

CreatINg Places: Honoring Culture and
History Through Innovative Crowdgranting
Indiana Housing and Community Development Authority
Special Achievement

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Introduction

In most instances placemaking and ensuring Fair Housing are separate projects. However, through our King Park Kennedy King Memorial Initiative placemaking project we have helped to change that thought process.

On April 6, 1968 on the corner of 17th and Broadway in Indianapolis, Indiana Robert F. Kennedy delivered an improvised statement informing a gathered crowd of the assassination of Dr. Marketing Luther King, Jr. Within his powerful speech, Kennedy reminded listeners of what Dr. King stood for, and urged racial reconciliation and forgiveness in his speech.

To celebrate and honor both the 50th anniversary of that night and the signing of the Fair Housing Act, the Kennedy King Memorial Initiative (KKMI) was developed with the vision of public art to capture the essence of Robert Kennedy and Dr. King, whose legacies will forever be entwined.

State Need

The Kennedy-King Neighborhood, located on the near north side of the City of Indianapolis, has recently seen targeted and significant investment in their community. This has consisted of a mix of concurrently developed subsidized and market rate housing, with 20 percent of new homes being affordable for buyers. Critical to the success of these efforts was the prevention of displacement, ensuring existing residents had access to fair housing and retained the deep cultural richness that marks this historical space.

Local leaders saw the value in educating residents about the significance of their neighborhood and developed the [Kennedy King Memorial Initiative](#) (KKMI) to honor the history of April 4, 1968 when Robert Kennedy addressed the African American neighborhood to share the tragic news of the death of civil rights leader Martin Luther King, Jr. The 50th Anniversary of the historic speech was an ideal opportunity to honor that legacy. As new families moved in with new housing opportunities, they sought to create a deeper connection to their space.

Innovative Approach

KKMI wanted to add artistic additions to the existing King Park in the exact location of the speech. Their goals were to further integrate the messages and legacies of Martin Luther King, Jr. and Robert Kennedy into the infrastructure of King Park, while also making it safer, more usable, and adding beautification elements. In order to ensure community engagement, they turned to the CreatINg Places crowdgranting opportunity from the Indiana Housing and Community Development Authority (IHCDA). The program allowed them to leverage the assets and the dollars in the community with matching IHCDA grant dollars to make their vision a reality.

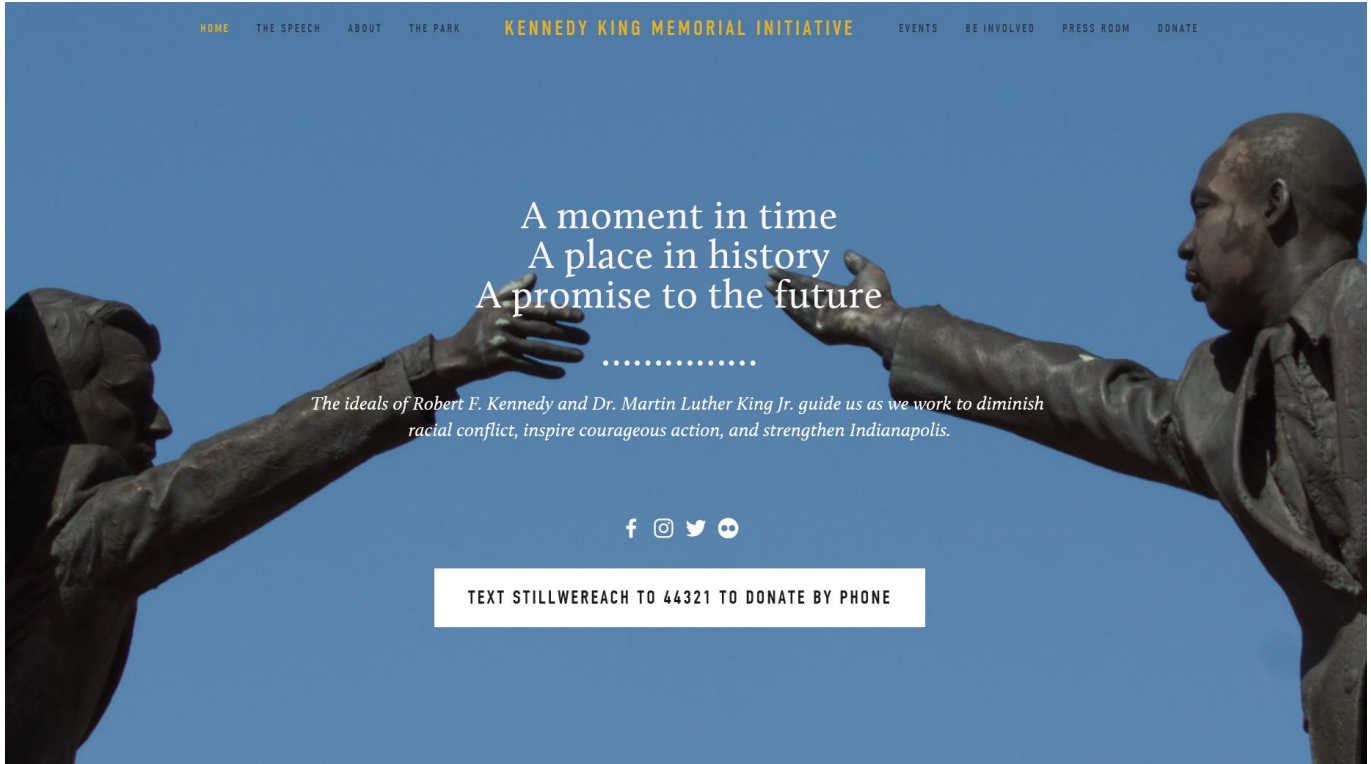
Results

CreatINg Places' mission is the activation of underused public spaces or the creation of new public spaces. Communities generate public engagement in the implementation of creative community improvements by incentivizing individual donations with matching IHCDA funds. By creating a crowdfunding campaign through the CreatINg Places opportunity, KKMI was able to raise \$61,100 from 58 donors and IHCDA provided a matching grant of \$50,000 for a total of \$111,000. By prioritizing placemaking and empowering the community to fundraise, IHCDA's CreatINg Places ensured public awareness, project viability, community sustainability, and inclusivity. The park and its new features are now not only important to this neighborhood but have become a defining part of the City of Indianapolis and a symbol of unity.

Appendix I


Kennedy King Memorial Initiative (KKMI) Website

Click [here](#) to access the website.



Appendix II
Crowdfunding Program Page

Click [here](#) to access the crowdfunding campaign webpage hosted by Patronicity.



INDIANAPOLIS, IN

King Park Kennedy King Memorial Initiative

Using the legacies of Martin Luther King and Robert Kennedy to guide efforts to diminish racial conflict, inspire courageous action, and


\$61,100
of \$50,000 Project Closed

★ Matching Grant: **Indiana Housing & Community Development Authority**

[VIEW](#) [SUCCESS!](#)

King Park Kennedy King Memorial Initiative

Using the legacies of Martin Luther King and Robert Kennedy to guide efforts to diminish racial conflict, inspire courageous action, and strengthen Indianapolis



Indianapolis, IN Arts Community Placemaking

\$61,100
funded of \$50,000 goal


58
patrons

Project Closed


[Success!](#)

SUCCESS!
This campaign reached its goal on Dec 23, 2017 11:45 PM.

TAX DEDUCTIBLE
Kennedy King Memorial Initiative is a Registered 501(c)(3), Tax ID 46-5752825.

CAMPAIGN BY:
 **Kaley Martin**
[Email Directly](#)

Story Updates Donors

ihcda 
Indiana Housing & Community Development Authority

Will Contribute **\$50,000**
If We Meet our Goal!
Support Today!

Appendix III

2018 IHCD Annual Report: Fair Housing = Placemaking?

Click [here](#) to access the 2018 IHCD Annual Report.



Placemaking = Fair Housing?

In most instances placemaking and ensuring Fair Housing are separate projects. However, the **King Park Kennedy King Memorial Initiative Project** helped to change that thought process. On April 6, 1968 on the corner of 17th and Broadway in Indianapolis, Robert F. Kennedy delivered an improvised statement informing a gathered crowd of the assassination of Dr. Martin Luther King, Jr. Within the powerful speech, Kennedy reminded listeners of what Dr. King stood for, and urged racial reconciliation, forgiveness and speech.

To celebrate the 50th anniversary of that night, when the legacies of Dr. King and Robert F. Kennedy became forever entwined, the **Kennedy King Memorial Initiative (KKMI)** had visions of public art. Using IHCD's CreatINg Places program, KKMI raised over \$60,000 that was matched by \$50,000 from IHCD.

Thanks to this campaign, Martin Luther King Park and the Kennedy King Memorial, "Landmark for Peace" will continue to hold a special place of honor in Indianapolis. They bring a vision of a unified community and signifies the legacy that began with Kennedy's speech.



Since the **CreatINg Places' program** started in 2016, more than **60 projects** have been successfully completed. Together they have raised more than **\$2 million** in public funding that have been matched by **more than \$1.6 million** from IHCD.