

CREATIVE PLACES ACCELERATOR PROGRAM GUIDELINES

BACKGROUND

The Iowa Creative Places Accelerator is a multi-year program where cross sector community teams develop arts-based projects to serve as catalysts for livability, economic development, and community connectedness. Projects developed through this accelerator program will be focused on creative placemaking or placekeeping and will have demonstrated positive impact on their respective communities.

The program is funded through an appropriation by the Iowa Legislature to IEDA and a grant by the National Endowment for the Arts, a federal agency. Applicants must comply with federal requirements, including but not limited to [2 CFR Part 200](#)

Operating and grant policies and definitions set out at 261 Iowa Administrative Code Chapter [305](#) and rules pertaining to organization and operation of the Iowa Arts Council found at 261 Iowa Administrative Code Chapter [304](#) apply to the program. Additional eligibility requirements and priorities are set out in these guidelines published by IEDA.

Questions

Potential applicants are encouraged to review all published material, including the administrative rules and published guidelines, and contact Creative Community Development and Infrastructure Programs Manager Jon Berg at 515-348-6323 or jon.berg@iowaeda.com with questions well in advance of the application deadline.

Accessibility

The IEDA is committed to providing reasonable accommodations to eligible applicants. For technical support submitting the online application, please contact the Accessibility Coordinator, Elizabeth Ferreira, at 515-348-6325 or elizabeth.ferreira@iowaeda.com at least two weeks in advance of the application deadline.

Timeline

August 20, 2024 | Fiscal Year 2025 Application Deadline

The deadline to submit an online application is 11:59 p.m. on August 20, 2024, for the funding period September 1, 2024 – June 30, 2026.

September 2024 | Funding Decision Notification

Typically, applicants are notified of funding decisions within four weeks after the application deadline.

Participants Selected

Applicants will be notified of program participation no later than September 1, 2024.



CREATIVE PLACES ACCELERATOR PROGRAM GUIDELINES



September 1, 2024 – June 30, 2026 | Eligible Funding Period

The eligible funding period is September 1, 2024 – June 30, 2026. All expenses must be incurred, and project activities must be completed, within the eligible funding period.

June 20, 2025 | Project Plan and Implementation Grant Application Deadline

Grant recipients must complete a project plan proposal and an implementation grant application by June 20, 2025.

August 3, 2026 | Final Report Deadline

Grant recipients are required to complete a final report by August 3, 2026.

GRANT AMOUNTS AND REIMBURSEMENT

Grant recipients may receive a total award of \$23,000, as follows:

In year one (October 1, 2024 to June 30, 2025), grant recipients will receive an initial payment of \$1500 upon full execution of the grant agreement, and an additional \$1500 after completing the first year of in-person workshops and submitting a Payment Request form. Grant recipients will receive the remaining grant award after submitted an approved project plan. Recipients will need to complete a final report at the end of the eligible funding period outlining how the grant funds and cash match was spent. Any unspent grant funds will need to be returned to IEDA within 30 days after the final report deadline.

In year two (July 1, 2025 to June 30, 2026) grant recipients will be invited to apply for an implementation grant for a project included in their submitted project plan. Once the project is approved, upon full execution of the grant agreement, grant recipients will receive a payment of \$20,000 for project implementation. Recipients will need to complete a final report at the end of the eligible funding period outlining how the grant funds and cash match was spent. Any unspent grant funds will need to be returned to IEDA within 30 days after the final report deadline.

PROGRAM OVERVIEW

Year One (October 1, 2024 – September 30, 2025)

The first year of the program will focus on professional development through three, in-person workshops. Participants will be surveyed after being selected to determine their greatest needs to develop the agenda for the workshop days. Workshops will be facilitated by outside experts with participation from statewide creative placemaking partners and Iowa Arts Council staff. Proposed schedule and topics below:



CREATIVE PLACES ACCELERATOR PROGRAM GUIDELINES

- **Week of October 7, 2024:** In-person session - Arts and Creativity in Economic Development and Quality of Life, Creative Communities.
- **Weeks of November 4-16, 2024:** In-person session - Building an ecosystem of partners
- **Week of February 3-7, 2025:** Funding and Resource Development
- **Week of May 5, 2025:** In-person session - Project-based session, Project presentations

APPLICATION REQUIREMENTS

Eligible Applicants

Eligible applicants must be one of the following types of entities. Entities who do not fall into one of these categories are not eligible to apply.

Nonprofit Community Organization - Federally tax exempt 501(c)3 nonprofit organization incorporated and physically located in Iowa; or

- Nonprofit organization incorporated and physically located in Iowa exempt from federal taxes pursuant to US Revenue Code section 501(c)3.
- Actively registered with the Iowa Secretary of State to do business in the State of Iowa.
- An arts or cultural department or division of a municipal government that is also incorporated in Iowa under the Iowa Nonprofit Corporation Act.

Accessibility – Americans with Disabilities Act

Applicant must demonstrate that it complies or actively working to be in compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. These laws prohibit discrimination against individuals with physical and/or mental disabilities. Both programmatic and structural accessibility must be addressed in the application.

Universal Entity Identifier (SAM-UEI)

Entities applying for IEDA programs must be registered with the U.S. Government's System for Award Management (SAM), at [SAM.gov](https://sam.gov). Entities that register in SAM.gov are assigned a Unique Entity Identifier (UEI), which is required for doing business with the federal government. All applicants for IEDA programs except for individual applicants are required to have a UEI and maintain an active SAM.gov registration for the duration of the application process and, if awarded a grant, for the life of the award.



CREATIVE PLACES ACCELERATOR PROGRAM GUIDELINES

Ineligible Applicants

Ineligible applicants include the following types of entities:

- Organization that uses a fiscal agent or the nonprofit or federal tax-exempt status of another organization.
- For-profit corporation or business; religious organization; political party; or national service/professional organization.
- Agency, department, or division of county, state, or federal government, including libraries, parks and recreation, and arts and cultural offices that exist as an agency, department, or division of county, state, or federal government.
- Auditorium, arena, convention center or similar type of venue whose primary purpose is related to presenting popular entertainment, sporting, or recreational events.
- Educational institution, organization or K-12 school whose primary orientation, mission and purposes are education and/or awarding academic credits.
- Organization that has not met organizational eligibility requirements.

BUDGET AND USE OF FUNDS

Eligible Uses of Grant Funds

Grant funds may be used to support eligible expenses incurred during the eligible funding period. Funds may be used to fulfill the mission at the discretion of the grant recipient but must support goals to advance organizational capacity. All costs included in the approved grant budget or reported on payment requests and financial reports for the award must be:

- Necessary and reasonable for the performance of the grant award.
- Allocable and in conformance with the cost principles and as set forth in the award.
- Consistent with policies and procedures that apply uniformly to both federally financed activities and other activities of the non-federal entity.
- Accorded consistent treatment as a direct cost.
- Determined in accordance with generally accepted accounting principles (GAAP).
- Not included as a cost or used to meet cost sharing or matching requirements of any other state or federally financed program.
- Adequately documented for reporting and audit purposes.
- Incurred during the approved period of performance during which funds are budgeted.



CREATIVE PLACES ACCELERATOR PROGRAM GUIDELINES

Ineligible Uses of Grant Funds

Expenses that fall outside of the identified eligible expenses for the project may not be included as part of the grant request.

Ineligible grant request expenses include:

- Acquisition/purchase of artwork.
- Budget shortfalls.
- Capital expenditures, including the purchase of fixed assets or tangible personal property, including information technology systems, having a useful life of more than one year and a per unit cost that is equal to or greater than \$5,000.
- Collection maintenance or restoration expenses.
- Commercial (for-profit) enterprises or activities, including concessions, food, T-shirts, artwork, or other items for resale (this includes online or virtual sales/shops).
- Costs for the creation of new organizations.
- Deficit or debt reduction.
- Donations or contributions to other organizations.
- Expenses incurred prior to or after the funding period.
- Food, beverage, and alcohol. Food and beverage may be included if they have a clear programmatic purpose.
- Foreign travel.
- Funding cash reserve or endowment accounts or instruments.
- Fundraising or benefit activity expenses.
- General miscellaneous or contingency costs.
- Home studio/office costs or expenses, including utilities and mortgage payments.
- Lobbying activities.
- Personnel benefits.
- Prizes and awards.
- Project costs supported by any other federal or state funding.
- Property maintenance, restoration, or renovation expenses.
- Purchase and/or use of gift cards and gift certificates to support project costs.
- Purchase of one or more vehicles.
- Social activities such as receptions, parties, galas, community dinners, picnics, and potlucks.
- Tuition, fees, or project activity that results in undergraduate or graduate course credit, degree, or certification for an employee of the applicant.
- Unallowable expenses for federal awards as defined in 2 CFR 200 Subpart E - Cost Principles.
- Unrealized ticket or event revenue, including providing free tickets or scholarships to attend an event.



CREATIVE PLACES ACCELERATOR PROGRAM GUIDELINES

APPLICATION REVIEW AND SCORING PROCESS

Application Submission

Applicants must submit applications via the Iowa Arts Council's SlideRoom, an online application portal. Applications will not be accepted in any other format. Late, incomplete, or ineligible applications will not be accepted. Applicants can access the current online application requirements at iowaartscouncil.slideroom.com. Applicants must create a login to view the full application requirements for the program. Applicants can visit help.liaisonedu.com for assistance related to the online submission.

Eligibility Review

IEDA staff will review applications for completion, eligibility, and adherence to published guidelines. Applications are reviewed as submitted, provided that the IEDA may contact applicants if any additional information is required. New or additional information or subsequent application clarification submitted after a program deadline is not considered unless requested by an IEDA program manager. Staff will also review an applicant's record of compliance and good standing with the Iowa Arts Council, IEDA and State and Federal government, including but not limited to the Iowa Department of Revenue and the Iowa Finance Authority. IEDA will not move forward to panel review applications or applicants determined by staff to be ineligible or incomplete. Determinations as to eligibility or completeness are final agency actions as defined in The Iowa Administrative Procedure Act, Iowa Code Chapter 17A.

Competitive Panel Review

Eligible applications will be referred for a competitive review by a panel of professionals with expertise related to the grant program's purpose. Applications will be scored and ranked based on the published scoring rubric. Recommendations are submitted to the IEDA Director for consideration and funding approval.

Application Questions and Scoring Rubric

The Creative Places Accelerator Program scoring rubric will be used by the review panel to evaluate grant applications. The following application questions are provided for reference only. Applicants must review and complete application requirements in the SlideRoom portal. Each section has criteria and corresponding point values to ensure an unbiased review process. The rubric is on a scale of 25 points.

CREATIVE PLACES ACCELERATOR PROGRAM GUIDELINES

Applicant Profile

Provide a description of the lead organization seeking be selected for the Creative Places Accelerator including:

- The applicant’s mission statement
- Types of programs and services offered and how they help the organization accomplish its mission.
- The applicant’s track record for convening local partners and notable achievements that advance community development goals and projects
- Any history of creative placemaking activities or projects that have occurred or are in development. The Iowa Arts Council defines creative placemaking as a proven approach to revitalizing communities by putting the arts, culture and heritage at the center of community and economic development efforts.

APPLICANT PROFILE: 5 Points Possible		
5	3	1
Applicant demonstrates a strong track record of convening local partners and notable achievements that advance community development and creative placemaking goals. Applicant demonstrates a strong record of progress through relevant notable achievements, strategic priorities and a commitment to network with other local partners.	Applicant provides some evidence of convening local partners and notable achievements that advance community development and creative placemaking goals. Applicant shows some progress through relevant notable achievements, strategic priorities.	Applicant does not demonstrate a track record for convening local partners and notable achievements that advance community development and creative placemaking goals. Applicant does not have a record of progress through relevant notable achievements or strategic priorities.

CREATIVE PLACES ACCELERATOR PROGRAM GUIDELINES

Readiness to Engage

Share why the community feels that it is the right time to engage with other communities and experts in a peer-learning environment. How will participating in this program and the technical assistance and funding resources increase momentum around existing creative placemaking efforts in your community? Briefly share any anticipated challenges with taking part in multiple in-person meetings.

READINESS TO ENGAGE: 5 Points Possible		
5	3	1
Applicant clearly demonstrates the community's readiness to learn and engage and why now is the right time to participate in the program. Its participation is very likely to increase momentum around existing creative placemaking efforts.	Applicant provides some evidence of how its participation and the program resources may benefit the community and existing creative placemaking programs.	Applicant does not address why it is the right time to participate and/or the benefit of its participation to the community is unclear.

Community Engagement and Vision Plan

Describe the community's approach to resident and partner engagement. Does the community have a formal community vision plan in place? Include information such as:

- Details about the process for community engagement including ongoing efforts to ensure awareness of stakeholder priorities
- When was the community or vision plan completed? Include any efforts to revise or amend the existing plan.
- Note any creative placemaking goals or projects that are identified in the vision plan.

CREATIVE PLACES ACCELERATOR PROGRAM GUIDELINES

COMMUNITY ENGAGEMENT AND VISION PLAN: 5 Points Possible		
5	3	1
Applicant has a demonstrated track record of engaging residents and partners in community development projects and has a community vision plan in place that strongly reflects stakeholder priorities related to creative placemaking.	Applicant has made efforts to engage residents and partners in community development projects and has a community vision plan in place that adequately reflects stakeholder priorities related to creative placemaking.	Applicant has not made efforts to engage residents and partners in community development projects. The community vision plan is missing or lacks stakeholder input on priorities related to creative placemaking.

Program Participants

Communities are expected to form a team of 3-4 community leaders who will participate in all the program workshops. Including the applicant organization, teams should include at least one representative from local government, economic development or the business community; one representative from a local arts, cultural or civic organization; and one local artist or creative. Describe who will be participating in the program, including:

- Who will be participating in the program and how long they have been in their role or occupation
- Role and involvement within greater community
- Their level of commitment to participating in the program, if selected.

CREATIVE PLACES ACCELERATOR PROGRAM GUIDELINES

PROGRAM PARTICIPANTS: 5 Points Possible		
5	3	1
Program participants reflect a cross-section of community leadership and have established roles and involvement in community development efforts. The local leadership team is fully committed to engaging in the program activities	Program participants represent more than one community sector and are involved in community development efforts. The members of the leadership team are mostly committed to engaging in the program activities.	The names of the program participants, their roles and involvement in the community, and/or their commitment to participating in the program are unclear.

Case for Support

CASE FOR SUPPORT: 5 Points Possible		
5	3	1
The applicant has made a clear case for participation in the program and state investment.	The applicant has made an adequate case for participation in the program and state investment.	The applicant's case for participation in the program and/or state investment is unclear or inadequate.

GLOSSARY TERMS AND DEFINITIONS

Applicants should refer to the [glossary](#) for clarification of program terms and definitions.