

Our Town – Living Artfully

Program Description

- The National Endowment for the Arts (NEA) believes that the arts contribute to our individual well-being, the well-being of our communities, and to our local economies. In that spirit, the NEA supports the nation's arts sector with grant opportunities.

- The NEA's **"Our Town"** grant program supports local activities that integrate arts, heritage, culture, and design into efforts that strengthen communities.

Project Types

- ***Arts Engagement:*** Includes community co-creation of art, performances and public art.
- ***Cultural Planning:*** Includes creating a cultural plan, or integrating plans and policies around arts, culture and heritage as part of a City's Arts Master Plan.
- ***Design:*** Includes community planning and development of public art, artist space, cultural facilities and public spaces where people congregate.

Potential Opportunities for Ivins

- All of the above project types support the City's goal of developing a vibrant arts corridor beginning at The Center for the Arts at Kayenta, traversing Center Street, and continuing on to Black Desert Resort and Tuachan.

- Grant amounts range from $25,000 to $150,000.

Possible Focus Areas

- The Arts Commission envisions a multi-phase project to strategically develop the Arts Corridor. This could feature various types of art, possibly organized as a walking tour along the Arts Corridor, illustrating the geologic and cultural history and heritage of Ivins, including the Shivwits / Paiute culture.

- Individual pieces of art could be placed in strategic locations along the Corridor. This might include replacing the sculpture in the Snow Canyon roundabout, creation of the Fire Station mural and / or a continuation of the utility box project.

Required Partnership

- The “Our Town” grant application process requires ***two primary partners –*** a local government entity and a 501(c)(3) non-profit arts organization, such as the Kayenta Arts Foundation.
- The lead applicant ***must be*** the 501(c)(3) arts organization.
- A letter of support from the Mayor must accompany the grant application.

Why the Kayenta Arts Foundation?

- KAF currently holds both SAM.gov and Grants.gov accounts, which are required of the lead applicant.
- KAF's history of public programming will be compelling to the NEA, especially because KAF has multiple years of providing "Free to the Public" arts festivals and events that have a strong record of engaging the community year-round.
- KAF's programming is culturally and artistically diverse. The NEA grant committee has historically funded culturally diverse projects.
- The success rate of grant applications to the NEA is 20%. KAF's Executive Director, Miranda Wright, has personally written three successful NEA grant proposals and will be fully available for the Our Town applications, in partnership with the City.

Matching Funds Requirement

- The NEA requires a minimum cost share / match equal to the grant amount.
- The NEA looks for projects involving the arts in partnership with committed governmental, non-profit and private sector leadership.
- The Ivins Arts Commission, with the support of the City, will solicit pledges from local private sector businesses and individuals to generate the required matching funds.

Ivins City Support

- The Arts Commission is not asking for any additional money to be budgeted by the City in support of this project.
- There is $26,163.00 of unspent RAP tax money from prior years that has been allocated to supporting the arts and is being held in reserve.
- We are asking Council to pledge $20,000 of this amount towards our matching funds goals. Should we receive a grant, the return on that investment would be 100%.

Next Steps

- Approval by Council for the Arts Commission to proceed with fundraising in preparation for grant submission around August 1st.
- Approval of the Kayenta Arts Foundation as the lead applicant.
- Commitment of existing RAP tax funds to this project.