Better Places
Empowering Vermonters to Create Vibrant Public Places

Vermont Department of Housing and Community Development
Vermont Community Foundation | VT Department of Health | Patronicity

February 10, 2022
Program Launch Webinar
Accessibility and Language Translation

Application accommodations are available for people with disabilities and/or limited English proficiency. Possibilities include: an interpreter, document translation, or alternative formats.

To arrange these services or make an alternate request, contact Richard Amore with the Vermont Department of Housing and Community Development by email at richard.amore@vermont.gov or at 802.585.0061. Voice and relay calls are welcome.
Land Acknowledgement

As Vermont placemakers, we acknowledge the places we live, play, and create occupy the unceded traditional land of N’dakinna, the ancestral homeland of the Abenaki people. Our village greens, parks, community centers, main streets, murals, art installations, and other community projects sit on Abenaki land.

We recognize the indigenous culture and people that existed in N’dakinna long before Europeans arrived in North America, and those here today. We acknowledge and honor with deep gratitude, the Abenaki people, the traditional placemakers and caretakers of these Vermont lands and waters.
Presentation Agenda

1. Welcome and Introductions
   Overview of agenda, acknowledgements, and partner introductions

2. Program Overview
   Better Places partnership and basics

3. What is Placemaking?
   An overview of placemaking and how Vermont communities use placemaking to build inclusive, vibrant, and loveable places

4. Crowdfunding & Patronicity’s Team
   Overview of crowdfunding and the crowdgranting process

5. How to Apply?
   An overview of eligibility, award amounts, process and timeline, and requirements

6. Wrap up and Q&A
   Share resources and questions and answer session
Inclusion and Equity as a CORE VALUE

The Better Places partners believe that all Vermonters deserve access to vibrant and welcoming public places in their lives and communities. We are **committed to lifting up placemaking projects, policies, and practices which contribute to social and racial equity for a more just, inclusive, and equitable Vermont.**
Co-Created and Collective Action

The Better Places program was **co-developed and co-created** by the Vermont Department of Housing and Community Development in partnership with:

- The Vermont Legislature
- The Vermont Community Foundation
- Vermont Department of Health
- Patronicity

Better Places relies on the expertise and **generous support** of the Better Places Partners which include:

- Vermont Arts Council
- AARP Vermont
- Local Motion
- Preservation Trust of Vermont
- National Life Group Foundation
- Vermont Agency of Transportation
- Vermont Agency of Agriculture, Food, and Markets.

Special thanks to all the local placemakers across the state doing this important work and for the Vermont Legislature and Governor Phil Scott for supporting the Better Places program.
The General Assembly finds:

- Public spaces are essential for supporting economic activity and health and well-being..... throughout the pandemic and for building engaged, equitable, and resilient communities in the future.
- Placemaking projects intentionally leverage the power of the arts and cultural assets to strengthen the economic and social fabric of communities..........

It is the intent of the General Assembly to:

- Help local leaders identify, develop, and implement placemaking projects by creating the Better Places Program to advance local recovery efforts, rebuild local economies, boost local capacity, and reconnect Vermonters to one another.....
Place-based
People-focused
A new grant program that’s about building community, not just implementing projects.
Better Places is a community matching grant program empowering Vermonters to create inclusive and vibrant public places serving Vermont’s designated downtowns, village centers, new town centers, or neighborhood development areas.

The Better Places program provides one-on-one project coaching, local fundraising support, and two to one (2:1) matching grants ranging from $5,000 to $40,000 to make your community-led placemaking ideas happen.
Placemaking Overview
Placemaking is...
- creating great public places, **together**
- people-focused, community-driven
- inclusive and collaborative
- experimental and adaptable
- Co-created and co-owned
50% outcome, 50% process
...providing an opportunity for people to build a relationship with, fall in love with, and care about the places they spend time in.
...providing an opportunity for people to build a relationship with, fall in love with, and care about the places they spend time in.

Why invest in placemaking?
More heart
Social connection, sense of belonging, welcoming places, joyful experiences

More local investment
Attracts business, visitors, donors big and small, community participation, local stewards

More resilience
Improves health of people, local businesses, the creative economy, and the environment
3 Pillars of Placemaking
PEOPLE: Empower people to create places they love

Why? Places that are loved, thrive.
PLACE: Use what you have and try something new

Why? It’s quicker, more affordable, and uncovers a wealth of resources and opportunities
PROCESS: Build and lift each other up

Why? Sharing leadership strengthens the whole community.
What does placemaking look like?
Community gardens, farmers markets, little free pantry cupboards

credit: Barton Community Giving Garden
Community events that celebrate the arts and cultural traditions
Recreation and physical activity...
...even in the winter!
Local markets and skill sharing events
Public art, collaborative art, theater, music
“I've driven by this parking lot hundreds of times and never even noticed it was here. Now I'll never drive by it again without remembering this energy, this night.”
Crowdfunding Overview
Better Places Crowdfunding Partner, Patronicity

Better Places
Empowering Vermonters to Create Vibrant Public Places

Funded: $0
Patrons: 0
Projects: 0
Matched by Sponsor: $0
Patronicity was founded in 2013 in Detroit, Michigan. Our founders, Chris Blauvelt and Ebrahim Varachia, saw the opportunity crowdfunding offered as a catalyst for placemaking and community development in their city.
OUR MISSION

We use crowdfunding as a catalyst for placemaking and community development, connecting granting organizations, sponsors, and donors with hyper-local changemakers in order to build more vibrant, sustainable communities.

OUR VISION

TO REVOLUTIONIZE placemaking by democratizing the funding and implementation process.

TO TRANSFORM communities by harnessing the power of crowdfunding and sponsored grants.

TO EMPOWER changemakers to create more sustainable, healthier, and equitable communities.
Our Team

Our team is passionate about building vibrant communities. With team members located across the United States as part of our fully remote team, we bring diverse interests, experiences, and passion to help other communities thrive.
Since 2013, Patronicity has partnered with numerous private and public sector partners to distribute matching grants to small businesses, municipalities, and nonprofit organizations across the United States.
What is Crowdfunding?
Crowdfunding is the process of gathering a community to provide financial support for a project within a set period of time.

What is Crowdgranting?
This powerful model combines the power of a grant with the power of crowdfunding!

- **The COMMUNITY** crowdfunding $15,000
- **The SPONSOR** or GRANTOR awards a matching grant of $30,000
- **The TOTAL INVESTMENT** in the community is $45,000
We Believe in this Model
Crowdfunding democratizes access to capital, empowers communities to champion their own sustainable development, and allows residents to support projects that mattered most to them.

IT IS ACCESSIBLE
IT IS DECENTRALIZED
IT’S A GREAT STORYTELLING TOOL
IT FACILITATES COMMUNITY ENGAGEMENT
Crowdfunding Process and Support

Running your own crowdfunding campaign may seem daunting, but we will be there to support you every step of the way! We provide:

- One-on-One Project Coaching
- Crowdfunding Strategy
- Technical Support
Energizing Downtown Ashland

Ashland is often referred to as a bedroom community. As residents, we know it has fabulous schools, great accessibility to Boston, wonderful neighborhoods and neighbors. But our downtown is strangely quiet despite the trains running through the center. Many people often talk about what Ashland used to be. It had a bustling downtown with a coffee shop where you would go for all your town news. You could find a job there and work close to home. When you walked out for lunch, you would always see someone you knew and stop for a chat.
$37,255
funded of $25,000 goal

292
patrons

+$25,000

MassDevelopment

=$62,255

THE CORNER SPOT  |  Ashland, Massachusetts
EAGLE STREET INITIATIVE | North Adams, MA

$35,871 funded of $25,000 goal

225

+$25,000

=$60,871

MassDevelopment
TIPTON ALLEY  |  Tipton, Indiana

$23,266
funded of $20,000 goal

56
patrons

+$20,000

ihcda
Indiana Housing & Community Development Authority

=$43,266
Better Places
Program Details
What?

Better Places grants support community-led projects that create, revitalize, or activate public spaces, that bring people together to build welcoming and thriving communities across Vermont. All projects must be open to and accessible to all people, with no charge of admission.
Who?

Municipalities, local community groups, and nonprofit entities with municipal support may apply. Only one grant will be awarded per a municipality per a calendar year. Nonprofits and community-based organizations must have permission from the property owners (municipality or private owner) where the project is proposed. Community groups must use a fiscal sponsor and abide by Vermont Community Foundation’s fiscal sponsor agreement.
Where?
Projects must be located in, connected to, or in direct safe walking distance to a state designated downtowns, village centers, new town centers, or neighborhood development areas. Projects must have proper site control secured prior to applying to ensure permission to use (or improve) the space. To determine if your community has a state designation, visit the Vermont Planning Atlas.
The Better Places program will support local crowdfunded placemaking projects through a two-to-one (2:1) match, providing grants from $5,000 to $40,000. Better Places grants will support both permanent and temporary projects that create, revitalize, or activate a public space. However, public space activations and programming, events, music and cultural performances, temporary improvements, and demonstration projects are limited to a maximum grant award of $10,000.
When?

Applications will be accepted on a rolling basis while funding is available starting on February 10, 2022. There is no application deadline. DHCD anticipates offering two rounds of Better Places funding in 2022. Projects must be completed within one year of executed grant agreement.
Better Places uses a method of grantmaking called “crowdgranting”. Crowdgranting combines crowdfunding – the practice of funding a project with small donations from a large number of people – paired with a matching grant from DHCD.

Better Places participants will:

1. Complete Pre-flight check, Apply and Receive Project Approval from DHCD [on a rolling basis]
2. Work with a Patronicity project coach to launch crowdfunding campaign and raise 33% local match
3. Receive Better Places 2:1 matching grant and work with Vermont Community Foundation on grant agreement
4. Implement Project and Celebrate Success
Have an Idea? Read the Better Places Program Guide and then Go to https://www.patronicity.com/BetterPlacesVT and click “Step 1” to fill out the Pre-flight Form.
When ready, please fill out Get Started Preflight Form and DHCD staff will contact you within a few days to discuss your project idea.
DHCD grants project approval and then applicant works with Patronicity’s project coach to initiate crowdfunding campaign and raise 33% matching funds.
Crowdfunding Campaign is Successful

Once the 33% of project funds are successfully raised, participants work with the Better Places team to receive the 2:1 matching grant and execute the grant agreement.
Make your project happen! Project team works within a 12-month period to complete their project and celebrate success!
Measure Progress and Impact

Build in ways to evaluate, ask for community feedback, record results (‘what we learned’) and mentor each other, to bring a depth of understanding and meaning to current and future initiatives. Complete Better Places close-out report to share progress and impact.

Bethel, VT
Example
Scenario 1: Single-Source Funded Project [permanent project]

- Total project cost: $60,000
- Crowdfunding campaign goal: $20,000
- Better Places match, if crowdfunding campaign goal is achieved: $40,000

Pittsford, VT
Scenario 2: Leveraged Funded Project [permanent project]

- Total project cost: $100,000
- Prior Committed Funding: $40,000
- Financial Gap: $60,000
- Crowdfunding Campaign Goal: $20,000
- Better Places Match, if Crowdfunding Campaign Goal is achieved: $40,000
Scenario 3: Temporary Project [event, programming, or demonstration]

- Total project cost for temporary project: $15,000
- Crowdfunding Campaign Goal: $5,000
- Better Places Match, if Crowdfunding Campaign Goal is achieved: $10,000
Grant Awards and Eligible Uses

The Better Places grants can support capacity building and soft cost up to 25% of the grant funds and crowdfunding match totals. The Better Places program encourages use of these funds for community engagement, capacity building, marketing, artist or design fees and other technical assistance needed to help execute a successful placemaking project.

75% 25%

Support construction, implementation, design/build, and programming, etc. project costs

Support capacity building, design services, project management, community engagement, translation services, etc. project costs
Better Places participants will:

1. Apply and **Receive Project Approval** [on a rolling basis]

2. Work with a Patronicity project coach to launch crowdfunding campaign and **raise 33% local match**

3. Receive **Better Places 2:1 matching grant** (from $5k to $40k) and execute grant agreement

4. Implement Project, **Celebrate Success**, Measure Impact
Q&A Session

Better Places
Empowering Vermonters to Create Vibrant Public Places

Richard Amore
Vermont Department of Housing and Community Development
Division of Community Planning and Revitalization
(802) 585.0061
richard.amore@vermont.gov
https://accd.vermont.gov/community-development/funding-incentives/better-places
https://www.patronicity.com/BetterPlacesVT