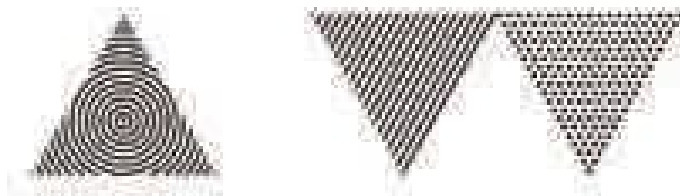


National Endowment for the Arts

Opportunities for Arts and Culture in Rural America



ART WORKS.



**National
Endowment
for the Arts**
arts.gov

**AGENCY
OVERVIEW**

**NEA
PROGRAMS**

NEA Mission

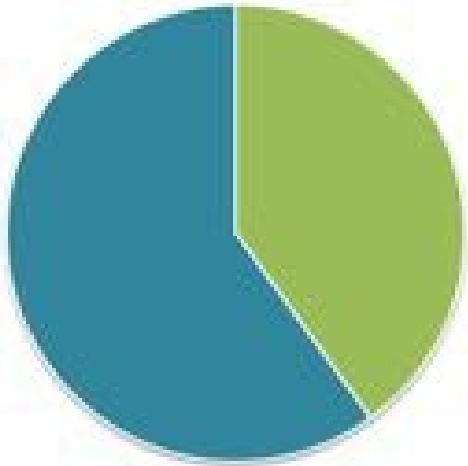
NEA is dedicated to advancing artistic excellence, creativity, and innovation for the benefit of individuals and communities.

- Federal government **agency**
- Offers **grant making**
- Brokers and forms **local and nationwide relationships**
- Advances **policy**



NEA Budget

40% of grant funding to **states and regional partners**



60% of grant funding is administered through **competitive award programs** (to government entities, nonprofit 501c3 organizations and federally-recognized tribal governments)

FY 2015 Total Budget:
\$146 million



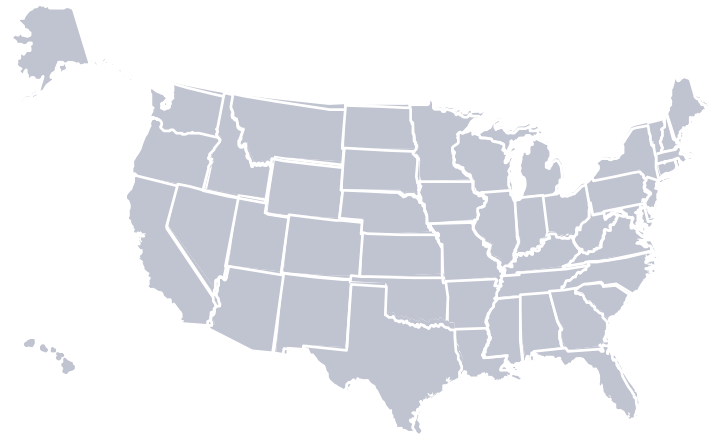
Strategic coalitions with federal agencies to leverage arts and culture opportunities in other agencies' grants programs



Field Network

NEA staff are in DC but work with a variety of partners:

- State Arts Agencies
- Regional Arts Agencies
- Local Arts Agencies
- Individual artists
- Non-arts leaders employing arts and culture strategies in community building



NEA Competitive Grant Programs

OUR TOWN	Arts/culture-driven community development, place-based investments	\$25,000-\$200,000	Annual Deadline
ART WORKS	Creation, Engagement, Learning, Livability projects	\$10,000-\$100,000	Two Annual Deadlines: February and July
CHALLENGE AMERICA FAST-TRACK	Extend reach of arts to underserved communities	\$10,000	Annual Deadline: May

** Eligible applicants: Nonprofit 501c3 organizations (3 years of history), government entities, federally-recognized tribes*



Direct Grants: Requirements

- Non-profit
- 3-year history of programming
- 1 to 1 match for project budget

Grants Review Process

- Level 1: Panel
- Level 2: National Council on the Arts
- Level 3: Chairman of the NEA



Artistic Excellence
& Artistic Merit

Art Works

- Creation
- Public engagement
- Lifelong learning
- Strengthening of communities
 - Matching grants range from \$10,000 to \$100,000
 - Deadline: February 19, 2015
 - Notification: November 2015
 - Earliest Start Date: January 1, 2016



Challenge America

- Support to small and mid-sized organizations
- Reach underserved populations limited by geography, ethnicity, economics, or disability
- At least one of these underserved characteristics must be present
- Engaging the public with diverse and excellent art, and strengthening communities through the arts
 - Matching grants are \$10,000
 - Deadline: April 16, 2015
 - Notification: December 2015
 - Earliest Start Date: January 1, 2016

THE ARTS AND PLACE?

**Jobs
Transit
Safety
Enviro
Schools
Businesses**

SOCIAL OFFERINGS

SOCIAL OFFERINGS

OPENNESS

SOCIAL OFFERINGS
OPENNESS
AESTHETICS

Jobs

Transit

Safety

Enviro

Schools

Businesses

Arts

Jobs
Transit
Safety
Arts
Enviro
Schools
Businesses

CREATIVE PLACEMAKING

A tall, illuminated, modern building at dusk. The building has a large, glowing white rectangular section at the top and a textured, greenish facade below. The sky is a mix of blue and purple. In the foreground, several people are standing and looking towards the building. The overall scene is a digital rendering of a modern architectural structure.

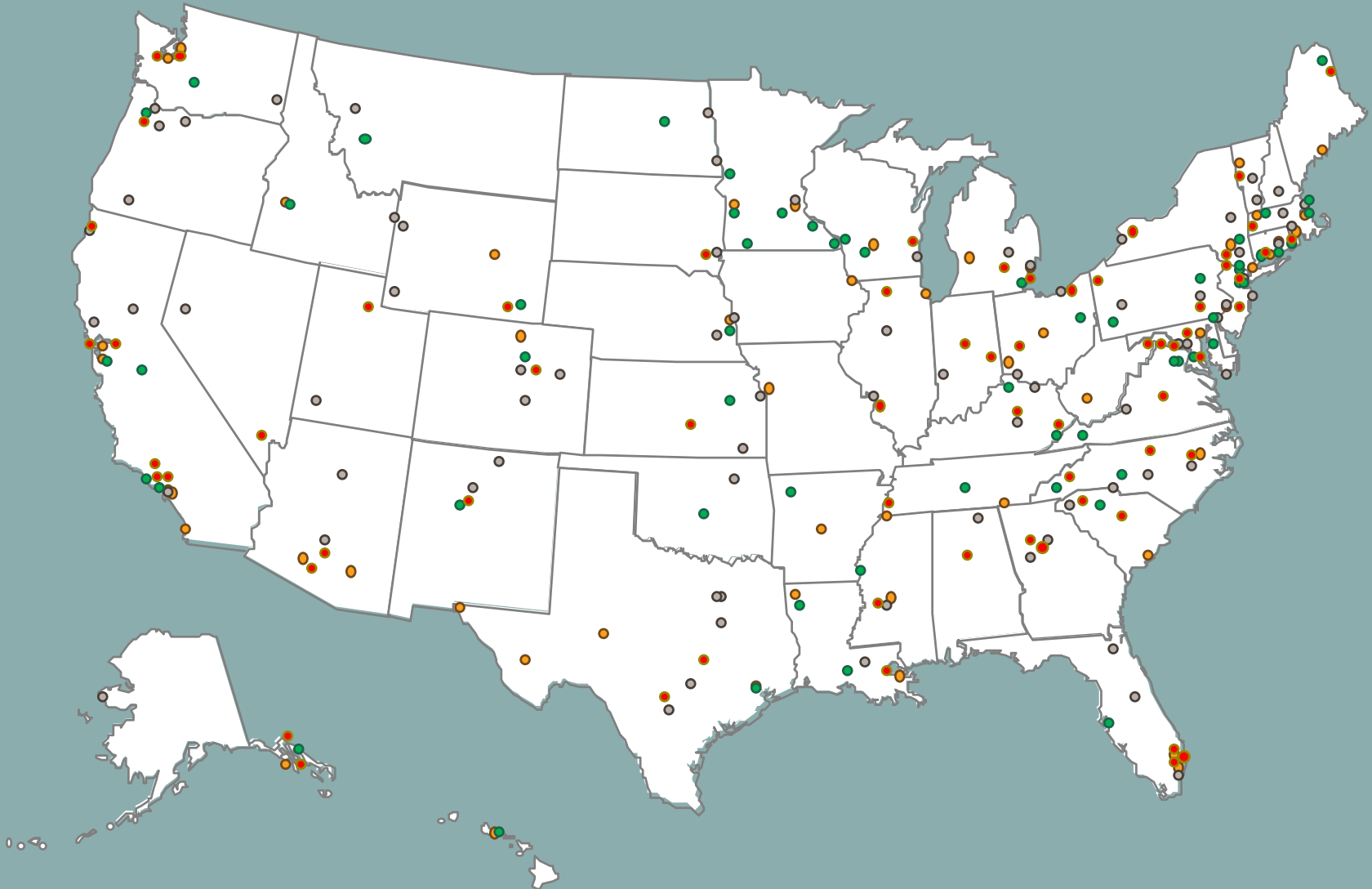
Our Town

LOCAL GOVERNMENT

+

ARTS ORGANIZATION

Our Town Grants



Our Town FY14 Partners in 66 Grantees

374 partners

151 arts partners

28 Local Arts Agencies

5 State Arts Agencies: OR, WV, NC, DC, UT

our town non-arts partners

Nonprofit Organizations:

- Aging services
- Botanic gardens
- Development/community reinvestment
- Environmental
- Historic preservation
- Land planning (Main Streets)
- Libraries
- Religious
- Recreation
- Scientific
- Youth development

Local businesses:

- Banks
- Construction firms
- Farms
- Galleries
- Hospitals
- Newspapers
- Restaurants
- Real estate developers

Government:

- Non-arts local, state and federal agencies (transportation, housing, parks, etc.)

Education:

- Private K-12 schools
- School districts
- Universities

Other:

- Business associations
- Business Improvement Districts
- Foundations
- Land Trusts

**ArtsQuest SteelStacks
Bethlehem, PA**





ArtsQuest SteelStacks Bethlehem, PA

**ArtsQuest SteelStacks
Bethlehem, PA**





Wormfarm
Farm Art – Dtour

Reedsburg, WI



Wormfarm
Farm Art – Dtour

Reedsburg, WI



Wormfarm
Farm Art – Dtour

FY11Grantee
Reedsburg, WI



A collection of Vollis Simpson's Whirligigs. Photos courtesy of Berk Uzzie



**Vollis Simpson Whirligig Park
Wilson, NC**

Sample Our Town Projects

<http://arts.gov/exploring-our-town/>



Citizens' Institute on Rural Design

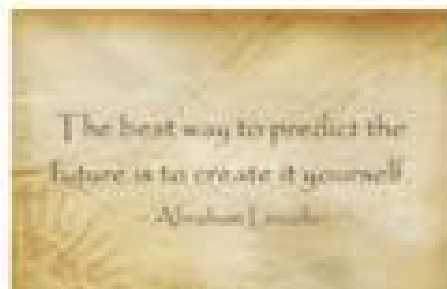
[About CIRDC](#) [Workshops](#) [Apply](#) [Resources for Rural Communities](#) [Blog](#)

Building Resilience Through Design

Rural design is an important tool for rural communities to build upon existing assets and improve the way a community looks, its quality of life, and its economic viability. However, few rural communities have access to design assistance or the expertise to tackle these challenges on their own. The Citizens' Institute on Rural Design (CIRD) provides communities access to the resources they need to convert their own good ideas into reality.

[Learn More](#)

From the Blog



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Email Newsletter

Sign-up for email updates about workshops, resources and other news.

ENTER EMAIL ADDRESS

Resources for Rural Communities

Design issues

[Arts and cultural development](#)
[Downtown revitalization](#)
[Growth management](#)
[Heritage and preservation](#)
[Land and agricultural conservation](#)
[Transportation](#)

Community issues

[Declining population](#)
[Diversity](#)
[Economic development](#)
[Governance and regulation](#)
[Income inequality](#)
[Local identity and character](#)
[Skills and education](#)
[Youth and aging](#)

Resource type

['How to' guides](#)
[Apps](#)
[Case studies](#)
[References and reports](#)
[Webinars](#)
[Worksheets](#)

Resources for...

[Data collection and analysis](#)
[Facilitation and decision-making](#)
[Fundraising](#)
[Project design and management](#)
[Project evaluation](#)
[Project implementation](#)
[Public participation and outreach](#)
[Values-based planning](#)

Project scale

[Block](#)
[Main street](#)
[Town](#)
[County](#)
[Region](#)

Region

[Mid-Atlantic](#)
[Midwest \(Great Lakes & Plains\)](#)
[New England](#)
[Rocky Mountain](#)
[Southeast](#)
[Southwest](#)
[West](#)

Recent Resources

[From the Experts: Strategies for Saving Rural America](#)

Design issues:
[Downtown revitalization](#)

What else is the NEA doing?

Blue Star Museums

Walter Reed Healing Arts

The Big Read

Poetry Out Loud

Shakespeare in American Communities