

## Framingham Arts & Culture Vision Plan: Creative Placemaking Call for Artists

\$15,000 Grant Award

### Key Dates

- **Applications open on March 30<sup>th</sup>, Monday**
- **Information Session on April 8<sup>th</sup>, Wednesday (via Zoom).** Register [here](#)
- Question submission deadline: April 19<sup>th</sup>, Sunday. Send questions to [lrandall@mapc.org](mailto:lrandall@mapc.org). Responses to all questions received via email and during info sessions will be posted online by: April 24<sup>th</sup>, Friday
- **Deadline to apply: May 1<sup>st</sup>, Friday.** Click [here](#) to apply
- Artist(s) selected by: May 22<sup>nd</sup>, Friday

In partnership with the City of Framingham and a group of local Project Advisors, the Metropolitan Area Planning Council (MAPC) seeks artists to submit proposals for temporary creative placemaking activities at Nevins Hall. The main goal of the project is to explore how Nevins Hall can support the needs of artists, cultural bearers, and community members, and how it can serve as a bridge connecting the constellation of people and places across Framingham's arts and culture ecosystem.

Proposed activities should support the goal of strengthening Nevins Hall's connection with the multi-ethnic and multilingual communities of South Framingham and gather input on local arts and culture needs, aspirations, and visions. These activities will also inform a vision plan for the role public buildings in Framingham can play in supporting the arts and cultural ecosystem and strengthening the city's identity as a thriving regional arts and cultural hub.

As part of the Arts & Culture Vision Plan, MAPC will conduct an Arts and Culture Vision Survey to capture community-wide perspectives. Preliminary survey results will be shared with the artist(s) and Project Advisors to inform the development of creative placemaking activities. Artists will have access to Project Advisors for feedback and will share insights from these activities with MAPC and Project Advisors to be incorporated into the Arts and Culture Vision Plan.

Up to two artists or artist teams will be selected. Selected artists are expected to:

- Develop and lead creative placemaking activities at Nevins Hall that support the goals of the Arts and Culture Vision Plan.
- Document data and observations about participation in the activities, with special emphasis on the community members from South Framingham.
- Inform the Project Advisors in their work to define community needs for creative space and arts and culture programming.

## Section I: Project Overview

In partnership with the City of Framingham and a group of local Project Advisors, MAPC is working on an Arts and Culture Vision Plan for downtown Framingham centered on Nevins Hall. A central goal for this plan is to connect downtown with South Framingham, a historically underserved area where Environmental Justice populations are concentrated. South Framingham is home to a multilingual community with a high proportion of Latinx, Asian, and Black residents, as well as significant Brazilian, East European, and North African immigrant communities. An active business community and local organizations in South Framingham serve these cultural groups. The project seeks to weave Nevins Hall into the vibrant multicultural ecosystem and amplify the community's creative capacity to ensure that municipal infrastructure supports Framingham as a thriving hub of arts and culture.

In addition to artist-led creative placemaking activities, the Arts and Culture Vision Plan will be informed by local Project Advisors and by the results of a citywide survey.

### **About Nevins Hall**

Nevins Hall is a large auditorium space located within the Memorial Building at 150 Concord Street in downtown Framingham. The Memorial Building (also referred to as Framingham's Town/City Hall) houses many government offices and civic functions. Dedicated in 1928, and approaching its 100<sup>th</sup> anniversary, the Hall once served as a popular venue for concerts, proms, and community celebrations. As Framingham transitioned from a town to a city in 2018, the City has an opportunity to enliven its downtown civic spaces with arts and culture.

The area surrounding Nevins Hall is home to a dynamic arts and cultural ecosystem. Established creative anchors such as The Danforth Art Museum, The Performing Arts Center of MetroWest, A Common Thread Theatre, and The Framingham History Center, bring together artists, educators, and performers from across the region and they collectively foster creative participation across artistic disciplines. Framingham Public Schools and youth organizations, such as Boys & Girls Club of MetroWest, together strengthen connections between creativity, learning, and belonging while arts organizations like The Centre Music House provide space for both youth and adults to practice their creativity. Trusted community hubs including The Framingham Public Library, The Pelham Lifelong Learning Center and The Brazilian-American Center (BRACE) provide multilingual gathering spaces that bridge residents with civic life. Faith-based communities and locally owned businesses also serve as cultural keepers, weaving culture into everyday experiences and neighborhood connections.

Located along Union Ave, a corridor linking The Framingham Centre Common Cultural District, Downtown Framingham, and the South Framingham communities, Nevins Hall has the potential to become a shared civic and cultural gathering place that strengthens connections across neighborhoods and languages.

For more information about Nevins Hall, please read Framingham Community Landscape Analysis linked [here](#).

## Section II: Who Can Apply

This call is open to any resident of the United States of America aged 18 years or older. Current or former residents of South Framingham and artists familiar with or connected to the area, especially those rooted in BIPOC and immigrant communities, are strongly encouraged to apply. Artists and teams with experience in placemaking, creative engagement, socially engaged art, and storytelling are encouraged to apply.

## Section III: Funding

This grant is valued at an amount up to \$15,000, which will be distributed among one or up to two selected artists or artist teams. The award must cover all services detailed in the Scope below, from development through final completion, including but not limited to artist'(s)' fee, travel, community meetings, materials, project coordination, and creative placemaking activities. MAPC will enter into Grant Agreements with the selected individual artist(s) and/or artist team(s). **By submitting an application, applicants agree to accept the Grant Agreement linked [here](#).**

## Section IV: Artist Team Scope of Work

### **Task 1: Planning, concept development, and management**

- Selected artist(s) will attend a meeting with Project Advisors, convened and facilitated by MAPC, to present, discuss and finalize the creative placemaking activities plan.
- Artist(s) will manage the development and execution of the creative placemaking activities and work with MAPC and Project Advisors to coordinate resources through phases of concept development, community outreach and engagement, and implementation of activities. MAPC will coordinate communications with Project Advisors, manage translation processes in collaboration with the City of Framingham, and provide support on event promotion and logistical needs (permitting, consent forms, etc.) as needed.

### Deliverables:

- Submission of an approved Creative Placemaking Activities Plan for Nevins Hall.
- Submission of an approved schedule of activities, logistical requirements, and translation needs.

## Task 2: Creative placemaking activities and documentation

- **Goals for creative placemaking activities:**

- Activate Nevins Hall as a place of belonging and inclusiveness and collectively explore creative possibilities for how it can bridge community divides and strengthen Framingham's arts and cultural ecosystem.
- Elicit ideas about the community's arts and culture needs, aspirations, and visions.
- Effectively engage with the culturally and linguistically diverse communities in South Framingham.

Deliverables:

- Submission of an approved Outreach Plan and engagement materials.
- Execution of 2-3 events featuring approved creative placemaking activities at Nevins Hall.
- Submission of documentation of activities and community input, and observational findings from each engagement activity.

**Key Milestones:**

- Approved final plan for creative placemaking activities at Nevins Hall by **Monday, June 1<sup>st</sup>**. Once the plan is approved, artists should confirm the schedule of activities, logistical requirements, and translation needs with MAPC. Artist(s) will also work with the Project Advisors and City of Framingham to finalize the installation plan that aligns with the safe use of Nevins Hall which is located in a historic building.
- Artist(s) should provide materials requiring translation to MAPC at least one month before they are needed. MAPC will coordinate a translation and review process with the City of Framingham.
- Creative placemaking activities (including material production, community outreach, and activities) implemented by **Sunday, August 30<sup>th</sup>**.
- Documentation of activities and community input and key findings submitted by **Wednesday, September 30<sup>th</sup>**.
- The artist team will meet with Project Manager throughout the project timeline.

## Section V: How to Apply

Please submit your application using this [online form](#) and include the following materials. All materials should collectively demonstrate how you meet the selection criteria outlined in **Section VI**.

1. Artist Information

Contact information: Lead applicant name, mailing address, email address, and phone number. If applying on behalf of a team, please list the full names of all team members.

2. Artist Description

Answer the following in the application form, which corresponds to the experience-based selection criteria:

- a. Describe your creative and cultural practices and how you use them to engage communities.
- b. Describe your experience generating insights from community engagement to inform community and civic processes, and decision making.
- c. Describe your connection to artists, cultural bearers, and community organizers in Framingham and MetroWest.
- d. Describe your experience engaging with the communities of South Framingham.
- e. Describe your experience working with multilingual communities. Please note any relevant language skills held by you or your team.

3. Resume and portfolio

Materials should demonstrate relevant experience aligned with the selection criteria, including creative placemaking, socially engaged art, creative civic engagement, storytelling, community-based work, and project management.

- a. Brief biography or simplified resume.
- b. Link(s) to a portfolio (PDF or website) showcasing relevant artistic media and examples of work informed by and/or created with communities.

4. A one-page overview of the preliminary concept(s)

Please submit a one-page overview of your preliminary concept(s) that addresses the project alignment and feasibility criteria, including:

- a. How your proposed concept(s) align with the goals for the creative placemaking activities (see **Section IV**).
- b. Who you plan to engage and how you will reach and involve them.
- c. The resources, partnerships, or networks you will use to support implementation.
- d. Feasibility of the proposed activities and your capacity within the project timeline.
- e. **An estimated project budget using the template linked [here](#).**

5. Your availability to work from May through September 2026.

6. References:

Names, phone numbers, and email addresses for two (2) references who will vouch for the applicant's ability to meet deadlines, navigate complex project requirements, collaborate with multiple partners, and adapt creative work in response to feedback.

The deadline to submit application is **Friday, May 1<sup>st</sup>**.

## Section VI: Selection Process & Criteria

The Selection Committee, consisting of City of Framingham staff and representatives from the Project Advisors, reflecting a range of local perspectives with experience across the arts, education, business, and community sectors, will review all submitted applications and select up to two awardees.

Applicants will be considered based on:

1) their strength of demonstrated experience in:

- Using arts, storytelling, or other creative practices to engage residents and collect community input.
- Observing and documenting processes of creative placemaking activities and generating insights to inform community processes and decision making.
- Engaging with communities of South Framingham.
- Working with artists, cultural bearers, and community organizers in Framingham and MetroWest.
- Relevant language skills held by team members (e.g. Portuguese, Spanish, Hindi) or experience working with multilingual communities.

2) alignment of their submitted concepts with project goals and timeline:

- How well the concept will activate Nevins Hall as a place of belonging and inclusiveness.
- How well the concept explores creative ways for Nevins Hall to bridge community divides.
- How well the concept explores how Nevin's Hall can strengthen Framingham's arts and cultural ecosystem.
- How effectively the concept can elicit ideas about the community's arts and culture needs, aspirations, and visions.
- How effectively the concept will engage with the culturally and linguistically diverse communities in South Framingham.
- How feasible the concept is within the project timeline and budget.
- How well the artist or artist team's experience demonstrates capacity to execute proposed concept.