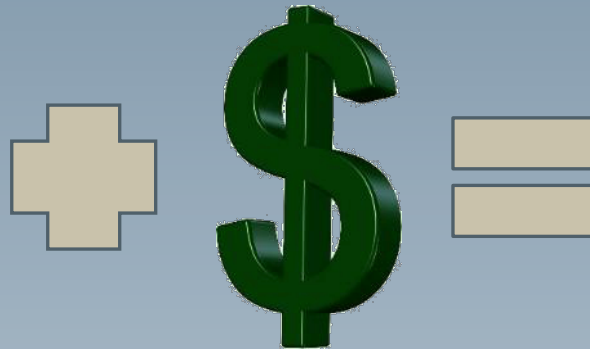


# Leveraging Resources for Brownfields Revitalization



*Meet the Funders: Parks, Community Health and the Arts*

# Today's Speakers



Andrew Seth  
President  
Sustainable Strategies DC



Harold Taylor  
Program Specialist  
U.S. Department of Health and  
Human Services



Aimee Storm  
Land Revitalization Coordinator  
U.S. Environmental Protection Agency



Jennifer Hughes  
Community Solutions Specialist  
National Endowment for the Arts



Joel Lynch  
Chief, State and Local Assistance  
Programs  
National Park Service



James Thele  
Planning Director  
City of Omaha

# Today's Agenda

- I. Introductory Remarks
- II. Meet the Funders – Parks, Community Health and the Arts
  - \* National Park Service
  - \* U.S. Department of Health and Human Services
  - \* National Endowment for the Arts
- III. Local Case Study
  - \* Omaha, Nebraska
- IV. Q & A

# Leveraging Resources for Brownfields Reuse

## Identify, Plan & Align Resources

- \* What is your community's vision for cleaning up and reusing your brownfield site(s)?
- \* How can revitalized brownfield sites support public parks, community health and the arts? How do they fit into your vision?
- \* How are you going to make it happen? Specifically....
  - What assessment/cleanup is needed
  - What site improvements and other area improvements are needed
  - What funding/investment do you already have
  - What is needed? Consider all sources!  
*Grants - Technical assistance - Local funds – Financing - Partner resources*
  - What actions are near-term v. long-term, and where to start
  - Who is going to lead each effort (partners involved or needed)



# Recent EPA Efforts to Promote Leveraging

- \* Ongoing webcasts on leveraging best practices and “Meet the Funders” series; next one on financing Apr 25, 1 – 2:30pm ET
  - \* Past webinars are [archived on clu-in.org](#); Jul 26- intro; Oct 25 - Economic Development w/ EDA, HUD and USDA rural development; Dec 14- Infrastructure w/ DOT & EPA water programs
- \* EPA guidebook “[Setting the Stage for Leveraging Resources for Brownfields Revitalization](#)”
- \* Ongoing technical assistance on funding/financing available to brownfields communities via the [Council of Development Finance Agencies](#)
- \* [Brownfields Federal Program Guide](#) (updated 2015)
- \* [Brownfields Area-Wide Planning Federal Resources Matrix](#)

# Meet the Funders – Parks, Community Health and the Arts



**National  
Endowment  
for the Arts**  
[arts.gov](http://arts.gov)

# Meet the Funders – Parks, Community Health and the Arts



Joel Lynch  
Chief, State and Local Assistance  
Programs  
National Park Service

## **National Park Service**

What role do parks and open space  
play in community revitalization? %

# National Park Service



EXPERIENCE  
YOUR  
AMERICA

- **Role of Parks and Open Space in Community Revitalization**

Bring people together

Inspire

*Reduce stress*

*Enhance economic  
development*

**Promote  
culture  
and arts**

Provide  
ecological  
functions

Help children grow and learn

## National Park Service

What National Park Service programs %  
can help communities create %  
recreational opportunities? %

# National Park Service



EXPERIENCE  
YOUR  
AMERICA

- **Recreation and Conservation Assistance Programs**

1. **Technical and Community Project Assistance** – *Rivers, Trails, and Conservation Assistance (RTCA) Program*
2. **Financial Assistance** – *Land and Water Conservation Fund (LWCF) State and Local Assistance Programs*

## **National Park Service**

What should communities consider %  
when looking for assistance from the %  
National Park Service? %



# National Park Service



EXPERIENCE  
YOUR  
AMERICA

- **Rivers, Trails, and Conservation Assistance (RTCA) Program**
  - National network of 85 conservation and recreation planning professionals that provide technical assistance for community-led conservation and outdoor recreation projects
    - Includes preservation of open spaces, development of trails and greenways and close-to-home outdoor recreation opportunities

# National Park Service



EXPERIENCE  
YOUR  
AMERICA

- **RTCA Considerations – Who May Apply and What Are Some First Steps?**
  - Project applicants may be any state and local agencies, tribes, nonprofit organizations, or citizen groups.
  - Communities are encouraged to contact NPS about their program ideas
  - Applications due by June 30

# National Park Service



EXPERIENCE  
YOUR  
AMERICA

- **RTCA Considerations – Project Selection Criteria:**
  1. The project has specific goals and results
  2. Roles and contributions of partners are substantive and well-defined
  3. Evidence of community support for the project
  4. Fits the National Park Service mission
  5. Project advances one or more key NPS strategic initiatives

# National Park Service



EXPERIENCE  
YOUR  
AMERICA

- **RTCA Considerations – Strategic Initiatives:**
  - Promote healthy parks and healthy people;
  - Youth engagement
  - Improvement of local connections to parks, rivers, trails, and greenways within urban areas;
  - Community improvements to access NPS sites
  - Conservation of natural landscapes;
  - Public access to water resources

# National Park Service



EXPERIENCE  
YOUR  
AMERICA

- **Land and Water Conservation Fund (LWCF) State and Local Assistance Programs**
  - Provides 50/50 matching grants to States and local governments for the acquisition and development of public outdoor recreation areas and facilities
  - Traditional State grant program
  - Nationally competitive



# National Park Service



EXPERIENCE  
YOUR  
AMERICA

- **Considerations – LWCF State Grant Program**
  - Funds allocated to States/Territories/DC by formula for state Selected projects
  - Starts with State LWCF Program Offices
    - <http://www.nps.gov/lwcf/>
  - Every state outlines the criteria and standards for grant selection and sets forth the process for equal participation

# National Park Service



EXPERIENCE  
YOUR  
AMERICA

- **Considerations – LWCF “National Competitive Program”**
  - Outdoor Recreation Legacy Partnership
    - Targeted at projects in cities/urbanized areas that create or reinvigorate parks
    - Connect/re-connect people with the outdoors
    - Priority given to projects located in areas that are economically disadvantaged and lacking recreation resources

# National Park Service



EXPERIENCE  
YOUR  
AMERICA

- **LWCF Considerations – Projects**

Permissible	Ineligible
Sports and Playfields Trails and Bike paths Fishing and Hunting Camping facilities Boating / Swimming facilities Community Gardens Open spaces Exhibit / Spectator facilities Park support facilities	Indoor recreation facilities Commercial entertainment Professional sports facilities Economic development





- **LWCF Considerations – Site Protection & Maintenance Requirements**
  - LWCF Act requires assisted sites must be maintained and accessible for public for outdoor recreation use in perpetuity
    - Sites, in whole or in part, may not be converted without approval of the Secretary
    - Law requires replacement property of at least equal value and equivalent recreational utility

## National Park Service

Where can communities go to seek %  
inspiration for parks projects? %

# National Park Service



EXPERIENCE  
YOUR  
AMERICA

- **RTCA – Inspiration**

<https://www.nps.gov/orgs/rtca/index.htm>



# National Park Service



EXPERIENCE  
YOUR  
AMERICA

- **LWCF – Inspiration**
  - 44,000+ grants since 1965
    - 76% of grants awarded to local projects
    - LWCF park in more than 98% of counties
  - [www.nps.gov/subjects/lwcf/stateside.htm](http://www.nps.gov/subjects/lwcf/stateside.htm)
  - <https://www.nps.gov/subjects/lwcf/lwcf-in-your-neighborhood.htm>



# Meet the Funders – Parks, Community Health and the Arts



Harold Taylor  
Program Specialist  
U.S. Department of Health and  
Human Services

# **U.S. Department of Health and Human Services**

What role does food and healthy  
living play in community  
revitalization?

# What Role Does Healthy Food Play in Creating Healthy Communities?


- Healthy food plays a role in closing the access to healthy food in lower-income communities.
- Bring healthy food choices to communities that are in food deserts through the establishment of new healthy food retail outlets.
- Provide income to individuals with low-income so that they can become self-sufficient.



## **U.S. Department of Health and Human Services**

How can the HHS's Community  
Economic Development and Healthy  
Food Financing Initiative grant  
programs help support the growth of  
local food businesses?






# U.S. Department of Health and Human Services - Office of Community Service

- The mission of OCS is to work in partnership with States, communities, and other agencies to provide a range of human and economic development services and activities which ameliorate the causes and characteristics of poverty and otherwise assist persons in need.
- The aim of these services and activities is to increase the capacity of individuals and families to become self-sufficient, to revitalize communities, and to build the stability and capacity of children, youth, and families so that they become able to create their own opportunities.



# Purpose of the CED Program


- 
- In FY 2016, the Community and Economic Development (CED) program provided \$17.7 million in grants (\$800,000 maximum per project) to Community Development Corporations (CDCs) for projects designed to address the economic needs of individuals and families with low-income through the creation of employment and business opportunities.
  - The CED program seeks to fund projects that address the personal and community barriers that must be overcome to help individuals with low incomes become self-sufficient. Funds can be used for costs associated with participating business start-up or expansion activities, provided that the expenditures result in the creation of positions that can be filled with individuals with low incomes.




# Purpose of the CED Program



- The objective of the program is to support businesses that develop new products, services, and other commercial activities that result in the creation of new positions for individuals with low incomes that:
  - Are ready to implement at the time of award;
  - Lead to increased self-sufficiency for individuals and families with low-income;
  - Create businesses and jobs in low-income communities that improve the livelihood of not only those who obtain those jobs but the community itself; and
  - Attract additional public and private funds to increase investment and quality of life in low-income communities.



# Purpose of the CED-Healthy Food Finance (HFFI) Program


- The CED-HFFI program seeks to fund projects that implement strategies to address food deserts, increase healthy food access in low-income communities, foster self-sufficiency for low-income families, and create sustained employment opportunities in low-income communities. Funds can be used for costs associated with participating business start-up or expansion activities, provided that the expenditures result in the creation of positions that can be filled with individuals with low-income.
- 

# **U.S. Department of Health and Human Services**

What should communities consider  
as they seek HHS funds?



# Eligibility for CED and HFFI Programs

- Applicant must be a private, non-profit CDC with 501(c)(3) or non-501(c)(3) status; Applicant must have articles of incorporation or bylaws demonstrating that the CDC has as a principal purpose the planning, developing, or managing of low-income housing or CED activities; and
  - The Board of Directors must have representation from each of the following: community residents, business leaders, and civic leaders.
- 

# **U.S. Department of Health and Human Services**

Where can communities go to seek  
inspiration for community economic  
development projects?



# Examples of Successful CED-HHFI Projects

- Examples of successful use of CED-HHFI funds include financing the construction of grocery stores, providing direct assistance to farmers, supporting urban farmers markets and urban retail markets, expanding existing food distribution businesses, and supporting food business entrepreneurs. Grantees can provide a low-interest loan to local businesses and become an equity partner.
- 





# Examples of Successful CED-HHFI Projects

- ▶ The Kentucky Highlands Investment Corporation (KHIC) is making a low-interest loan to Phillips Diversified Manufacturing (PDM) in Clay County, Kentucky. The loan will be used for working capital necessary to support a contract expansion with a global technology company and leading manufacturer and supplier of printing and imaging solutions. A total of 40 new jobs will be created as a result of this project, of which 75% will be filled by low-income individuals. The jobs being created are full-time, permanent manufacturing and assembly positions with benefits and career growth opportunities to encourage self-sufficiency

▶ [www.khic.org](http://www.khic.org)

# Meet the Funders – Parks, Community Health and the Arts

**National  
Endowment  
for the Arts**

arts.gov



Jennifer Hughes  
Community Solutions Specialist  
National Endowment for the Arts

## **National Endowment for the Arts**

What role can arts and culture play in community revitalization?

# Attachment to place is based on...

- Social Offerings
- Openness
- Aesthetics

*Soul of the Community study: <http://www.knightfoundation.org/sotc/>*





# Creative Placemaking



*Creative placemaking is when artists, arts organizations, and community development practitioners deliberately **integrate arts and culture into community revitalization work** - placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies.*

*PHOTO: Courtesy Esther Robinson.*

Jobs  
Transportation  
Health  
Safety  
Arts  
Environment  
Schools  
Businesses





Engaging residents and bridging divides

*Photo Credit: Greater Pittsburgh Arts Council*





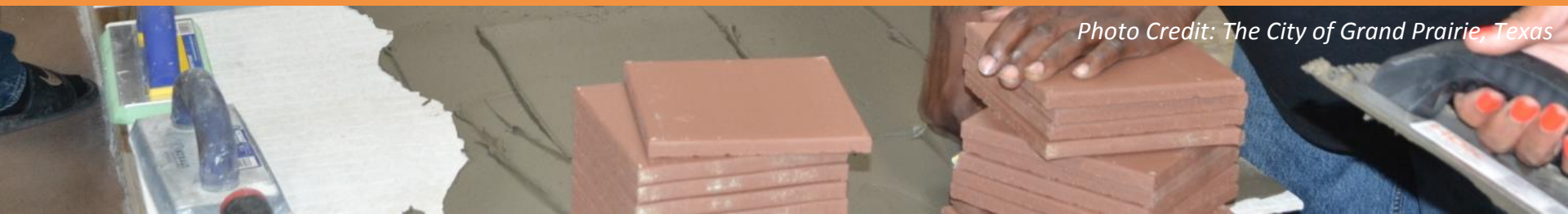
Creating a sense of place and facilitating active living

*Photo Credit: City of Chattanooga*





Establishing new employment opportunities



*Photo Credit: The City of Grand Prairie, Texas*



# Sustaining local economic development

*Photo Credit: Springboard for the Arts*





Building momentum

*Photo Credit: Market Street Prototyping Festival*

**MARKET STREET  
PROTOTYPING**

## **National Endowment for the Arts**

How can the NEA's Our Town and Art Works grant programs help communities create a sense of place?

# NEA Funding

OUR TOWN	Arts/culture-driven community development, place-based investments	\$25,000-\$200,000	Next Deadline: September 2017
ART WORKS	Creation, engagement, learning, livability projects	\$10,000-\$100,000	Two Annual Deadlines: February and July
CHALLENGE AMERICA	Extend reach of arts to underserved communities	\$10,000	Next Deadline: April 2017

- *Eligible applicants: Nonprofit 501c3 organizations (3 years of history), government entities, federally-recognized tribes*
- *Application limits: 1 application per organization to either Art Works or Challenge America, Up to 2 applications from each city/town/tribe/community for Our Town.*

# NEA Funding

- Require 1:1 match (can be in-kind)
- From time of application to project start date: 10 months
- Cannot fund construction or land acquisition
- Review criteria includes “artistic merit” and “artistic excellence” – both equally weighted
- Applications reviewed by external panel

<https://www.arts.gov/grants/apply-grant/grants-organizations>

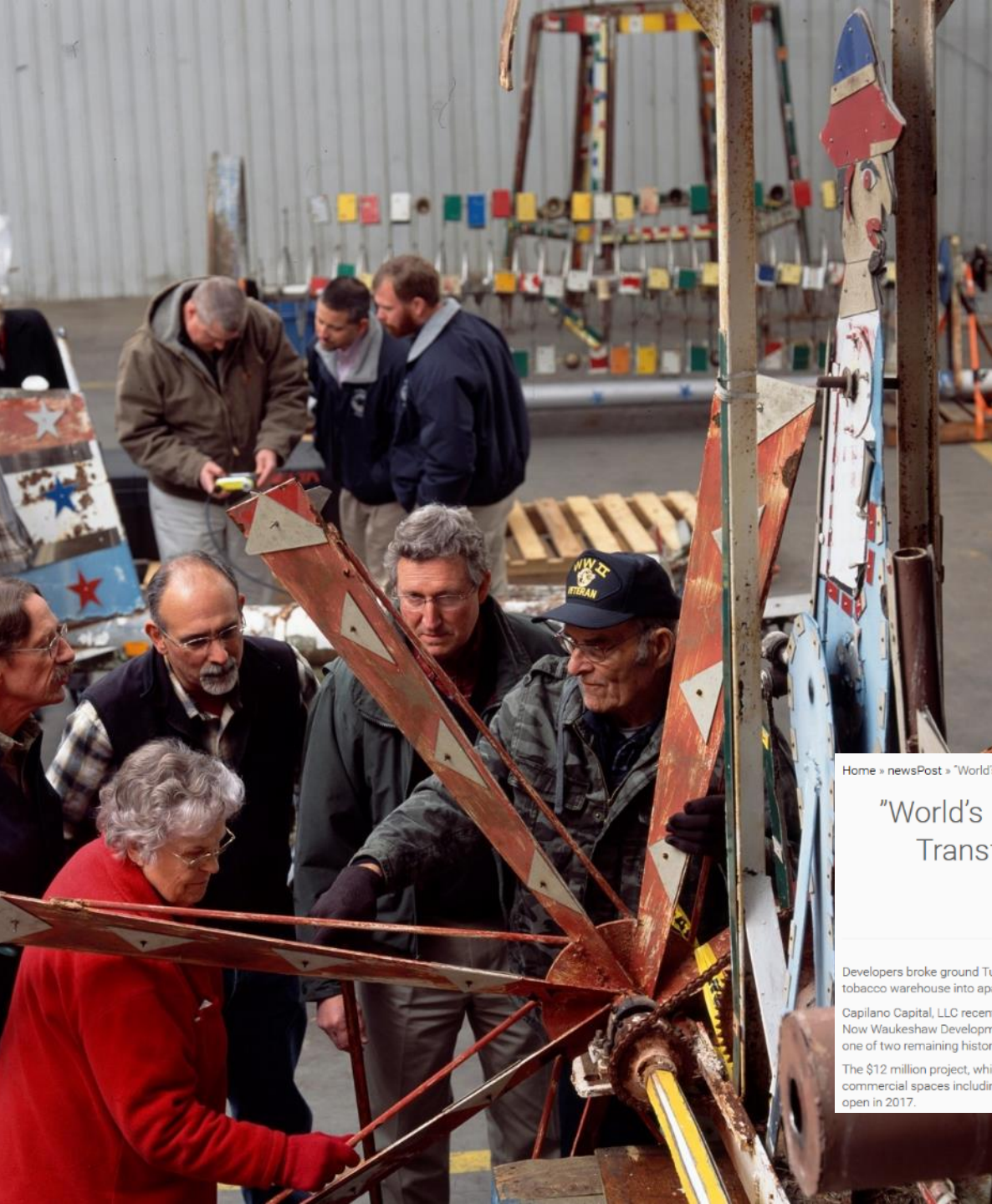


# Our Town – Creative Placemaking



Photo Credit: City of Wilson





Home » newsPost » "World's Largest Tobacco Market" Warehouse to be Transformed Into Whirligig Station Mixed-Use Development

## "World's Largest Tobacco Market" Warehouse to be Transformed Into Whirligig Station Mixed-Use Development

Developers broke ground Tuesday, December 6th for the largest redevelopment project in Wilson's history, the conversion of a brick tobacco warehouse into apartments, commercial development and a visitor's center for a massive art project.

Capilano Capital, LLC recently completed its purchase of the former Hi-Dollar Tobacco Warehouse from Wilson Downtown Properties. Now Waukeshaw Development, in partnership with Echelon Resources, will begin work on Hi-Dollar, located at 230 South Goldsboro St., one of two remaining historic brick tobacco warehouses in Historic Downtown Wilson.

The \$12 million project, which will be known as Whirligig Station, will offer approximately 90 market-rate loft apartments; several commercial spaces including restaurant, retail and office; and a welcome center for the Vollis Simpson Whirligig Park, scheduled to open in 2017.

*Photo Credit: City of Wilson*



# Art Works - Design



Photo Credit: Juxtaposition Arts

# Art Works - Design



*Photo Credit: Tiny WPA*

## **National Endowment for the Arts**

What should communities consider  
as they seek NEA funds?



# Partnerships



# Cross Sector



# Asset-based

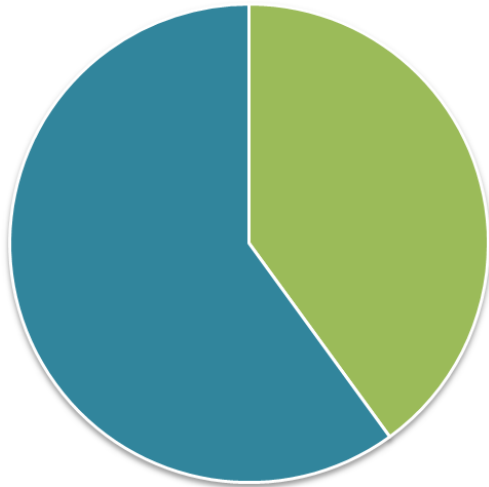


# Artists and Designers



# State and Local Arts Infrastructure

**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)

Connect with State Arts Agencies, Regional Arts Agencies, and Local Arts Agencies – could be a potential funding source, and thought partner on your projects

<https://www.arts.gov/partners/state-regional>



## **National Endowment for the Arts**

Where can communities go to seek inspiration for local arts and cultural projects?

# NEA Design Programs & Partnerships

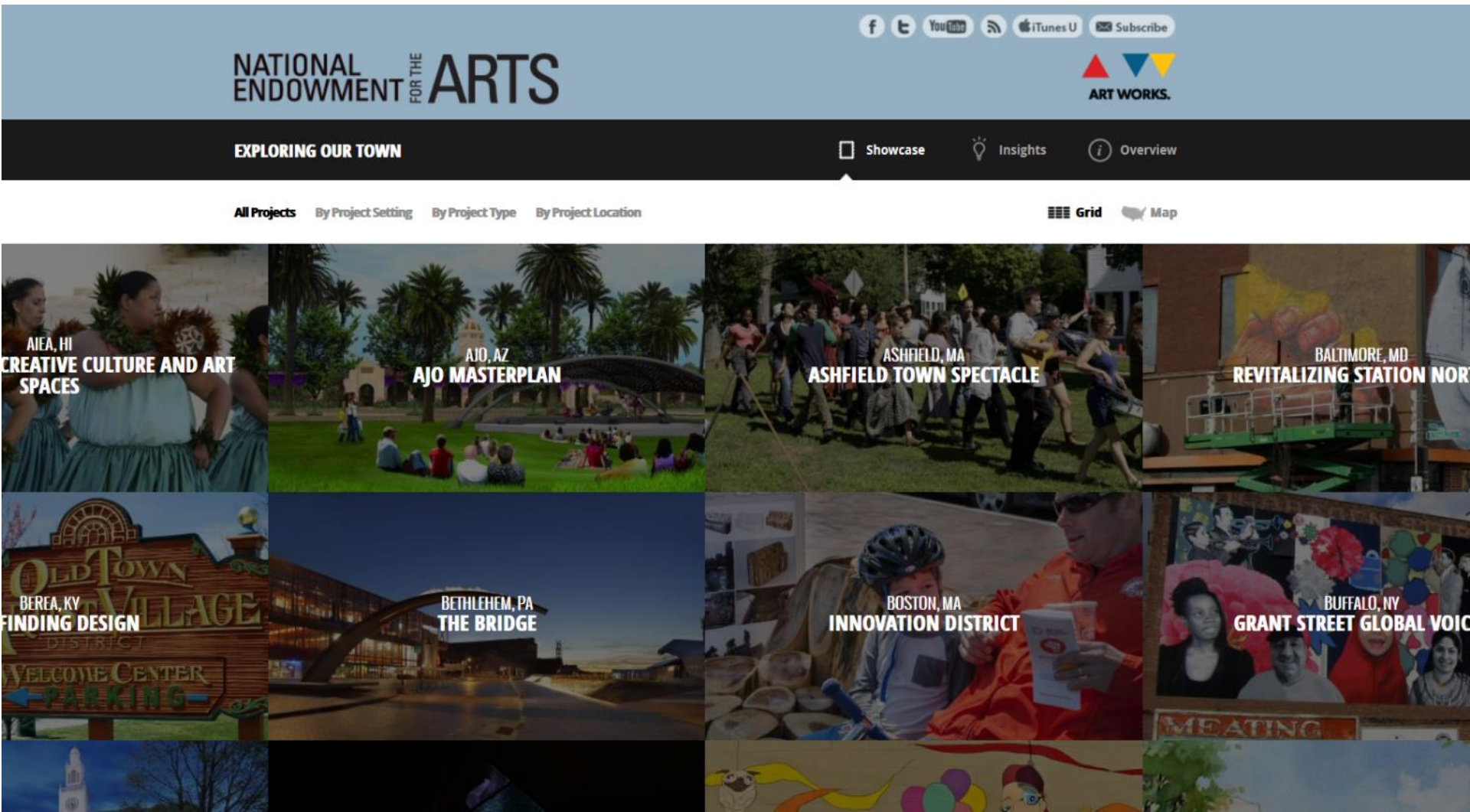
- Mayors' Institute on City Design: [www.micd.org](http://www.micd.org)
- Citizens' Institute on Rural Design: [www.rural-design.org](http://www.rural-design.org)
- Kaboom Play Everywhere Design Challenge: [https://kaboom.org/playability/play\\_everywhere/finalists](https://kaboom.org/playability/play_everywhere/finalists)



Photo Credit: MICD.org

# Exploring Our Town

[www.arts.gov/exploring-our-town/](http://www.arts.gov/exploring-our-town/)





FARGO, ND

# THE FARGO PROJECT

The Fargo Project

MID SIZED URBAN

COMMUNITY DESIGN

PUBLIC SPACE

## *How can the arts lead to new ideas for recreating water infrastructure as public space?*

Unlike most places in the United States, the City of Fargo and the surrounding Red River Valley are essentially flat. This geography means that when it rains, storm water is more likely to sit in place and cause damage to property and City infrastructure. Because of the Red River Flood of 2000, the City put in a network of drainage basins to absorb excess water. These water collection areas can take up many acres, creating large voids in urban neighborhoods. The city saw an opportunity to turn these areas into a civic asset by using art to create more ecological solutions and to connect residents with these parcels of land and water.

Overview

Place

Community

Local Needs

Vision

Partnerships

Logistics

# Creative Exchange - Toolkits

<http://springboardexchange.org/toolkits/>



**Artist-Designed Bike  
Rack Toolkit**



**Guide for Business  
Districts to Work  
with Local Artists**

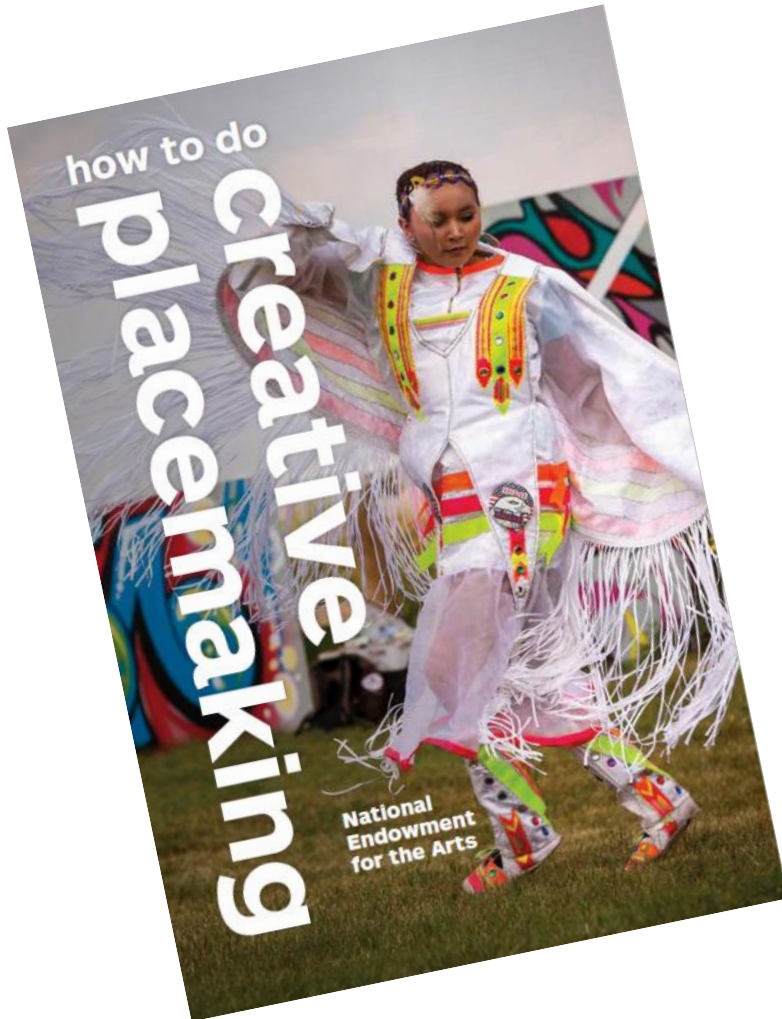


**IRRIGATE: Artist-Led  
Community  
Development**

**SPRINGBOARD**  
*for the arts*

# Creative Placemaking Book

<https://www.arts.gov/publications/how-do-creative-placemaking>



- Artist-facilitated community planning
- Main street revitalization
- Cultural districts
- Job creation
- Public art
- Infrastructure projects

# Questions?

Jen Hughes  
*Community Solutions Specialist*  
National Endowment for the Arts  
[hughesj@arts.gov](mailto:hughesj@arts.gov)



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



# Meet the Funders – Parks, Community Health and the Arts



James Thele  
Planning Director  
City of Omaha



# FUNDING OUR FUTURE

February 28, 2017

# OMAHA'S JAZZ DISTRICT



Love's Jazz and Art Center



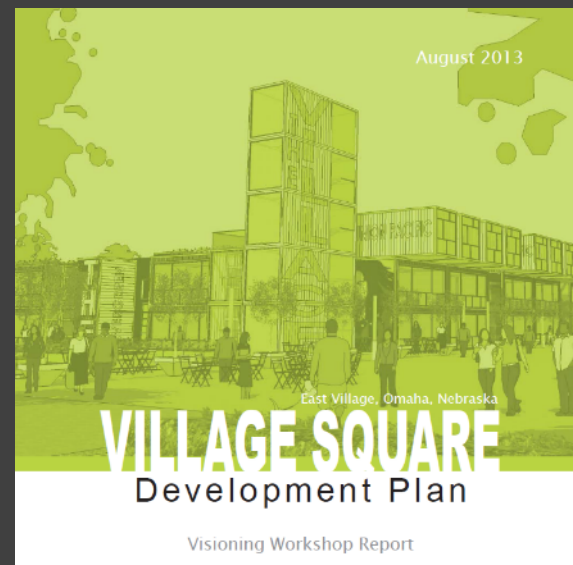
# 2012 NEA OUR TOWN GRANT

## Carver Bank



ArtPlace America

## Village Square Development Plan



# NEA OUR TOWN GRANT – LEVERAGED FUNDS

- **Leveraged Cash Contributions**
- Bemis Center for Contemporary Arts - \$75,000
- Nebraska Investment Finance Authority - \$5,000
- **Leveraged In-kind Contributions**
- Omaha Economic Development Corporation - \$8,000
- Love's Jazz and Art Center - \$5,000
- City of Omaha - \$12,000



Charles Vinz

# NEA GRANT - CARVER BANK

Renovation of the Carver Bank provides:

- Space for visual artists to produce work and performing artists to rehearse new works
- Proximity and camaraderie amongst a currently dispersed creative community
- Space to test new ideas, take risks and present them for a public audience
- Space for informal gathering and dialogue
- A catalyst for the reuse of salvaged and donated materials
- A platform for partnerships with other organizations
- Leadership training, mentorship, and professional development
- Ongoing connections and support from the Bemis Center, Theaster Gates, and the Rebuild Foundation
- A laboratory for artists, and a place for public participation and cultural adventure
- [http://www.bemiscenter.org/community\\_arts/carver\\_bank.html](http://www.bemiscenter.org/community_arts/carver_bank.html)



# NEA GRANT – CARVER BANK

As of September 12, 2016

- 8,745 visitors
- 13 exhibitions featuring local and national artist's work
- 16 artists in residence
- 136 public programs, workshops, and events



Rebuild Foundation

# NEA GRANT – VILLAGE SQUARE

- The Village Square Development Plan creates a highly detailed and viable strategy for the revitalization of the commercial hub of the 24th/Lake Cultural Arts District.
- The project reaffirms the history of North Omaha through creative placemaking.
- Festival Square - an urban, outdoor public space with programming that celebrates the arts and other activities as a new civic destination - in the 24th/Lake Cultural Arts District.



Alley Poyner Macchietto / OEDC

# NEA GRANT – VILLAGE SQUARE



Alley Poyner Macchietto / OEDC

The function of the Festival Square is to:

- Improve the quality of life of the community through the arts;
- Encourage creative activity;
- Expand upon North Omaha's past identity;
- Revitalize the local economic engine; and
- Enhance the vibrancy of the District.

# FAIR DEAL MARKETPLACE



- CED-HFFI Funds provided funds for:
  - A business hub with low-cost office and retail space for small business owners and artisans;
  - A cafe; and,
  - A small grocery store.

# FAIR DEAL MARKETPLACE





# FAIR DEAL MARKETPLACE



# BROWNFIELDS



# EXAMPLE: PLEASANT VIEW TO HIGHLANDER

Pleasant View



Omaha Housing Authority

Highlander



Alley Poyner Macchietto Architecture/75 North

# HIGHLANDER



75 North



# EXAMPLE: PROSPECT VILLAGE





# OMAHA BROWNFIELDS COALITION

17 Phase I ESAs

9 Phase II ESAs

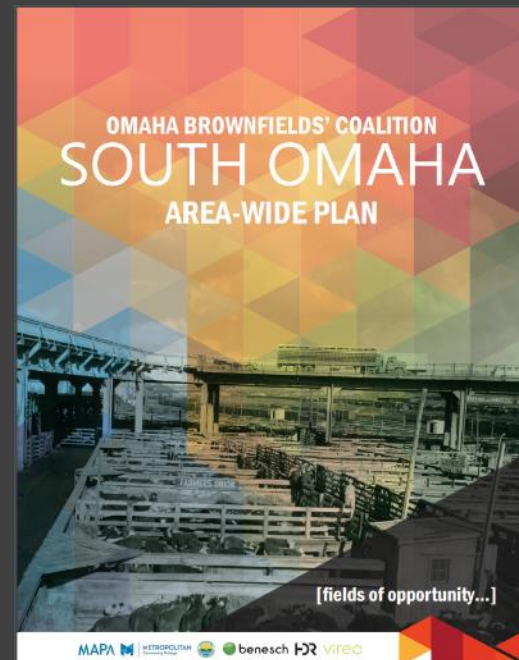
4 asbestos-containing materials (ACM) surveys

2 lead based paint (LBP) surveys

1 Analysis of Brownfields Cleanup Alternatives (ABCA)

An area-wide plan was also developed under this initiative.

<http://mapacog.org/projects/omaha-brownfields/>



# OMAHA LEAD SUPERFUND SITE



Coastal Environmental



# KSU TAB



Southside Terrace - Omaha World Herald



Park Avenue Neighborhood - Omaha World Herald

# GARDENS AND PUBLIC SPACES





# VACANT LOT TOOLKIT



## Omaha's Vacant Lot Toolkit

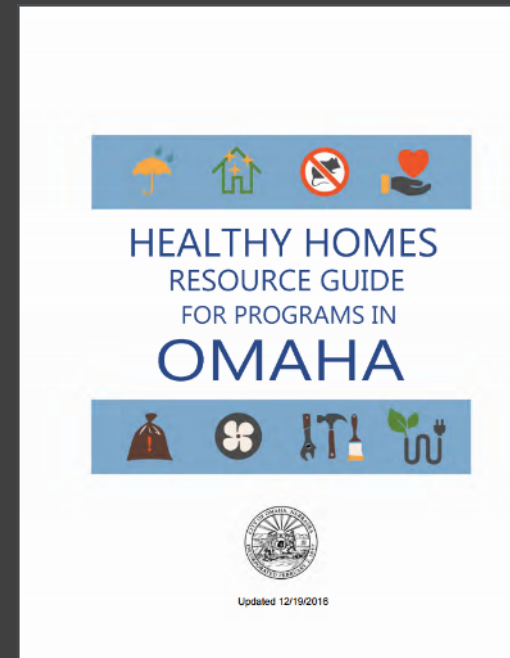




# NEW FRONTIERS

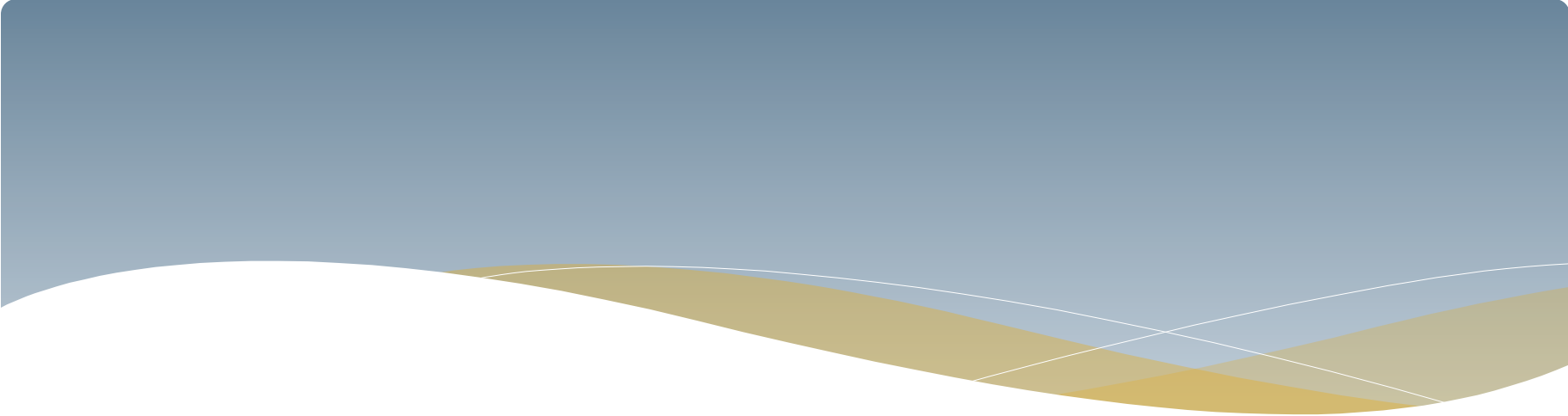


Department of Energy –  
<https://energy.gov/eere/sunshot/community-and-shared-solar>



# CONTACT INFORMATION

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- Lisa Smith, City Planner [elisabeth.smith@cityofomaha.org](mailto:elisabeth.smith@cityofomaha.org)



Q & A