



Indiana Destination Development Corporation

IN Indiana Placemaking Activation Grant Guidelines & Timeline

I. Background / Vision

The IN Indiana Placemaking Activation Grant looks to create community activations of the IN Indiana identifier throughout the state of Indiana.

II. Project Goals

The goals of the Placemaking Activation Grant are to:

1. Create Instagrammable experiences in high-visibility areas of Indiana.
2. Generate activations that use the "IN Indiana" brand to tie Indiana communities together as a cohesive destination.
3. Add to the beauty of Indiana's rural, urban and suburban landscapes.

III. Project Description

This is a 1:1 matching grant of up to \$25,000 to fund placemaking efforts. IDDC will allocate up to \$100,000 for this program with total expenditure based on the quality of applications received. Entities eligible to apply are municipalities, counties, communities, destination marketing organizations, main street organizations and chambers of commerce. Potential projects include but are not limited to park enhancements, street beautification projects, historical or decorative statues, community gateway signage, water towers, overpass transformations and more.

Applicants are asked to provide a proposed location and design; vendor who will create the activation; documentation of matching funds; and estimated costs. Projects must use the "IN Indiana" mark within provided guidelines and final usage must be approved by IDDC.

Applicants must be registered as a bidder/vendor with the Indiana Department of Administration (IDOA) Supplier Division BEFORE applying.

The lead applicant on each project must be the property owner of the proposed location and provide written approval to use the space, including assurance that the project will be unobstructed and preserved for a period of 10 years or until permission for redevelopment is granted by IDDC. If the proposed location is owned/operated by a separate governmental body or property owner from who is applying, applicants must have documented approval BEFORE submitting their application. Grantees are liable for any expenses pledged as match, and the grant will only cover expenses not to exceed the awarded amount. Applications must include "letters of commitment", which is documentation that pledges the amount of local funds that will be used during the scope of this project. All grant funds must be spent pro-rata, proportional, to the local funds spent throughout the project.

Projects will be selected based on location/visibility to Indiana residents and visitors and on the quality of submitted design, with preference given to locations in high-view areas and locations that create potential for photo opportunities. IDDC seeks applications from a diverse group of locations and projects, including urban, suburban and rural settings, large and small communities, and locations in different regions of the state.

Grantees will receive 75% of funding upon award and 25% upon project completion.

IV. Eligible and Ineligible Expenses

Eligible Expenses:

- Contract/Commission fees
- Installation costs
- Supply costs

Ineligible Expenses:

- Administrative costs for project planning & implementation
- Marketing
- Food or Alcohol
- Travel costs, (i.e., mileage reimbursement, lodging, per diem)
- General office supplies and equipment
- Expenses not directly related to the project

V. IN Indiana Placemaking Activation Grant Timeline

October 18, 2024: Call for Applications

November 8, 2024: Grant Program Informational Webinar

February 7, 2025: Application Deadline (4 pm ET)

February 10 – February 14, 2025: Threshold Review Period for Submitted Application

March 19, 2025: Announcement of Award Recipients

December 1, 2025: Deadline for Project Completion

VI. Completeness and Threshold Requirements

For consideration, grant applications must be both (1) complete and (2) meet threshold standards. Applications that do not meet completeness and threshold standards will not be scored.

After submitting, an application grantees will be contacted to correct any issues found. Corrections must be completed before the end of the threshold period February 14, 2025 (4 pm ET) or the application will be considered incomplete.

To pass “threshold” review the application must;

1. Answer all application questions.
2. Provide all documentation from the Application Submission Procedure section.
3. Complete the application as instructed on the application.
4. Compile and submit application as a single PDF document.

Applications that are for an eligible project, but whose proposal contains expenses which are ineligible will be expected to cover such ineligible expenses with a different funding source or eliminate the ineligible expenses from the project scope.

VII. Application Submission Procedure

The following materials must be submitted by February 7, 2025, as ONE complete PDF document to grants@iddc.in.gov for consideration. The file name must reflect the applicant name (e.g. ApplicantName-IDDCGrant.pdf).

1. Completed & Signed Application Form.
2. W-9 and Direct Deposit Form (Applications cannot be considered without these documents.)
3. Project design and/or renderings
4. Detailed proposed budget
5. Copy of match commitment from any/all sources providing matching funds.
6. Copy of a letter of commitment from vendor to create the activation described.
7. Photos and Map of Project Location
8. Written or documented assurance (signed letter and/or warranty deed) that the project location is owned by the applicant at time of application and that applicant agrees to display the funded project for a minimum of 10 years.
 - a. If the project location is owned/operated by a separate governmental agency, formal documentation from that agency allowing the use and scope of the project and their agreement to display the funded project for a minimum of 10 years. This documentation is to be provided along side **their** proof of site ownership.

All documents and applications must be submitted digitally via email. Applicants with on-going IDDC grant projects or overdue paperwork will be ineligible for award unless previous projects are completed and closed prior to the application deadline. If applying for Indiana Destination Development Grant also, applicants must propose two (2) separate and distinct projects at different locations. If awarded, applicant will NOT be able use grant funds from one project on the other.

If your project is proposed at a Historic Place on either the Indiana or National Register, you must complete and upload an application for certificate of approval, [state form 52889](#). The applicant is responsible for submitting their Certificate of Approval to the Department of Historic Preservation and Archeology (DHPA). IDDC will NOT submit on the applicant's behalf. Any project requiring this document must be approved in order to be considered for state funding.

VIII. Application Questions

Please direct questions about the grant program, the application process and more to grants@iddc.in.gov.