



Choice Neighborhoods

e-news about transforming housing, people and neighborhoods

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ANNOUNCEMENTS

FY 2017 Choice Neighborhoods Planning Grant NOFA Newly Released

The NOFA for the FY17 Choice Neighborhoods Planning Grants is posted on [Grants.gov](#). Applications are due on **Monday, August 28**. This NOFA makes available up to \$5,000,000 for Planning Grants, including Planning and Action Grants. Planning Grants are two-year grants that assist communities with severely distressed public or HUD-assisted housing in developing a successful neighborhood transformation plan and building the support necessary for that plan to be successfully implemented. Planning and Action Grants are three and a half year planning grants that pair planning with action. Under these grants, the planning process activities would take place during the first 24 months of the grant period. The planning process will identify Action Activities that will be carried out during the latter portion of the grant period. Action Activities must build upon the planning for the target housing and neighborhood. Potential applicants should download the NOFA and related forms from the [Grants.gov](#) website. Questions can be sent to ChoiceNeighborhoods@hud.gov.

FY 2017 Choice Neighborhoods Implementation Grant Funding Information

HUD recently [posted](#) information, including publication timelines, for the forthcoming FY17 Choice Neighborhoods Implementation Grant NOFA. Anticipated allocation is \$132 million for Implementation Grants. HUD expects to publish the NOFA for Implementation Grants in late summer.

FUNDING OPPORTUNITIES

Resources for Funding Opportunities

The following websites regularly post funding opportunities, including regional resources. Grantees may wish to periodically check these links for relevant postings:

- www.grants.gov – Federal funding opportunities
- <http://www.cof.org/organization-type/regional-associations> - Regional philanthropy
- <http://philanthropynewsdigest.org/> - News about national and local philanthropy
- <http://grantspace.org> – Fundraising tools and support
- <http://www.fundersnetwork.org/> - Funder network for smart growth and livable communities that regularly announces funding opportunities for place based sustainable community development projects.
- <http://www.nfg.org/> - Membership association of neighborhood-level grantmaking institutions

- <http://www.greenfunders.org/> - Funder network for grant-makers on environment and conservation issues
- www.edfunders.org – Funder network for grant-makers for education

Community Economic Development Projects

The Administration for Children and Families (ACF) will award \$17.2 million in Community Economic Development (CED) discretionary grant funds to Community Development Corporations (CDC) for well-planned, financially viable, and innovative projects to enhance job creation and business development for low-income individuals. ACF is encouraging projects that align with Choice Neighborhoods Program or Promise Zones Initiative. Awards range from \$100,000 to \$800,000. [Applications](#) are due July 24, 2017.

Our Town Grant Program for Placemaking

The National Endowment for the Arts is accepting applications for Our Town, a grant program supporting placemaking projects that help to transform communities into lively, beautiful, and resilient places. This funding supports local efforts to enhance quality of life and opportunity for existing residents, increase creative activity, and create or preserve a distinct sense of place. Matching grants range from \$25,000 to \$100,000. [Applications](#) are due September 11, 2017.

EVENTS AND TOOLS

Webinar on Using Placemaking as an Economic Development Strategy

The International Economic Development Council is hosting a webinar on July 13, 2017 at 2:30pm about placemaking for economic development. Attendance is \$95 for IEDC members, \$135 for non-members. Register [here](#).

Microsoft's Online Digital Literacy Curriculum

This online [resource](#) provides a self-guided tutorial for individuals to learn computer basics, understand the internet, cloud services and the world wide web, navigate productivity programs like word processing software, understand computer security and privacy, and learn how to access music online. The curriculum also includes a Digital Literacy Certificate Test.

Call for Community and Economic Development Practitioners

The Community Development Financial Institutions Fund (CDFI Fund) is issuing a call for well-qualified persons to serve as application reviewers for the 2017 application round of the New Markets Tax Credit Program (NMTC Program). If you are interested in applying, please send a brief email indicating your interest to: NMTCReview@F2Solutions.com.

RESEARCH AND PUBLICATIONS

Tips for Partnering with Local Hospitals

Shelterforce's blog, Rooflines, describes eight suggestions for communities to think creatively about partnering with local hospitals in a recent [article](#).

Resources for Placemaking

LISC recently published an [article](#) compiling a list of some of the available resources that detail how to plan and execute arts-based strategies. The article includes useful tips and tools for those

just starting out, as well as more seasoned developers looking for new ideas or ways to overcome challenges.

SPOTLIGHT Tampa's Encore District: Using Music, Arts, Culture and History for Placemaking



Figure 1: Gateway Sculptures by artist James Simon

The Tampa Housing Authority (THA) received a Choice Neighborhoods [Implementation Grant](#) of \$30 million in 2012 for the Central Park/Ybor neighborhood. The award supported an ongoing redevelopment plan to transform 483 units of distressed public housing into a new mixed-use, mixed-income community known as the '[Encore District](#)'. The name celebrates the [rich history](#) of African American musicians who performed on Central Avenue. When development is complete, the community will include 2,030 residential units, 50,000 square feet of commercial retail space, 59,000 square feet of office space including a hotel, a supermarket, and the restoration of the St James Church as a community learning center and computer lab.

Choice Neighborhoods Critical Community Improvement (CCI) funding was vital in this project to support the redevelopment of [Perry Harvey, Sr. Park](#) which celebrates the history and contributions of the African American community. This park commemorates the history of Tampa's oldest and largest African American neighborhood, known as the 'Scrub'. Between 1900 and 1930, the African American population of Tampa quadrupled (from 4,382 to 21,531), and the number of African American businesses on and around Central Avenue rose to over 200. By the 1930s, Central Avenue offered everything necessary for daily life, including a thriving music scene as a stop on the [Chitlin' Circuit](#). Artists like B.B. King, Ella Fitzgerald, Ray Charles and James Brown played at venues in this community. This musical history is celebrated through public art, such as the statues below that recognize the Scrub as the birthplace of the 'twist'.

Leroy Moore, of the Tampa Housing Authority, explains the importance of placemaking – "Placemaking is about creating a place of choice where people want to be." Leroy emphasized that placemaking is more than just public art, it must permeate the DNA of the entire redevelopment. For example, one of the senior apartment buildings is named the Ella, to celebrate Ella Fitzgerald. He suggests that placemaking elements be incorporated throughout the project, not just in one location. Another example he provided is to use functional objects as public art – instead of installing standard bike racks, for example, work with artists to design bike racks shaped



Figure 1: Leaders' Row by Mike Parker

like musical instruments. Creative marketing strategies helped to build momentum for the newly mixed-income community, by both celebrating the neighborhood's past while simultaneously envisioning a brighter future for a diverse community of residents.

One challenge that the grantee and their partners encountered during the planning process for the park's design was the introduction of an unexpected community stakeholder. The redevelopment plans called for the removal of a skate bowl located in the center of the park. Skateboarders from the community utilized social media to organize support from around the world to protest the removal of the 'Bro Bowl', and worked quickly to register the structure on the National Register of Historic Places. The dispute sparked tension and created an unexpected challenge for planners working to balance the voices and needs of the diverse community members in the design process. The Choice Neighborhoods team held 3 large community meetings to discuss the issue and allow everyone to express their concerns. Through their public engagement process, a compromise was reached – the original Bro Bowl was laser scanned and rebuilt in the North area of the park, along with a new state-of-the-art skate park. Leader's Row, an architectural installation commemorating Central Avenue, was installed in the center of the park where the original Bro Bowl had been.

Through the public engagement process, the Tampa Housing Authority helped the community come to a solution that everyone could live with. The CCI/CN funding provided by the Choice Neighborhoods grant helped create an amazing, award winning, cultural and historical destination for the region to enjoy and commemorate the diverse history of the people and the music of the past while tying it to new and exciting ventures for the future.

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