



OCRA

Office of
**COMMUNITY &
RURAL AFFAIRS**

Indiana Office of Community and Rural Affairs

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Project Manager

What is Placemaking?

- **Community** specific, inspired and driven
- **Want** to be where you are, where you live
- **Partnership** makes it stronger
- **Impact** to the economy and population
- **Everyone** can play a role
- **Temporary** is acceptable and encouraged



Placemaking in Rural

“The **place is** becoming **more important** than **product.**”

National Association of Realtors



Placemaking in Rural

“The easiest way to think about rural placemaking is in a regional context. Just the presence of rural areas with distinct identity surrounding more densely populated areas adds appeal and can be a population and economic development attractor.

Michigan State University



Stopping Brain Drain

“By bringing in new ideas, businesses, amenities, and social spaces, small towns can help foster place attachment”

PPS-Placemaking on Main Street: Revitalizing Rural August, 2016

Placemaking Progress

What has happened:

- Collected feedback
- Expanded eligible applicants
- Added in education component
- Focused on regional approach
- Creation of **2 new programs**



Bloomington Placemaking Workshop – July 2018

PEER Program

PEER is:

- Learning from other communities' experiences
- Sharing best practices
- Inviting ideas from an outside perspective
- Continued mentorship



PEER Program

- The lead applicant must be the local unit of government
- Participation should include a broad range of stakeholders
- Any size community can be a PEER participant or the host community

PEER Program

Areas of opportunities can include:

- Riverfront/Water
- College town
- State park
- Main Street
- Tourism
- Recreational



PEER Program

Funding:

- Stipends
 - Travel stipends for host community to visit the PEER community
 - Travel stipends for the PEER community to visit and attending meetings
- Project Funds
 - \$20,000
 - Key stakeholder recommend quality of place project for Host community
 - Cash match of 1:1

Want to participate?

- Complete online application
- Be nominated by staff
- Suggested by a community



PEER Program

Timeline:

- Monday, June 24 Program Opens
- Wednesday, June 26 Informational video available
- Friday, August 16 Applications Due
- Thursday, September 12 Communities Announced
- October 28 to November 8 Community Visits
- November 18- November 19 Feedback Meetings
- Wednesday, December 11 Wrap Up and Kick Off

Connecting Communities

- Support regionalism
- Strengthen existing partnerships
- Supply quality of place funding
- Transform community assets



Connecting Communities

Lead applicant must be:

- Local Units of Government
- Main Street Organizations
- Schools
- CVB
- Economic Development Organizations
- Include a partnership from two or more regional partners

Funding

- \$100,000 pool
 - Will fund placemaking projects
- 1:1 match
- State funds

Connecting Communities

Competitive projects will:

- Utilize the funds to strengthen their region
- Have a clear understanding of regionalism and placemaking
- Use the project as a step to a bigger project
- Fully articulate and plan for activation
- Incorporate prior planning
- Improve quality of life
- Include prior community engagement

Connecting Communities

Timeline:

- September 16, 2019 Opens for Application
- September 18, 2019 Informational Video posted
- November 8, 2019 Applications are Due
- December 6, 2019 Project(s) Announced

Schedule a meeting
with Colette & your
OCRA Community
Liaison

NEXT
STEP

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