



CREATING  
PLACES



The **Indiana Housing & Community Development Authority's** mission is to provide housing opportunities, promote self-sufficiency, and strengthen communities.









**CreatINg Places** is a collaborative effort between the Indiana Housing and Community Development Authority (IHCDA) and Patronicity. As a place-based crowdgranting program, CreatINg Places empowers the public, residents, businesses and community organizations, to play a role in achieving community improvements and building community pride.





CREATING PLACES LIFETIME IMPACT

**\$8,902,808**  
**EDBOW FUND**

**\$7,275,450**  
**MATCHES**

**233**  
**PROJECTS**

**49,532**  
**BATRON**

\*Statistics are as of July 2023. Find up-to-date numbers at [Patronicity.com/creatingplaces](https://Patronicity.com/creatingplaces).







Patronicity

WH  
O  
WE  
ARE

## OUR MISSION

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

## OUR VISION

TO REVOLUTIONIZE placemaking by democratizing the funding and implementation process

TO TRANSFORM communities by harnessing the power of crowdfunding and crowdgranting

TO EMPOWER changemakers to create sustainable, healthy, and equitable communities



# 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 matter most to them.



IT IS  
ACCESSIBLE



IT IS  
DECENTRALIZE  
D



IT'S A GREAT  
STORYTELLING  
TOOL



IT FACILITATES  
COMMUNITY  
ENGAGEMENT



# HOW IT WORKS

Changemakers, like you, identify an opportunity for growth or change in your community.

Patronicity provides an easy-to-use crowdfunding platform with one-on-one project coaching, helping communities develop a strategy to reach their fundraising goals and engage their community.

Community members buy-in and support projects with their dollars.

Partners like IHEDA provide matching grant dollars to approved projects that reach their crowdfunding goals.



# DIFFEREN

CF

91%

1,500

\$32  
millio

n



# ELIGIBILITY

Local units of government and nonprofit organizations with 501(c)3 or 501(c)4 status.

Projects that activate underutilized public spaces or create new public spaces.

Eligible CreatINg Places projects may include but are not limited

- to: Streetscape beautification & walkability
- Public plaza development/activation
- Access to public amenities (riverwalks, canoe livery, pier enhancements)
- Farmer's markets, community kitchens, pop-up retail/incubator space (community or nonprofit)
- Alley activation
- Park enhancements



# ELIGIBILITY

1 year to complete the project from the date funds are transferred, extensions possible.

Preference for projects in walkable, easily accessible locations.

Preference for projects that highlight and improve upon a community's identity, history, culture and strengths.

Projects in historical districts or are in the national historic registry, may require additional review.

Projects in a floodway may require additional review.



# FUNDING

Projects that meet crowdfunding goals can receive a matching grant for between \$5,000 and \$50,000.

Eligible projects must have a minimum total development cost of \$10,000. Projects at this minimum level would have a crowdfunding goal of \$5,000, which would be matched with \$5,000 in IHCDA funds if their fundraising goal is met.

Projects that do not meet their fundraising goal by the set date will not receive any IHCDA matching grant dollars.

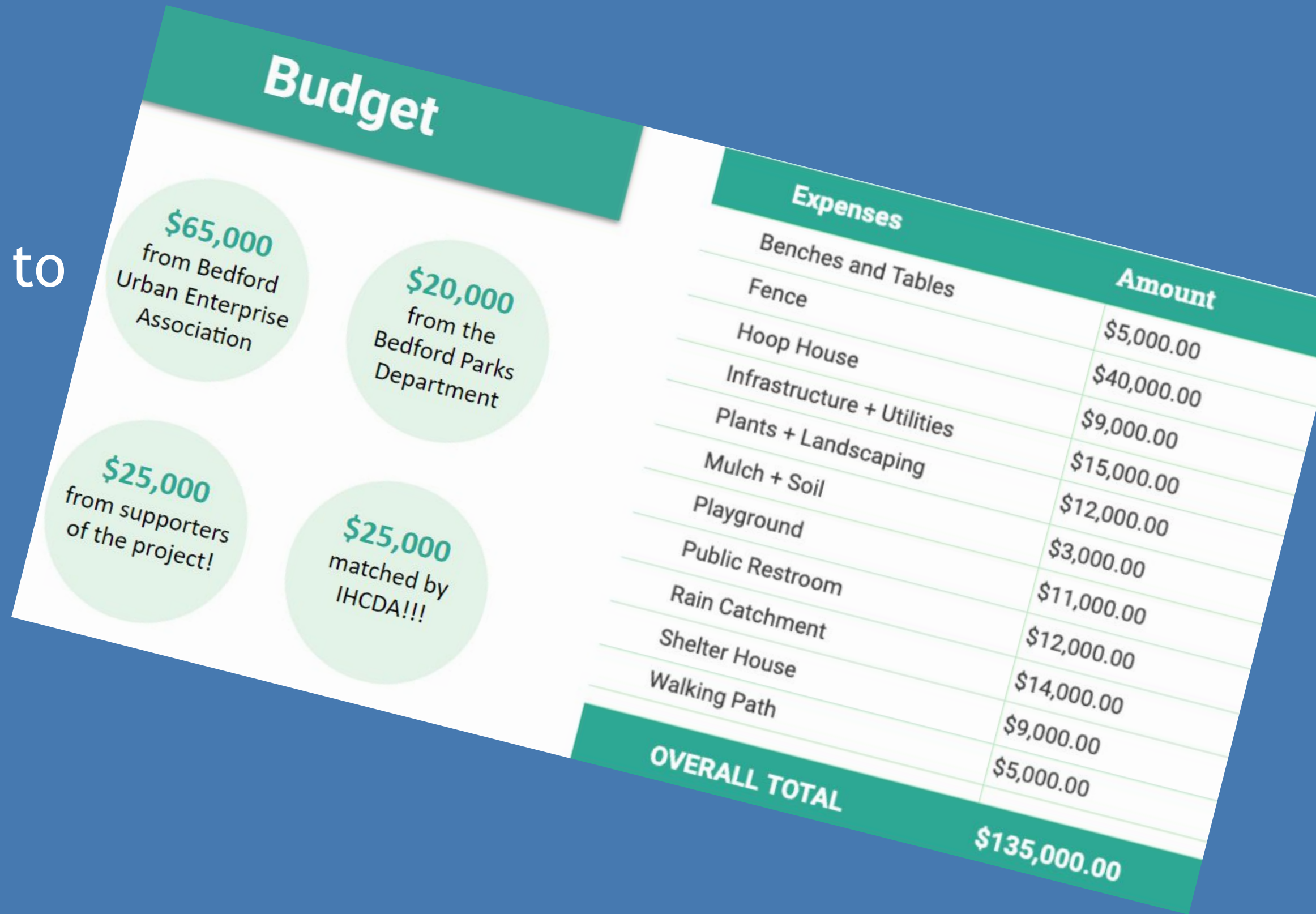


# BUDGET

How much money do you need to complete the project?

Be explicit. List all expenses alongside estimated costs.

Projects that exceed \$100,000 have to have those additional funds in place





# BUILD YOUR PAGE

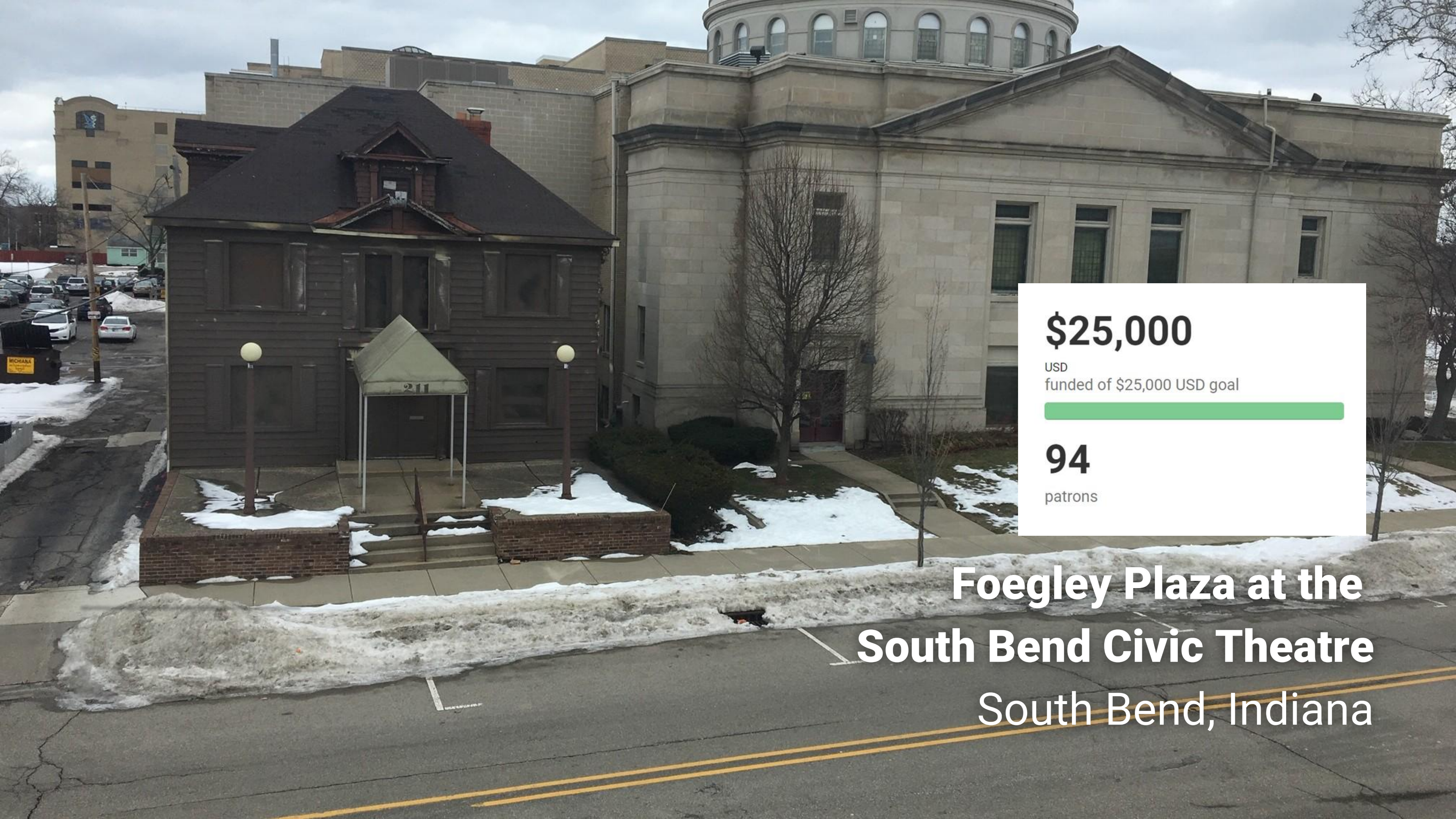
Catchy Title and Tagline

Images and Renderings

The screenshot shows a crowdfunding page for 'Indy Night Market'. At the top, the title 'Indy Night Market' is displayed in a bold, black font. Below it is a tagline: 'To celebrate local artisans, creatives, food entrepreneurs, farmers, and chefs who contribute to the growth of more equitable food systems in Indy.' A blue arrow points from the text 'Catchy Title and Tagline' to this section. Below the tagline are social media icons for Facebook, Twitter, and Email, along with a '8' icon. The main image is a dark square with the words 'INDY NIGHT MARKET' in a glowing, neon-style font. A blue arrow points from the text 'Images and Renderings' to this image. To the right of the image is a progress bar showing '\$15,395 funded of \$15,000 goal'. Below the progress bar, it says '101 patrons' and 'Project Closed'. A blue arrow points from the text 'Attainable Goal' to this progress bar. Below the progress bar is a 'Success!' button. Further down, there is a 'SUCCESS!' notification: 'This campaign reached its goal on Apr 30, 2021 11:45 PM.' Below that is a 'TAX DEDUCTIBLE' notification: 'Growing Places Indy is a Registered 501(c)(3), Tax ID 271881799.' At the bottom, there is a 'Volunteer' button and a 'Give \$10 or more' button.

Attainable Goal





**\$25,000**

USD  
funded of \$25,000 USD goal



**94**

patrons

**Foegley Plaza at the  
South Bend Civic Theatre  
South Bend, Indiana**



**\$25,000**

USD  
funded of \$25,000 USD goal

**94**

patrons

**Foegley Plaza at the  
South Bend Civic Theatre  
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# TIMELINE



**Application:**  
Complete a campaign page  
Patronicity reviews eligibility and helps polish the page

**IHCDA Review:**  
3 days to approve (maximum)  
2 weeks press release from Lt. Governor

**Campaign Prep:**  
Make initial calls to big donors and partners  
Plan for press and social media

**Go Live:**  
30-60 days to raise funds,  
Patronicity coaching throughout



# HOW TO APPLY

To start an application for the CreatINg Places program, simply begin crafting a crowdfunding campaign page that describes your project and is directed towards your community and potential donor audience. The Patronicity Team will contact you within 24 hours of starting your page.

[patronicity.com/creatingplaces](https://patronicity.com/creatingplaces)

**Apply Now!**





**Putnam County Mural Project**  
Greencastle, Indiana





**Putnam County Mural Project**  
Greencastle, Indiana



A narrow alleyway in Columbia City, Indiana, flanked by brick and stone buildings. A large, ornate building with a prominent green dome and a clock tower is visible at the end of the alley. A blue dumpster is positioned in the middle of the alley. The scene is captured in a cinematic style with dramatic lighting.

**Ohki Alley**  
Columbia City, Indiana





**Ohki Alley**  
Columbia City, Indiana







# Kindness Mural and The SPOT

## Madison, Indiana





**Music & Arts in the District**  
Greensburg, Indiana





**#DistinctivePlace**  
Greensburg, Indiana



# Questions?



Indiana Housing & Community Development Authority







# Patronicity

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