



# DURANGO CREATES!

## *Creative community projects that enhance Durango's unique sense of place*

### Goals

1. Invest in small-scale community driven projects focused on placemaking and community engagement.
2. Draw attention and traffic to the North Main and Camino Del Rio Durango Districts.
3. Catalyze social and economic activity to build the tax base.
4. Support creative professionals and encourage cross-industry relationships.



### Overview

This program is designed to encourage creative projects that can be enjoyed by the public based on a concept called *creative placemaking*. Creative placemaking capitalizes on the community's assets, inspiration and potential with the intention of creating public spaces that promote health, happiness and well-being. The purpose of the grant is to encourage a concentration of creative projects in the North Main and Camino Durango Districts in order to increase interest and engagement in these areas. Learn more about the Durango Districts initiative at [www.districts.durangogov.org](http://www.districts.durangogov.org).

### Examples of Eligible Projects

- Public Art
- Murals
- Sculptures
- Temporary Installments
- Parklets
- Plazas
- Public Seating
- Events
- Beautification



## Funding

The Durango Creates! Grant offers funding up to \$5000. This is available for materials, artist fees, supplies and more. This is a reimbursement grant and funds will be distributed following completion of the approved project.



## Eligible Projects:

This grant is for projects located in the North Main and Camino Districts. The program may expand in the future to other Districts. Projects must be publicly accessible. This grant is open to the public; individuals, businesses, neighborhood groups and non-profits. Applications are accepted on a rolling basis, from March 1<sup>st</sup> to October 15<sup>th</sup>. All application are due on the 15<sup>th</sup> of the month. Grants are reviewed at the monthly Public Art Commission Meeting which is held on the fourth Tuesday of the month.



## Process

**Step 1:** Identify the project, location and partners

**Step 2:** Contact City Staff to schedule a pre-application meeting

**Step 3:** Complete a project plan and apply for funding

**Step 4:** Staff reviews application for eligibility and completeness

**Step 5:** Public Art Commission reviews application and awards funding

**Step 7:** Implement Project

**Step 8:** Submit for reimbursements

## Evaluation Guidelines:

1. Quality of project
2. Efficiency
3. Creativity
4. Collaboration
5. Community Engagement
6. Impact
7. Quality of proposal





# DURANGO CREATES!

## Frequently Asked Questions

### **What is Durango Creates!?**

Durango Creates! is a program designed to encourage creative projects in the North Main and Camino Durango Districts. The goal is to have a concentration of community driven projects within these districts to help draw attention to the area. Durango has many artists and creative residents. Through a \$5,000 grant, this program helps facilitate the creation of projects and activity that can be enjoyed by the entire community. Your imagination is the limit!

### **Who can apply for funding?**

This program is open to the public; individuals, neighborhood groups, businesses and non-profits are welcome to apply.

### **What type of projects are eligible?**

- Projects located in the North Main and Camino District (501 Camino Del Rio to 1333 Camino Del Rio & 1401 Main Ave to 3777 Main Ave.)
- Project must be publicly accessible
- Your imagination is the limit for some inspiration check out the PS You Are Here Projects at <http://www.artsandvenuesdenver.com/imagine-2020/psyah>
- Examples of eligible projects:
  - Public Art
  - Events
  - Temporary installments
  - Public Seating
  - Street art
  - Murals
  - Parklets
  - Pop-up shops
  - Pedestrian improvements
  - Beautification
- Examples of ineligible projects:
  - Work that will be sold later for a profit
  - Projects that are not publically accessible
  - Building improvements
  - Projects advertising a specific business or service

### **Evaluation Guidelines**

1. Quality of project
2. Efficiency
3. Creativity



4. Collaboration
5. Community Engagement
6. Impact
7. Quality of proposal

### **How does the application process work?**

Applications are accepted on a rolling basis from January 1<sup>st</sup>, 2019 to October 15<sup>th</sup>, 2019 or until grant funds run out. All projects must be completed by December 31<sup>st</sup>, 2019. Grants are approved monthly at the Public Art Commission. The Public Art Commission meets on the fourth Tuesday of the month. Applications must be submitted by the 15<sup>th</sup> of each month.

### **Process:**

**Step 1:** Identify the project or a location

**Step 2:** Meet with key stakeholders and potential partners

**Step 3:** Contact City Staff to schedule a pre-application meeting

**Step 4:** Complete a project plan and apply for funding

**Step 5:** Staff reviews application for eligibility and completeness

**Step 6:** Public Art Commission reviews application and determines whether or not to fund and the amount of funding for the project.

**Step 7:** Implement Project

**Step 8:** Request funding based on pre-determined payment schedule

### **How does the funding work?**

Grants are available up to \$5,000. This is a reimbursement grant, so the applicant must submit receipts in order to receive funding. A payment plan may be created with the applicants based on key deliverables.

### **Examples of Eligible Costs:**

- Professional or Artist Fees
- Supplies/Materials
- Marketing Material

### **Examples of Ineligible Costs:**

- Equipment
- Software
- General operation or administration expenses

### **Submitting Applications**

Note all applications are due by 4:00 pm on the 15<sup>th</sup> of each month. Applications are open from January 1, 2019 to October 15, 2019. All projects must be completed by December 31, 2019.

**Drop off:** 1235 Camino Del Rio, Durango

**Email:** [alex.rugoff@durangogov.org](mailto:alex.rugoff@durangogov.org)

**Mail:** 949 E. 2<sup>nd</sup> Avenue, Durango, CO 81301

For questions, please call 970-375-4855







## DURANGO CREATES! APPLICATION

### TIMELINE

Start Date:

End Date:

### SIGNATURES

Applicant:

Date:

### APPLICATION MUST INCLUDE

Approval and/or permits for location

Detailed budget with other source of income of resources

Resume of lead applicant and team members

Detailed Timeline

Any visuals to help understand the project are recommended

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