





# FEMA Grant Programs to Support Arts and Cultural Organizations

Are you an arts or cultural organization that wants to learn more about how you can use FEMA grant funding to build resilience, communicate risk, or mitigate hazards? Are you a state, local, Tribal, or territorial government official who wants to partner with an arts or cultural organization to build community resilience? The following non-exhaustive list provides more information on how to access FEMA grant programs.

## FEMA Nonprofit Security Grant Program

This grant program provides funding for target hardening and physical security enhancements for community organizations at high risk of terrorist attacks, such as art museums or cultural institutions.

Application Details: Community organizations cannot apply directly for the grant program but can apply for funding through their state. Community organizations must be designated as 501(c)(3) entities to be eligible. For more information on applying, contact your state's designated contact by visiting FEMA's Preparedness Grants site.

# FEMA Building Resilient Infrastructure and Communities

This FEMA program provides funding for hazard mitigation projects focused on building capability and capacity, innovation, and partnerships at the local level. This funding can (and has been) used to build resilience in creative and artistic ways.

Application Details: Community organizations cannot apply directly for this grant program; however, they can be included in application packages submitted by their state, territory, or federally recognized Tribal Nation. Art institutions, cultural entities, and other organizations can contact their city, town, or county managers to discuss inclusion in statewide application packages. For more information on how to apply, visit FEMA's
 Before You Apply page.



Image credit: Matt Barton, Community Forms, 2021, concrete, formed earth, recycled materials, rebar, landscaping. Site-specific art installation located at the TAXI Campus in Denver, Colorado. Photo by Third Dune Productions. Courtesy of the artist and Black Cube.

## FEMA Hazard Mitigation Grant Program

<u>This grant program</u> provides funding to state, local, Tribal, and territorial governments to help them develop hazard mitigation plans to rebuild in creative ways that reduce or mitigate future disaster losses in their communities. This grant funding is available after a presidentially declared disaster.

Application Details: Homeowners, businesses, and community organizations cannot directly
apply for HMGP funding. However, a local community may apply for funding on their behalf.
Awardees must develop and adopt hazard mitigation plans to receive funding. For more
information on applying, visit FEMA's Hazard Mitigation Grant Program page.

#### **FEMA Public Assistance**

<u>FEMA's Public Assistance program</u> provides supplemental funding to state, local, Tribal, and territorial governments and certain private non-profit organizations to help communities quickly respond to and recover from major disasters or emergencies. This funding can be used for emergency needs such as debris removal and for the repair, replacement, or restoration of permanent facilities such as museums and performing arts centers, including equipment and contents. Funding can also be provided for mitigation to reduce the risk of future damage.

Application Details: Under the this program, states, Tribal Nations, and territories serve as
the recipients of grant funding. Eligible applicants, including local governments and private
non-profit organizations, apply for this funding through their respective recipient. Examples
of eligible private non-profit organizations include community centers offering arts services,
performing arts centers, museums, and others. For a full list of eligible and non-eligible private
non-profit organizations, refer to FEMA's Public Assistance Program and Policy Guide (PAPPG)
Tables 1-3. For more information on this FEMA program, visit FEMA's Public Assistance page.

Image credit: Matt Barton, Community Forms, 2021, concrete, formed earth, recycled materials, rebar, landscaping. Site-specific art installation located at the TAXI Campus in Denver, Colorado. Photo by Third Dune Productions. Courtesy of the artist and Black Cube.



# FEMA Best Practices in Partnering with Arts and Cultural Organizations

At FEMA, we are building partnerships and leveraging art in creative ways to drive equity, spur resilience, and build a culture of preparedness. **Below are some of our best practices in partnering with arts and cultural organizations to advance life-sustaining work to support communities before, during, and after disasters.** We hope these examples provide inspiration on how your organization can support artistic and cultural initiatives to advance similar goals.

## **Ready Campaign**

Launched in February 2003, the Ready Campaign is the nation's primary preparedness initiative designed to educate and empower Americans to prepare for, respond to, and mitigate emergencies and disasters.



- In 2021, we transformed the campaign to include accessible and culturally competent information to reach, resonate with, and mobilize vulnerable populations that are disproportionately impacted by disaster.
- In partnership with the Ad Council and creative ad agencies, FEMA has developed campaigns and preparedness messaging to reflect the needs of unique communities by tailoring messages and leveraging artists and cultural organizations from the community.
- For example, in past years FEMA focused on the Latino community, Black and African American Community, and older adults with disabilities, limited resources, as well as those living in rural areas. The Ready Campaign conducted listening sessions and market research to determine culturally-appropriate messaging and best practices to support its targeted campaign.
- Additionally, FEMA built partnerships with credible and trusted external stakeholders to support the development and delivery of messages.



Stephanie Sanz. NFIP Hurricane "Keep Home" Campaign: Texas

## **National Flood Insurance Program**

Art can be an essential source of connection, helping individuals, families, and businesses imagine the impact to their own community from what might seem like a low-probability event like a flood. Purchasing flood insurance through FEMA's National Flood Insurance Program is necessary for many, but the rate of policies in some communities is low, leaving them open to risks.

In 2021 and again in 2023, FEMA partnered with local artists to create original artwork and visuals that authentically conveyed the unique look and feel of various communities across the U.S., including Texas, Florida, Louisiana, New Jersey, Atlanta, and New York City. These pieces underscored the local pride angle to further motivate households and businesses to obtain or renew their flood insurance policies through seeing themselves in the messaging.

#### **ArtWorks**

The FEMA ArtWorks program is based out of FEMA Region 8 in Denver. The program is designed to raise risk awareness and start dialogues on the need and value of flood mitigation. It does this through partnerships between FEMA, artists, and local communities.

• In 2022, FEMA Region 8 and artist Matt Barton completed the first project of FEMA ArtWorks: Community Forms. Barton created sculptures that guide storm runoff through the site to a nearby water-collection channel. Community Forms encourages play and a novel solution to flood mitigation. The installation is both functional for reducing stormwater runoff and serving as a fun skateboard park for community members. For more information, visit the FEMA ArtWorks Program page.





Gina Phillips. NFIP "Keep Home" Campaign: Louisiana

### **Heritage Emergency National Task Force**

FEMA and the Smithsonian Institution co-sponsor this task force, a partnership of more than 60 national service organizations and federal agencies created to protect cultural heritage in our nation's states, Tribal Nations, territories, and local communities from the damaging effects of natural disasters and other emergencies.

- The task force works in collaboration with state arts agencies and local arts councils to help direct affected arts organizations to FEMA's Public Assistance program (see the section above for more information about this grant).
- When a major disaster is declared, members of the task force initiate a chain of
  communications to share response and recovery resources, solicits reports of damage and
  unmet needs from affected arts and cultural institutions, and helps them navigate the process
  to apply for a grant through FEMA's Public Assistance program by providing guidance and
  disseminating information and updates to local stakeholders.
- Contact <a href="mailto:fema-hentf@fema.dhs.gov">fema-hentf@fema.dhs.gov</a> for more information about the task force.

#### Maui Wildfires and Cultural Protocol Task Force

Following the wildfires that devastated the community of Lāhainā on Maui, FEMA's Office of External Affairs quickly recognized that standard messaging would not resonate with or be trusted by certain communities who needed important information on how to jumpstart their recovery.

- A working group led by FEMA's Office of External Affairs, the DHS Center for Faith-Based and Neighborhood Partnerships, and FEMA's Office of Equal Rights was created at FEMA Headquarters with senior leadership, members of FEMA's Asian American, Native Hawaiian, Pacific Islander Employee Resource Group, and other employees seeking their cultural and community insights to quickly develop new materials with this community's needs in mind. Another major collaborator was the White House Initiative on Asian Americans, Native Hawaiians, and Pacific Islanders. Based on feedback from the field and disaster survivors, this working group informed the development of new culturally competent materials, including public service announcements and social media graphics and posts. Existing materials were also updated to better reflect the cultures and communities on Maui.
- On Maui, a Cultural Protocol Task Force was organized with FEMA employees with direct
  connections to the communities affected by the wildfires and led by the Senior Advisor for
  Native Hawaiian Affairs from the U.S. Department of the Interior. Part of the task force's role
  was to advise field leadership on the significance of cultural institutions and historic landmarks
  so response and recovery activities were respectful and inclusive.



Stephanie Sanz. NFIP Hurricane "Keep Home" Campaign: Texas

# **Considerations for Getting Started**

Now that you have learned about how you can leverage FEMA's various grant programs for funding and some of the best practices in partnering with arts and cultural organizations, it is time to get started. Below are considerations for 1) state, local, Tribal, and territorial governments, and 2) community arts and cultural organizations to build partnerships and support impactful art or cultural projects to build preparedness and mitigate future hazards.

# Considerations for State, Local, Tribal, and Territorial Governments

Research and identify
local partners and
organizations that represent
and understand your community's
diverse culture. Potential partners
could include local or county arts
councils or agencies, arts service
organizations, artist-in-residence
organizations, local arts districts,
museums, or college and
university arts programs.

Engage with local
community organizations
before disaster strikes to
better understand their needs,
especially those related to grant
funding. If organizations are eligible
for funding under one of FEMA's grant
programs, work together with community
organizations to co-create applications
and initiatives that support mitigation
and preparedness.

Contact FEMAExpandingMitigation@
fema.dhs.gov for more
information on how you
can make the connection
between art and hazard
mitigation.

Engage
with community
organizations in your
jurisdictions to discuss how
they can integrate into hazard
mitigation planning. Community
resiliency involves the whole
community, so local organizations
can be key partners in
developing mitigation plans
and projects.

# **Considerations for Community Arts and Cultural Organizations**

Get connected! Join local arts councils, arts service organizations and/or districts, collaborate with museums, or partner with college and university arts programs. Use these networks to learn about opportunities to participate in impactful art or work together to secure funding for community preparedness or rebuilding projects.

Learn about the hazards and risks in your community and consider how your skills and art can **communicate those risks or contribute to resilience in new or innovative ways.** Contact FEMA
<u>ExpandingMitigation@fema.dhs.gov</u> for more information on how you can connect with local officials in your area to reduce your risk from hazards.

#### Act before disaster strikes!

Building readiness will ensure you are poised to support your community through your art or cultural organization before, during, or after a disaster. Leverage FEMA programs and grants that will increase your resilience and familiarize yourself with recovery grants so you can play an essential role in your community's recovery.

Gina Phillips. NFIP "Keep Home" Campaign: Louisiana More Information About This Fact Sheet & FEMA's Commitment to the Arts Acknowledging the transformative power of art, this document underscores FEMA's steadfast commitment to fostering equity and local resilience through investment in artistic initiatives and cultural preservation. President Biden's Executive Order 14084, which emphasizes the role of the arts, the humanities, and cultural institutions, is a guiding principle for our efforts.

FEMA recognizes that the arts are all around us and are a key part of our communities. Art plays a pivotal role in fostering community resilience by serving as a means of communication for risk awareness, anchoring us to our community before disasters, providing solace and healing following disasters, and inspiring civic creativity for recovery.

# Other Resources

The following list provides additional resources for state, local, Tribal, and territorial governments and local community organizations to expand mitigation:

- FEMA Inspiration Book: Arts and Experiential Learning
- FEMA Guide to Expanding Mitigation: Making the Connection with Arts & Culture
- National Endowment for the Arts: How to Do Creative Placemaking
- National Coalition for Arts and Preparedness and Emergency Response (NCAPER) Arts Field Guide to Federal Disaster Relief
- Craft Emergency Relief Fund (CERF+)
- FEMA and HENTF Save Your Family Treasures
- Crisis Analysis & Mitigation (CAM) Coaching Program
- National Endowment for the Arts: Regional Arts Organizations
- National Endowment for the Arts: State Profiles
- Performing Arts Readiness



Image credit: Matt Barton, Community Forms, 2021, concrete, formed earth, recycled materials, rebar, landscaping. Site-specific art installation located at the TAXI Campus in Denver, Colorado. Photo by Third Dune Productions. Courtesy of the artist and Black Cube.





Learn more at FEMA.gov