtown Community Improvement Plan boundary.
- Applicants cannot combine the Neighbourhood Placemaking Challenge grant with other City of Kitchener grants or funding.
- Residents may apply for multiple grants, but can only be awarded one grant per year.
- Applicants are welcome to contribute their own funds or receive donations to support their project, but the ability to raise additional funds will not be an evaluating factor of proposals.

7. Selection criteria

The selection committee will evaluate all applications based on these required criteria:

Placemaking principles

- a) **Creates a gathering place** – Project creates a destination in a way that considers the local context, is specific and unique to the place and/or neighbourhood, and has some form of physical intervention that is more than a single event.
- b) **Multi-use** – The project introduces at least one more thing to attract people of different ages and backgrounds to have reason to spend time in the place. Preference given to projects that complement or leverage already existing amenities or features.
- c) **Accessible** – The project encourages all people to enjoy and participate in the opportunities that the place provides.
- d) **Creativity** – The project includes elements of creativity, fun and spontaneity. Preference given to new or innovative ideas.

Achievable plan

- e) **Resident support** - Applicants have actively sought the involvement and support of residents near the proposed place or have a well-thought out plan to do so if awarded the grant.
- f) **Project plan** - Applicants have described how they will execute the project, including key tasks, milestones and any expected approvals.
- g) **Budget** - An accurate budget with fully costed items is described.
- h) **Safety & risk** - Project is mindful of public safety and addresses potential risks.

Additional criteria

Applications for the Economic Development, Health and Sustainability grants will need to meet the above criteria, as well as the following additional criteria, respectively:

- i) **Economic development** – The project builds pride in the neighbourhood by involving multiple businesses and encourages new partnerships between businesses and local residents.
- j) **Health** – An application should address at least two of the following: physical activity, sun safety/shade, active transportation (walking, cycling, etc.), access to fresh and healthy food, mental health, walkable and complete communities, accessible connections between places and people, and built environments that improve quality of life, social cohesion and well-being.
- k) **Sustainability** – An application should address at least two of the following: water quality, water conservation, energy conservation, energy regeneration or renewable energy, air quality, waste reduction and management, reuse of materials, active transportation, actions that help prevent or adapt to climate change, carbon emissions reductions, and actions that encourage sustainability into our community culture.

8. Selection committee

The selection committee will include equal representation of volunteers from the community and city staff.

9. How to apply

- There will be two rounds of applications each year:
 - The Large, Medium and Economic Development grants will accept applications approximately 10-12 months before the Challenge Day(s).
 - The Small grants will accept applications approximately 4-5 months before the Challenge Day(s).
 - The exact deadlines for each year will be announced by the City of Kitchener with plenty of time for residents to come up with ideas and prepare their applications.
- An application form will be available online during the application rounds, with questions directly pertaining to the selection criteria.

10. Responsibilities of the group applying

Applicants are required to:

- Take the lead on all aspects of the project. City staff is available to help residents navigate city hall and secure necessary approvals.
- Animate their project sometime during the Neighbourhood Placemaking Challenge Day(s).
- Have a committee in place to lead the project, with a significant number of people who live and/or work in the neighbourhood where the project is located.
- Have a bank account with at least two people who are named as “signatories”.
- Recognize the contribution of the City of Kitchener on all materials.
- Provide an accurate accounting of all expenses.
- Provide feedback after completion of the project, to help educate residents about placemaking and to assist with future administration of the grant.

11. Additional information

While neighbourhood placemaking can occur year-round, this grant is intended to provide some extra incentive for people who need encouragement to put their idea into action. If residents are not able to implement or animate their project on the Challenge Day(s), they are encouraged to apply for the Neighbourhood Matching Grant instead, found at kitchener.ca/lovelyhoodgrant.

12. Contact information

More information and placemaking resources can be found at lovelyhood.ca, or contact:

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