

DLI Board Meeting

April 10, 2025 | 11:30 am

215 S. Washington Square Ste. 100, Lansing, MI 48933

Our Mission

Downtown Lansing Inc. is dedicated to making Lansing a place where people want to be, by encouraging its businesses, neighborhoods, and stakeholders to build a dynamic culture known for its vibrancy, sustainable growth, and business friendly environment rebranding initiative.

Agenda

1. Call to Order

2. Citizen's Comments (items not on the agenda)

The public may comment for up to three minutes.

3. Correspondence:

4. Consent Agenda Approvals

- Agenda April 10, 2025
- Minutes from March 13, 2025
- Committee Reports
- Monthly Financials – J. Durham

5. Old Town Updates

6. Lake State New Team Member

7. Reports

- Director's Report – Board Retreat: May 8
- President's Report: State of Downtown

8. Action/Discussion Items

- Asphalt Art –Bloomberg Project with Neighbors
- Staff Update
- Middle Village Cohort Updates

9. Adjourn DLI Board Meeting (Motion Required for Adjournment)

Board Members:

- Jen Estill, *President*
- Josh Pugh, *Vice President*
- Julie Durham, *Treasurer*
- Jennifer Hinze, *Secretary*
- Nikki Thompson-Frazier, *Member*
- Board Advisors: Peter Spadafore, Sam Benson
- Keri Tomac, *Member*
- Alex Rusek, *Member*
- Karl Dorshimer, *Member*
- Jesse Flores, *Member*

DLI Board Meeting

March 13, 2025 | 11:30 am

215 S. Washington Square Ste. 100, Lansing, MI 48933

Board Members Present: J. Estill, J. Hinze, J. Flores, J. Pugh, K. Tomac K. Dorshimer, S. Rusak, N. Thompson-Frazier, J. Durham

Board Absent: A. Rusek

Board Advisors: Samantha Benson

Board Advisors Absent: Peter Spadafore

Staff Present: Cathleen Edgerly, Shakayla Voss, Mario Gonzalez

Guests: None

Minutes

1. Call to Order at 12:09 am (following DEIB Board work session with Dr. Bailey)
2. Citizens Comments: None.
3. Correspondence: None
4. Consent Agenda: Motion to approve consent agenda items. Motion by J. Pugh. Second by K. Dorshimer. Motion unanimously approved.
5. Old Town Updates: S. Benson updated the Board regarding Old Town happenings. Chocolate Walk a success and the Lumberjack Festival is coming up. Wake Up Old Town hosting ongoing. The new Tea House Ribbon Cutting was celebrated with a great turn out. Good Truckin' Diner has moved to Old Town and will be opening soon.
6. Director's Report: Edgerly reported on City internal audit. Information requested has been supplied and working on a date to view applications and other review in-house.

The Community Development position has been posted and interviews are ongoing.
7. **President's Report:** Looking for feedback on survey. Encouraged others to pass on the information.
8. Discussion/Action Items:

Employee Handbook Update: Parental Leave to be updated based on review of City and other areas. Parental Leave is now updated on page 13 of handbook. Review and discussion took place regarding language and length of employment prior to parental

leave going into effect. N. Thompson moved to amend motion to strike first sentence of 3rd paragraph. Change from 6 to 3 months of probation. J. Pugh Seconded. Motion approved.

Bunny Hop & Easter Egg Hunt: M. Gonzalez reported that DLI is now hosting Easter Egg Hunt on Capital Lawn and what plan is. Staff had reviewed funding and volunteer requirements, discussed capacity and recommended moving forward with the event. Mario has connected with MSU Greek Life and have a good group of volunteers. Looking for sponsors yet.

Board Retreat: Suggestions regarding an annual Board retreat were discussed to be held outside of a regular board meeting, to give adequate time and space for in-depth discussions regarding staff, funding, strategic goals, etc. Cathleen will do a Doodle Poll. Schedules discussed.

State of Downtown: C. Edgerly reported on what the past years' formats have looked like. Thompson suggested a hybrid where people can ask questions. Discussion held on what would ideally suit current situation and acknowledge work + progress. Durham mentioned listening sessions that were round table and facilitated at each table – good way to engage a larger group. Tabled to discussion further. Discussion held on overall message and perception. Focus on message and don't ignore any negative messaging. Date to be determined.

Adjourn: Motion to adjourn at 12:47 by K. Dorshimer. Second by K. Tomac. Motion passed unanimously.

Business Development

Rescheduled for March 18, 2025 2:30 p.m. at DLI Office

Present Erin Robinson, Jesse Flores, Jennifer Marsh, Marcus Martin, Alan Woodbury, Paul Schmidt

Staff: Cathleen Edgerly

AGENDA

1. Call to order: Meeting called to order at

2. Approval of February Meeting minutes

3, Volunteer hours for February: 36

4. DLI Staff, Committee & Board Updates:

Organization Committee: Currently forming this year's Evening of Excellence planning team. If you would like to be a part of planning this August event to celebrate and recognize Downtown volunteers and businesses.

Also this committee and Board are preparing for the State of Downtown this April. We are looking at securing a location and tentatively planning on Thursday, April 24

Promotions Committee: Bunny Hop on the Square is Saturday, April 19 from noon–2:00 p.m. We need about 10 volunteers for this event. In addition, DLI was asked to take over the 60+ year tradition of hosting the Easter Egg hunt on the Capitol Lawn. This requires 15 more volunteers and we still are short \$2500 in sponsorship needed to host this event that attracts thousands of kids and their parents. If you or someone you know can sponsor – please follow-up with Mario.

Best of Lansing Collaboration continues this year on 517 Day, Saturday May 17th! The event will run from 5pm–9pm, with other activities happening downtown and across the city to celebrate the 517 throughout the day!

Design & Public Spaces: Speaking of 517 Day, DPS committee members are preparing art installations including utility box wraps, window art and possibly a large mural to celebrate! We're holding a meeting for anyone interested in helping with the art tomorrow, Wednesday March 19 at 2:30 p.m.

This committee and staff have been working diligently on an interactive Experience Downtown mapping tool that will go live this Spring. Will feature and allow you to interact on a map with retail and dining locations, art, historic tours, outdoor activities and more – even parking eventually.

Also preparing our Annual Adopt-a-Spot efforts to kick-off May 10. If you as an individual, or group (heck even this committee could sign up) to help beautify a block of Downtown by cleaning up trash, plantings, weeding, etc.

5. Committee Discussion/Action Items:

- **Macotta Club updates:** With the delays and rebidding, the DLPI Board met last Thursday, The awarded construction contractor is now bidding out subcontractors, true final numbers should be in by March 31. Staff and the board continue to work with potential loan, grants and private funding sources. If the Final loan amount approved along with additional MEDC funding, the project could start construction as soon as next month. 7–9 month build, looking at 2025 but might be 2026.
- **Main Street Michigan training discussion/questions:** Committee members requested clarification for the snapshot information versus the CMA, how to use the information to make it actionable. Cathleen will share the current data snapshots and will continue to share training opportunities related to EV/Business Development.

- **Business Recruitment:** J. Flores asked about the recruiting process change with current staffing structure. Staff and committee discussed, along with job descriptions, the process, an upcoming Flint Day, etc. Committee also asked about the hiring process and schedule – the position enhanced to include Economic Development piece. Still looking for a connector, landlord developer level. Tools to recruit – not just grants, other tools to connect to the resources available. For the meantime, refer individuals directly to Cathleen. Discussed use of leave behind materials.
- **Committee Member volunteer job descriptions/roles** – Drafted and so far we have recruitment volunteer, volunteering with photos, social content, event planning, preparing sites and entering into a spreadsheet for Experience Downtown mapping tool, review committees for accelerators, etc.
- **Downtown Business Huddle:** This Thursday! Marcus provided updates about an upcoming meeting to plan out the rest of the year. Alan is leading speaker recruitment while staff supports with sending out meeting invites, agenda if needed and meeting reminders, etc. The next Business Huddle is this Thursday, March 20 at 8:00 a.m. at Everstream.
- **Middle Village Updates** – Review committee notes on the latest business that presented their business concept and our goal is opening with at least 4 Middle Village participants! But we want to make sure and give them the time to have their inventory, set-up the space, etc. before we officially open. So the May 15 date that was originally shared may need to be pushed back slightly.
- **New:** Discussion of fundraising needs and how to approach finding a volunteer with time and experience in prospecting. How this is relevant to Business Development committee.

Discussion of AI training events where the draw is to DLI, hosted by SuperWebPros/Jesse.

6. Motion to Adjourn: Motion by E. Robinson to adjourn at 3:25 p.m. Second by M. Martin. Motion approved unanimously.

Organization Committee

April 2, 2025, Minutes

8:00 a.m. via Zoom

Present: Jay, Alex, Chioma

Staff: Shakayla and Mario

Agenda

1. Call to order: 8:05 a.m.

2. Approval of March Meeting Minutes:

3. Volunteer Hours: 3

4. Communication Team:

- **MERCHANT NEWS: (ARTICLES DUE FRIDAY, April 25)**
 - CSO Parking Meeting Recap (Cathleen)
 - Business Huddle (DLI)
 - Business of the Month:
 - 517 Day Preparation (Mario)
- **E-NEWS - (ARTICLES DUE FRIDAY, April 25)**
 - Volunteer of the Month: Org would be a good committee to feature
 - Spring Cleanup and Adopt-a-River (Jay)
 - Business of the Month: Jollof if it will open
 - Dear Downtown Letter: Shakayla will check with Cathleen
 - Best of Lansing Festival and 517 Day Roundup of Activities (Chioma)
 - College Graduation? Where to take pictures in Downtown Lansing, Insty Prints can print out invitations and where to eat? Top gifts? (Chioma and Alex)

5. Social Stats:

Facebook

- Impressions: 122,815
- Engagements: 5,203
- Engagement Rate: 4.2%
- Change in Page Likes: 17
- Post Reach: 52,022

Instagram

- Impressions: 40,667
- Engagements: 1,500
- Engagement Rate: 3.7%
- Story Impressions: 2,444
- Change in Followers: 98

- Post Reach: 1,907

LinkedIn

- Impressions: 2,745
- Engagements: 139
- Engagement Rate: 11.3%
- Post Clicks: 172
- Audience Growth: 14
- Unique Impressions: 1,247

6. DLI Updates (staff):

Business Development Committee Updates:

- Mark your calendars and plan to attend the Grand Opening of Jollof on
- The review team is finalizing review and selection of participants for Middle Village 2025. We look forward to inviting everyone to join us for the Grand opening later this Spring!
- Construction is currently underway for 2 Lansing Housing Commission housing projects located on Grand Ave. In addition, the New Vision Lansing 26 story housing and commercial project will be kicking off their ground breaking April 7.

Design & Public Spaces Updates:

- With 517 Day quickly upon us, the DPS committee is in the midst of artist outreach on a variety of projects including seasonal window art, focusing on the theme of highlighting the diversity of our community, while fostering a stronger sense of Belonging. If you're interested in being involved, or have a suggestion of a vacant window that needs more beauty, life and light added to it – let us know and we'll pass that along to the DPS sub-committee leading this project. Our goal is 6 vacant windows to be painted.
- In addition, with us having just wrapped up Women's History Month – we're planning utility box art located throughout downtown, featuring Radical Women of Lansing from the 1800's on. This is in partnership with the Historical Society and information from historians at the Capitol. Our goal is to have 5 done initially, kicking off around 517 Day, then adding more throughout the year.
- With art, as well as our businesses and upcoming construction – the DPS committee has been working for the past few months on a mapping tool to help visitors and residents Experience Downtown Lansing. From finding our downtown businesses, local art, parking locations, and more – we look forward to a soft launch of this tool in April or early May.
 - We could use help walking around downtown and entering the coordinates and grabbing pictures of Art around Downtown. If you're willing to help with this for an hour or so – please let Cathleen know!



Promotion Updates:

- Promo is getting ready for Bunny Hop and the Easter Egg Hunt on the Lawn. If you'd like to volunteer, we still need help with flyers and stuffing eggs. Mario will be putting together times for the egg stuffing.
- Promo is also kicking off a volunteer recruitment campaign focused on Marketing and PR. We could use help with reaching out to people to see if they'd be interested in volunteering for committees.

7. Evening of Excellence

- Mario will be reaching out to set a date for this.

8. Volunteer Month Activities

- Committee recommended setting up tables at Lugnuts events.
- Committee recommended setting up outside on nice days to promote ways to get involved.
- Mario is working on securing a location for the next volunteer open house.

9. Adjourn: Meeting adjourned at 8:50 a.m.



Promotions Committee

March 12, 2025 at DLI Office | [Virtual Link \(Zoom\)](#)

Present: Hannah, Rahad, Colton, Mary

Staff: Shakayla, Mario, Keyana

Agenda

1. Call to order/Approval of February minutes

2. DLI Updates

- Rihab, Danielle new to promo committee!
- Design & Public Spaces: looking for sponsorships for flowers, etc. Kathleen and Audrey are leading.
 - Adopt a Spot begins Saturday, May 10 with spring cleanup and BWL event.
 - Working on an online interactive map to help visitors navigate Downtown. Contact Cathleen to get involved if you're interested.
- Business Development: Jollof opening Downtown soon. Next business huddle is 8 a.m. on 3/20.
 - Working to welcome the fifth cohort to Middle Village, grand opening planned for May 15th.
- Org: Working on Evening of Excellence subcommittee, volunteer recruitment. Campaign in April to celebrate/appreciate volunteers.

3. Volunteer Hours from February

4. Projects

A. EASTER EGG HUNT AND BUNNY HOP ON THE SQUARE

- **Overview**
 - DLI took over reins for the Easter Egg Hunt event. Based on previous work plans from JCI of Lansing, we need about 30 volunteers to help.
 - Have \$50-\$1,000 sponsorships available for Easter Egg hunt, contact Mario if you know anyone who is interested.
 - Events are family focused.
 -
- **Tasks**
 - **Easter Egg Hunt on the Capitol Lawn**
Saturday, April 19 | 10-11:30am
<https://signup.com/go/EAiDZck>
 - **Bunny Hop on the Square**
Saturday, April 19 | 12-2pm
<https://signup.com/go/fDuoRUn>
- **Marketing support**
 - Here's our partner toolkit with the news release and graphics:
<https://bit.ly/DLIBHOP2025PartnerKit>
 - Facebook Event: <https://www.facebook.com/share/1HKd3yG8aZ/>
 - Need support with flyer distribution, would like to hit places where families will be like community centers, libraries, etc.
 - Let Shakayla/Keyana know if you want to distribute flyers. Colton helping with flyers.
 - Digital ads planned.

B. SPRING CLEANUP

- **Overview**
 -
- **Tasks**
 - **Spring Clean-Up**
Saturday, May 10 | 9-11am
<https://signup.com/go/MAOvoeF>

C. EVENING OF EXCELLENCE SUB COMMITTEE PLANNING

- Reach out to Mario by EOW to attend the first subcommittee meeting!
 - Hoping to hold first meeting next week and identify a date and location for the event in the next couple of weeks.

D. APRIL IS NATIONAL VOLUNTEER MONTH

- Brainstorming ideas for recruiting volunteers throughout the month.
- Drafting descriptions for volunteers on the various committees.
- Want to get videos of current volunteers saying what they like about volunteering with DLI, etc.
- Let Shakayla know if you think of any ideas for the month!

5. Volunteer tasks throughout the month:

- Attend, take photos, and promote Downtown Lansing activities/events
- Actively participate in events we discussed above.
- Marketing team to help with social posts for events, lead and help with all aspects of planning and production of events, fundraising etc.
- Post & Tag your photos using #GrubLansing #ShopLansing #LiftUpLocal
- Be sure to follow DLI on LinkedIn and add your committee involvement to your profile!
<https://www.linkedin.com/company/downtown-lansing-inc/>

6. Upcoming dates & Other Committee Projects to note:

- **TENTATIVE:** Spring Market at Middle Village on Saturday, April 12
- **Saturday, April 19:** Bunny Hop on the Square

7. Adjourn:



Design & Public Space Committee

March 27, 2025 4:00 p.m. at DLI Office | Virtual

Volunteers Present: D. Louney, B. Rose, Kara , Mary Tosach, Rayce, Rihab Musa, A. Brayton
Staff: Cathleen

Minutes

Call to order: Meeting called to order at 4:04 p.m.

Approval of February 27 Meeting minutes: Motion by Rayce. Secon by Bob Rose

Volunteer Committee Hours from Last Month: 19

Sub-Committee Action/Discussion Items:

- Beautification
 - **CSO Streetscape redesign for Washington Sq Current Status:**
 - C. Edgerly shared updates regarding the CSO project and monthly merchant meetings. Please share the survey link as well as lease help spread the survey to your contacts and make sure you share your responses have them complete by next Wednesday, April 2.
https://docs.google.com/forms/d/e/1FAIpQLScdVrlCOmeBJwkdiB44Op8iLkqm_6ACLscwuoG3RY637BP7QA/viewform?usp=sharing
 - **Adopt-A-Spot Sub-Committee Updates** (Dennis, Kat and Rayce). **Kick-off May 10! Meet-up at The Shuffle after**
 - D. Shared updated materials based on feedback from the last meeting regarding the Adopt a Spot program, sign-up plans, schedule, and the mapping tool to help with clean-up of areas, plant beds, etc. The committee reviewed the timeline Dennis put together for the season.

D. Louney will reach out to Impression 5 and coordinate with Mario, Cathleen and Audrey on the DLI team with more details, etc.

M. Tosach expressed interest in getting more of the neighbors and residential organizations involved in cleaning, planting, etc. Committee discuss growing beyond DLI, city, etc. and keeping our city looking beautiful!

Rayce brought up connecting too with the Lansing Garden Club. Dennis offered to follow-up if Rayce makes the initial contact. MSU Urban garden and planting schedule.

Cathleen and Dennis to coordinate with Capitol Commission flower colors, delivery of flowers, Sparrow Bloom and options, etc.

-Shakayla to help highlight various groups and individuals throughout the season.

- Art & Architecture:

- **Explore Downtown Lansing tool:** (Kara & Bob) Kara demonstrated and gave an overview of the Experience Downtown Lansing mapping tool. Updates were shared based on info that's already been entered into the system based on retail and restaurant spots located in Downtown. Art and Architecture along with historic tours/walks are next.

Committee discussed the need to add the boundaries of the DLI district so map is more direct, opportunities for seasonal changes, specials, ways to contact DLI if there are corrections that need to be made, etc. Home page addition, addition of business description, etc. Dennis will make sure Kara has this. The tool will also show 'You are Here' style element. The mobile application will work best and outside.

- **Sign Grant application: Sultan's Express** – awaiting a couple items here, and will email to the subcommittee
- **Art boxes and other art activations for 517 Day, as well as September Women's History month for Radical Women of Lansing** (Bob, Cathleen, Audrey)
Bob and Audrey shared a brief recap regarding the Utility boxes & artists creating designs to paint/install on these boxes. Call to artists, designs will need to be reviewed. 22 boxes that could be painted. Secure at least 6-8 artists and boxes. Ideally this is done with, or tied into 517 Day.

Other arts activities we're looking at:

- Spring & Summer Window Art – 6 artists and windows.
- Possible alley mural on the back of 105 Allegan.
- Alley mural on back of Grewal – update from Cathleen
- Alley lighting – Summer, 2025
- Additional next steps & To-Do's

Motion to Adjourn: Motion by Bob Rose Second by Rayce. Meeting adjourned at: 5:01 p.m.



**Downtown Lansing Inc. General Fund
Statement of Activity YTD Comparison
March 2025**

	Mar 2025	Year to Date	Budget	% of Budget
Revenue				
Assessment Transfer Income	0	0.00	467,000	0%
Business Development.	0	5,608.28	12,200	46%
Design & Public Spaces.	200	3,400.00	107,000	3%
Total Grant Income	0	2,500,000.00	1,095,000	228%
Middle Village	350	113,650.00	100,000	114%
Misc Income	0	14,522.00	1,000	1452%
Organization.	0	7,906.17	5,000	158%
Promotions.	500	52,529.63	60,000	88%
Operations Transfer	0	0.00	85,000	0%
Total Revenue	\$1,050.00	2,697,616.08	\$1,932,200.00	140%
Expenditures				
Business - Match on Main	0.00	\$25,000.00	0.00	2500%
Total Business Development	0.00	\$25,368.20	522,200.00	5%
Total Design & Public Spaces	0.00	\$127,657.49	250,000.00	51%
Information Technology	0.00	\$35,804.69	35,000.00	102%
Middle Village Micro Market	350.00	\$22,869.57	100,000.00	23%
Total Misc. Operating	5,589.78	\$ 516,360.57	483,860.00	106%
Total Organization	0.00	\$ 20,718.59	27,140.00	76%
Total Personnel	28,848.16	\$ 262,238.70	427,000.00	61%
Total Promotions	511.25	\$ 73,154.35	90,000.00	81%
Total Expenditures	35,299.19	\$ 1,109,172.16	1,935,200.00	
Net Operating Revenue	-34,249.19	\$ 1,588,443.92	0.00	
Fund Balance	\$2,825,354.11	\$1,202,661.00		
Net Balance	\$2,791,104.92	\$2,791,104.92		

APRIL 2025 DIRECTORS REPORT

Upcoming Events: Please mark your calendars and plan on attending, volunteering, or supporting the following upcoming events:

- **Middle Village Spring Fling:** Saturday, April 12 from 11:00 a.m.–7:00 p.m.
- **Business Huddle & Monthly Merchant Meet-up:** Thursday, April 17.
- **Easter Egg Hunt on the Capitol Bunny Hop on the Square:** Saturday, April 19 from 10:00 a.m.–2:00 p.m.
- **State of Downtown:** Thursday, April 24 at 5:00 p.m.
- **Middle Village 2024 Closing celebration:** Friday, April 25 at 10:00 a.m.

Budget Presentation: The budget presentation schedule has been shared for all City departments, as well as quasi-city agencies. DLI will be presenting our budget on Monday, May 5 at Committee of the Whole. This meeting is planned to begin at 5:00 p.m., and DLI's budget is third on the agenda.

Council Internal Audit: The internal audit conducted by Lansing City Council's internal auditor has been completed and we are awaiting the final report. A copy of the final report will be shared with all Board members once it is provided.

State of Downtown: Mark your calendars and all Board and staff members should plan to attend the 2025 State of Downtown address. The event will be held this year at Grewal Hall at 224 S. Washington Sq. Doors open at 5:00 p.m., with the address starting around 6:00 p.m.

Board Retreat: Following the results from the Doodle Poll, the DLI Board Retreat & Work Session is planned for Thursday, May 8 starting at 4:00 p.m. C. Edgerly is currently working on securing a facilitator for this. The board retreat will take the place of our regularly scheduled DLI Board meeting. Please RSVP to Cathleen with your attendance.

Main Street Now Conference 2025: Thank you to the board for its commitment to the ongoing professional development of staff and board members. This year, Director Edgerly, Mario Gonzales, and Board VP Josh Pugh were able to attend the Main Street Now annual conference in Philadelphia. It was an inspiring 3-day conference with plenty of tours, valuable information on community development initiatives across the U.S., placemaking, and more.

DLI March 2025 Marketing Report Outline

Earned Media

Earned Media Placements: 6

- Online: 3
- Print: 1
- Social: 2

Earned Media Impressions: 154,075

DLI Social Media Report

Facebook

- Impressions: 122,815
- Engagements: 5,203
- Engagement Rate: 4.2%
- Change in Page Likes: 17
- Post Reach: 52,022

LinkedIn

- Impressions: 2,745
- Engagements: 139
- Engagement Rate: 11.3%
- Post Clicks: 172
- Audience Growth: 14
- Unique Impressions: 1,247

DLI Google Analytics

Downtown Lansing Inc. Total Users: 3,144

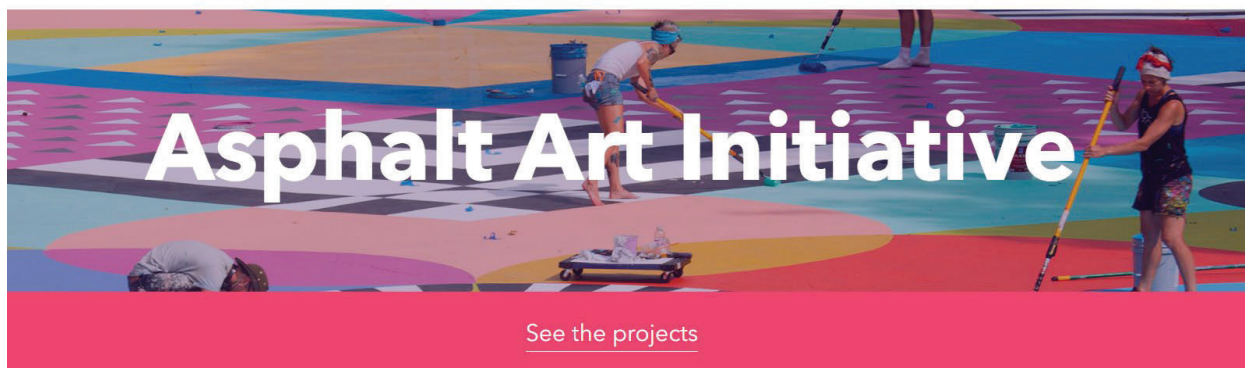
- Organic Search: 1,658
- Direct: 917
- Organic Social: 376
- Referral: 186
- Unassigned: 7

Earned Media Activities:

- Media Inquiries Answered: 2
- News Release Distributed: 1

Instagram

- Impressions: 40,667
- Engagements: 1,500
- Engagement Rate: 3.7%
- Story Impressions: 2,444
- Change in Followers: 98
- Post Reach: 1,907



Grant Guidelines & Eligibility

[Apply by January 31, 2025](#)

Supporting arts-driven street redesigns with outsized impacts

The current round of the Asphalt Art Initiative grant application is closed. Cities in Canada, Mexico, and the United States with populations of 50,000 or more were welcomed to apply by January 31, 2025. The program will award 10 cities grants of up to \$100,000 each, as well as on-call technical assistance from the tactical urbanism firm Street Plans and impact evaluation support from Sam Schwartz Consulting. Winning cities are expected to be announced in spring 2025 for projects installing in 2025-26.

Previous Asphalt Art Initiative grant rounds awarded \$25,000 per project. Building on the success of the [90 funded projects](#) to date, this year's grants will award up to \$100,000 for large-scale projects that will make signature streets safer and more accessible, create dynamic new public spaces, or enact other similarly transformative roadway redesigns.

A recording of a virtual information session and Q&A with the program managers is available [here](#).

The Asphalt Art Initiative grant program is designed to fund visual art on roadways, pedestrian spaces, and public infrastructure in cities with the following primary goals:

- Improving street and pedestrian safety
- Revitalizing and activating underutilized public space
- Promoting collaboration and civic engagement in local communities



Please refer to the example projects listed below as well as the to gather inspiration from successful asphalt art projects in cities around the world.

In addition, the Bloomberg Associates [Asphalt Art Guide](#) includes detailed guidance and best practices for implementing similar projects, with cost- and time-saving advice on every step of the project, from site selection to implementation and maintenance.

Prospective applicants may access the application form through [Submittable](#), and translated PDF versions of the application form and guidelines are available in [Español](#) or [Français](#).

Eligible Applicants

This grant program is open to cities in Canada, Mexico, and the United States with populations of 50,000 or more. Each city may only submit one application; multiple applications from one city will not be considered. Please contact arts@bloomberg.org with questions about eligibility and visit [Submittable](#) for technical support.

The Project Team must include a Lead City Agency which is the primary government agency with oversight of the project. This agency should be the one with jurisdiction over city streets. If that agency is not the project lead, they must still be a part of the project team. Applicant teams are encouraged to include collaborative partners, such as other city agencies, nonprofit community or arts organizations, and/or individual artists or consultants.

If selected, the Lead City Agency is encouraged to select a Fiscal Sponsor to receive the funds directly. The Fiscal Sponsor should be a charitable organization that is a 501(c)3 Public Charity (or an equivalent entity in Canada or Mexico).

In addition, each application must identify which entity or individual is responsible for project management (day-to-day coordination and implementation) and which is responsible for artistic direction (selection of artist/design, etc.). We understand that each Project Team is unique, so please do your best to represent the makeup of your team.

Eligible Projects

Reflecting the larger grant size in this latest round, proposed projects should be ambitious arts-driven street designs with the goal of catalytic improvements to a key location in the city. Improving road safety, especially for pedestrians and cyclists, must be a component of all proposals. Applicants may demonstrate the intended impact through a variety of approaches:

- **Critical Intersections:** Enhancing safety, mobility, and access in crossings with concentrated pedestrian, bicycle, and/or vehicular traffic
- **Major Corridors:** Transforming one or more important streets to enhance the walking or cycling network, including significant reallocation of space for non-motorized transportation
- **Signature Destinations:** Improving access to culturally, historically, or otherwise significant locations at the neighborhood or civic scale
- **Large New Public Spaces:** Creating or activating plazas or other pedestrian space with amenities such as seating, greenery or space for cultural programming
- **Catalysts for Future Projects:** Launching or expanding ongoing programs or policies (g., Vision Zero safety program, plaza program, etc.) in the city or the region

Examples:

- [Culver City, CA](#) – 36 painted curb extensions, new crosswalks, protected bike lanes, bus lanes and new pedestrian spaces along a 1.3 mile corridor
- [Mexico City, Mexico](#) – Large new painted pedestrian plazas around the grand Zocalo central square with seating, shade and safer connections to surrounding streets

- [New York, NY](#) – Large new painted pedestrian plazas, public space activations, and traffic safety improvements in world-famous Times Square
- [Reno, NV](#) – Painting and activation of a block-long concrete cap over a railway bed to create a downtown hub for public events
- [Toronto, Canada](#) – Painting, activation, and creation of new public spaces along the Bentway under a downtown elevated freeway
- [Mazatlán, Mexico](#) – New crosswalks, curb extensions, and a neighborhood plaza for community events and local businesses

Site

Each application must have a site identified for the proposed asphalt art project (or sites, if multiple are feasible within the budget). Eligible sites should be on or adjacent to active roadways, have the potential for active pedestrian usage, and may include crosswalks, intersections, vehicle/parking lanes, pedestrian plazas, sidewalks, or highway underpasses. Sites may be located in and managed by one or multiple jurisdictions (city, state or county, public utility, regional transit authority, etc.) but must be largely or completely on public property and be fully open to the public. See page 71 in the [Asphalt Art Guide](#) for considerations when selecting a site.

Applicants should define a significant challenge with the site that can be addressed by an asphalt art intervention (e.g., a major destination that is difficult to access, lack of useful public space, or a street with a high volume of pedestrians, cyclists, or drivers). Applicants are encouraged to include all available data about traffic and pedestrian volumes, crash and injury histories, speeds or other relevant metrics.

Duration

If selected, projects must be designed to last a minimum of two years after being installed, with plans for maintenance of the artwork itself as well as any additional materials (planters, protective bollards, seating, etc.) After at least two years required by the grant, all proposals must include a description of plans to further maintain, remove or replace the project (e.g. as part of a planned or proposed capital project.)

Goals & Metrics

A critical component of the Asphalt Art Initiative is to identify priority goals for each project and to make a plan for collecting metrics to determine how successful the project is at meeting those goals. Goals and metrics may differ from project to project, but proposals with clear safety-related goals will be prioritized. See our [List of Common Metrics](#) for reference.

Budget

Each application must include a proposed budget outlining the size of the grant requested (up to \$100,000) and how the grant will be spent. Typical costs covered by the grant include artist fees, paint and other supplies, community engagement expenses, maintenance of artwork and other components, and programming and activation (where applicable).

Competitive proposals will include in-kind support from the municipality, particularly from the engineering or transportation department, such as permitting, resurfacing, engineering drawings, installation of signs and markings, bollards or other traffic barriers, traffic control during installation, and/or maintenance. Proposals may also make use of additional funding or in-kind support from outside sources, if applicable.

Content

Funded projects cannot include obscenity, hate speech, political messages, religious content, commercial advertisements, or depict illegal activity or imagery that is prohibited by regulatory entities.

Selection Criteria

Competitive proposals must clearly demonstrate:

Impact

- The chosen site is significant to the city (e.g., central location, concentrated pedestrian and vehicular traffic, cultural or regional significant).
- The proposed project addresses a relevant and meaningful challenge faced by the identified site, the surrounding neighborhood, or the city (e.g., traffic safety, underutilized or insufficient public space, etc.), with a particular emphasis on road safety for pedestrians and/or cyclists.
- The proposed project clearly benefits the local community and engages residents/stakeholders in its planning, development, execution, and post-installation activation.
- The proposed intervention would produce sufficient, appropriate metrics to determine success.

Viability

- The characteristics of the proposed site (e.g. physical layout, traffic or pedestrian volume, neighborhood context) are such that the proposed intervention has a high likelihood of success.
- The project team and partners have the necessary authority and expertise to oversee a project of this nature.
- The project has demonstrated support from city and community stakeholders, through existing partnerships or a thoughtful outreach/engagement plan.
- The proposed budget and timeline are realistic and demonstrate notable in-kind city support.

Quality & Visual Interest

- The process for artist selection and design development is well-defined and appropriate for the proposed project, and will be overseen by someone with appropriate expertise.
- If the artist has already been selected, the chosen artist has demonstrated creative skill and the potential to develop a visually compelling design.
- The surface being painted is in good repair or there is a reasonable plan to repave or otherwise treat it to be receptive to the chosen materials.
- The proposed maintenance plan is realistic and lays out clear responsibilities for keeping the mural maintained for at least two years.

Contact

Please direct any questions to arts@bloomberg.org and visit [Submittable](#) for technical support.

VIEW the Asphalt Art Guide Online:

[https://urldefense.com/v3/_https://assets.bbhub.io/dotorg/sites/43/2019/10/asphalt-art-guide.pdf_!!OkAVRn9czl6eiHw!bU9dd0Ky_qpi9cM0563-tEvCCMvivQKRPFNUTzb_xfFVxFODUKNSTkUuVnRGgPNvLt_TDfT8wVkB4O5RI9BFj3CqliO5_y7OYA\\$](https://urldefense.com/v3/_https://assets.bbhub.io/dotorg/sites/43/2019/10/asphalt-art-guide.pdf_!!OkAVRn9czl6eiHw!bU9dd0Ky_qpi9cM0563-tEvCCMvivQKRPFNUTzb_xfFVxFODUKNSTkUuVnRGgPNvLt_TDfT8wVkB4O5RI9BFj3CqliO5_y7OYA$)