

**RESOLUTION
HEARTBEAT CREATIVE DISTRICT'S
PUBLIC ART & CREATIVE PLACEMAKING PLAN
RESOLUTION NO. 2025-39**

WHEREAS, the City of Hastings, Nebraska is a Certified Nebraska Creative District, as per the Nebraska Arts Council.

WHEREAS, the Heartbeat Creative District's Strategic Plan calls for the creation of a Public Art & Creative Placemaking Plan.

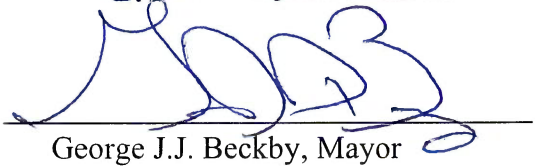
WHEREAS, the Hastings Arts Council has reviewed the Public Art & Creative Placemaking Plan and recommend approval.

WHEREAS, the Hastings Business Improvement District has reviewed the Public Art & Creative Placemaking Plan and recommend approval.

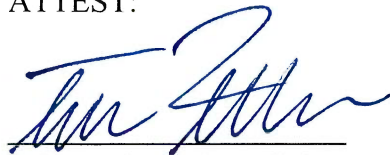
WHEREAS, adoption of the Public Art & Creative Placemaking Plan constitutes approval of projects within public rights-of-way consisting of sculptures, painted crosswalks, and wrapped utility boxes, as identified within the Plan.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of Hastings, Nebraska that the Mayor be authorized and directed to adopt the Heartbeat Creative District's Public Art & Creative Placemaking Plan and the same be filed with the City of Hastings Clerk and posted on the City of Hastings Website.

PASSED AND APPROVED this 27th day of October, 2025.


George J.J. Beckby, Mayor

ATTEST:


Tyler Ficken, City Clerk

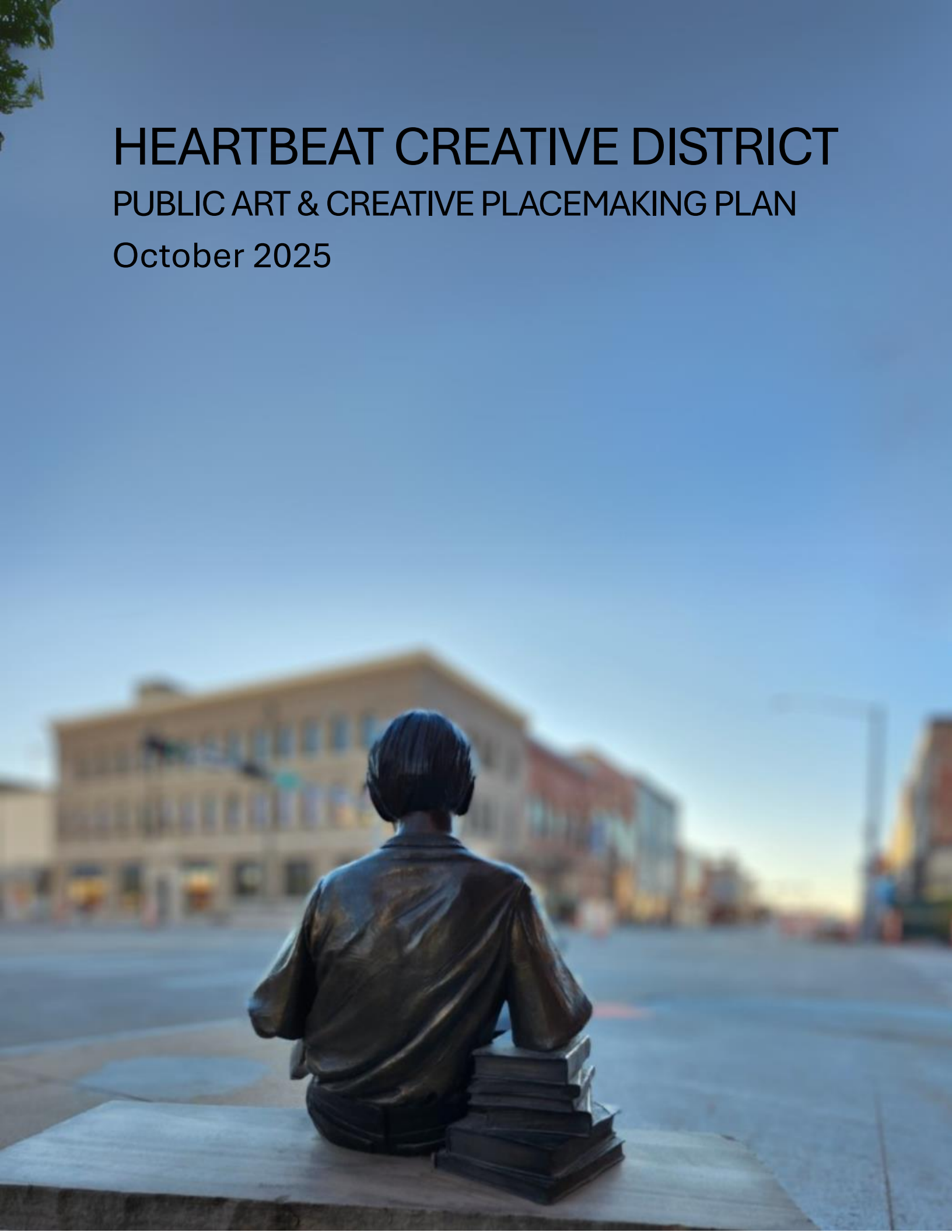
APPROVED TO FORM:


Jesse Oswald, City Attorney

HEARTBEAT CREATIVE DISTRICT

PUBLIC ART & CREATIVE PLACEMAKING PLAN

October 2025



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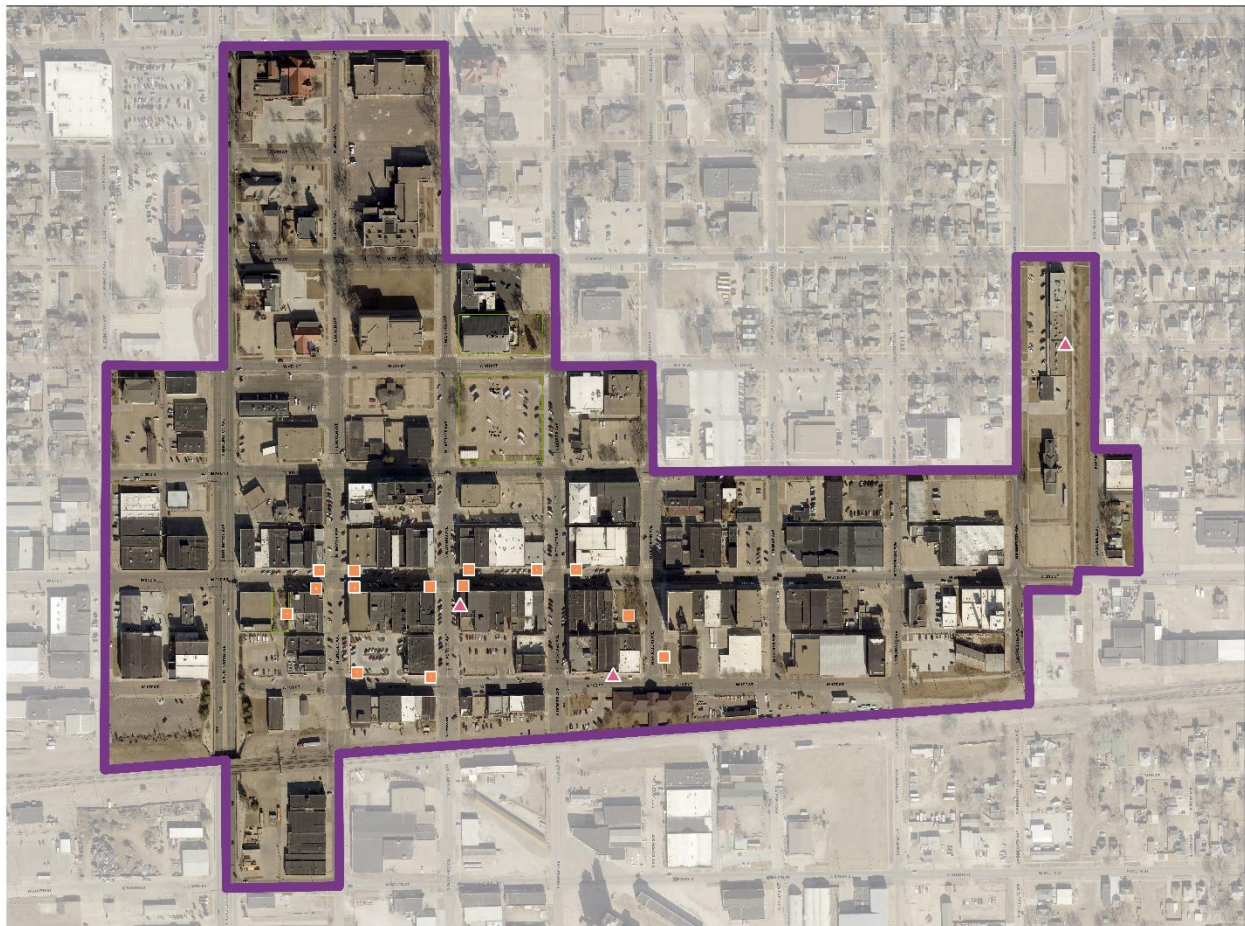


Introduction

Heartbeat Creative District

The Heartbeat Creative District, also known as the Hastings Art and Beat District, is a Certified Nebraska Creative District as identified by the Nebraska Arts Council. It is intended to promote the arts as an economic driver through the support of existing and creation of new creative projects and events.

The District is located in Downtown Hastings due to the centralized location and existence of sculptures, murals, events, and creative local businesses. As shown below, the District boundaries are generally from Burlington Avenue to Eastside Boulevard and the BNSF railroad tracks to 7th Street.



Legend

- Certified Creative District
- Sculptures
- ▲ Murals

Mission Statement

The mission of the Heartbeat Creative District is to support artists, businesses, and visitors alike, through being a place where creativity and community merge to inspire, engage, and enhance the vitality of Downtown Hastings.

Vision Statement

The Heartbeat Creative District's vision is to enliven connection to the community through creative enterprise by enhancing and inspiring artistic and cultural programming and opportunities for people in an inclusive and accessible manner.

Values

The Heartbeat Creative District's core values are intended to be the SEED that takes root in the heart of the city to foster creative expression and economic development.

1. **Strengthen Connection:** Collaboration is key.
We value our community's, stakeholders', and visitors' ideas to strengthen connection, create inspiration, and promote growth.
2. **Explore Creativity:** Creativity is contagious.
We value exploring the world through a creative lens where all ideas are welcomed and encouraged to create a downtown environment for all.
3. **Enhance Equity:** Equity is caring.
We value diversity, inclusion, and differing ideas to identify and eliminate barrier to the involvement in, and the creation of, art.
4. **Drive Action:** Action is the answer.
We value taking steps toward enhancing the visitor experience and the creative atmosphere to provide people with an opportunity to fall in love with the Heartbeat Creative District over and over again.

Strategic Plan's Goals

Six goals were developed to serve as a roadmap for the District based on public feedback. These goals are focused on the operation of the Creative District, marketing, creative projects, events, district cohesiveness, and pedestrian experience.

The development of a public art & creative placemaking plan is identified in Goal #3, Artistic/Creative Projects and Goal #4, Annual Events. The plan is intended to provide clarity on the development of future creative projects and events by facilitating collaboration between various entities including the City, Business Improvement District, and Community Redevelopment Authority.

Public Art

Importance of Public Art

Public art is art intended for public spaces, accessible to everyone and often reflecting community values, cultural identity, or historical events. It encompasses a variety of forms of art, from traditional sculptures and murals to music, theater, dance, and literary arts. Unlike art housed in galleries or museums, public art is found in shared spaces—on sidewalks, buildings, parks, and stages—where it becomes part of the community. Its presence not only beautifies the physical environment but also offers a powerful tool for connection, identity, and growth.

In rural communities like those across Nebraska, public art plays an especially vital role. It creates opportunities for residents to connect through shared experiences, helping to build relationships and strengthen a collective identity. The arts can also encourage interaction among residents and provide common ground for individuals who might not otherwise engage with one another. In rural towns, where amenities may be fewer and population more dispersed, public art can serve as a vibrant and unifying force.

One of the most visible impacts of public art in rural communities is the sense of pride it fosters. When art reflects local stories, values, and history, it reminds people of what makes their community special.

Nancy Wiese, Holdrege resident/art teacher, shared her experience of a new mural in the Iron Horse Arts District:

“As I enter Holdrege on Highway 6 from the east and see the huge mural of a cornfield, I always slow down. Somehow, that beautiful mural has made me proud of my town. I’m also planning dates with my friends to get a treat at the downtown coffee shop and sit in our sculpture garden. Since we’ve formed the Arts District, I’ve enjoyed meeting others in our community who love the arts. Holdrege has become a much nicer place to live.”



Public art also has clear economic benefits. Murals, sculptures, performances, and festivals all have the power to attract visitors and draw residents into business districts. This increased foot traffic supports local shops and restaurants, adds life to public spaces, and creates new opportunities for tourism. In Alliance, for example, the Alliance Creative District organized a Summer Solstice event that featured eight artists painting vehicles at the city's iconic Carhenge site.



This event not only drew regional attention but also included art workshops throughout the city, offering residents hands-on opportunities to engage with the arts while supporting the local economy. According to local coverage, the event elevated Alliance's visibility and connected its historic landmark with contemporary creativity in a meaningful and lasting way.

As more rural towns across Nebraska develop Certified Creative Districts, the long-term benefits of public art continue to grow. In Ogallala, the Western Trails Creative District supports *Sounds on the Square*, a summer outdoor concert series held downtown. These live music events are often free to the public and have become a beloved tradition helping to energize downtown spaces and bring neighbors together.



In Kearney, the Bricks District has successfully integrated murals and public events, reportedly generating significant economic activity in the surrounding area. These projects do more than beautify public spaces, they create reasons for people to gather, support local businesses, and feel proud of where they live.

For Hastings, the Heartbeat Creative District has already begun to lay the foundation for community-driven growth through artistic engagement. Public art in Hastings has the potential to celebrate local identity, highlight shared stories, and strengthen the connections that make our community vibrant, welcoming, and uniquely our own.

Public art is not just decoration, it is a part of community identity. For rural towns in Nebraska, it offers a way to honor the past, celebrate the present, and inspire a more creative and connected future. It can transform a place into something more connected, more vibrant, and more deeply loved by those who call it home.

Public Art in Hastings

Hastings, Nebraska, is a city where creativity and culture thrive at the heart of community life. While originally founded as a 19th-century railroad hub, today Hastings is just as well known for its flourishing arts scene and vibrant downtown district.

For over 20 years, the Community Redevelopment Authority (CRA) has helped shape the downtown landscape with public sculptures and art installations, transforming the area into a gallery that reflects Hastings' imagination, history, and commitment to the arts.

Downtown Hastings also serves as the stage for many longstanding community traditions. Kool-Aid Days, which originally took place downtown, celebrates Hastings as the birthplace of the iconic drink. The Hastings Farmers Market, held downtown for over five years, brings people together weekly for local produce, handmade goods, and live entertainment. The annual Celebration of Lights, a downtown holiday tradition for more than a decade, fills the streets with festive décor, music, and cheer.

Hastings is also home to several institutions such as the Hastings Museum, Hastings Symphony Orchestra, and Hastings Community Theatre, all of which showcase local talent and serve as pillars of artistic expression. Additionally, The Listening Room at The Lark, has been providing live music and fostering the arts in Hastings for over a decade.

With its blend of artistic innovation, historic preservation, and strong civic pride, Hastings continues to evolve as a cultural destination—one where heritage and creativity walk hand in hand. It's a city that honors its past while always looking ahead, making it a uniquely vibrant place to live, visit, and be inspired.



Objectives

The Public Art & Creative Placemaking Plan is intended to serve as a roadmap for future public art projects and events through the development of guidelines and processes to strategically plan, implement, and maintain public art in Hastings. The Plan identifies requirements for elements including artist selection, public engagement, and maintenance for projects funded by the Creative District, as well as recommendations for these elements for any other public art projects within the Creative District boundaries.

The objectives of the Plan are as follows:

- Develop a process for creative projects/events to facilitate cooperation between the City, Hastings Arts Council, and other private and public entities in acquisition, locating, and maintaining public art.
- Celebrate and promote local creativity and talent.
- Enhance the visual and cultural experience of downtown through accessible public art.
- Engage residents of all backgrounds and ages in the creative process.
- Reflect and celebrate the city's diverse cultural heritage.
- Support economic vitality through arts-driven community development.
- Identify priority locations for future creative projects

Priority Locations

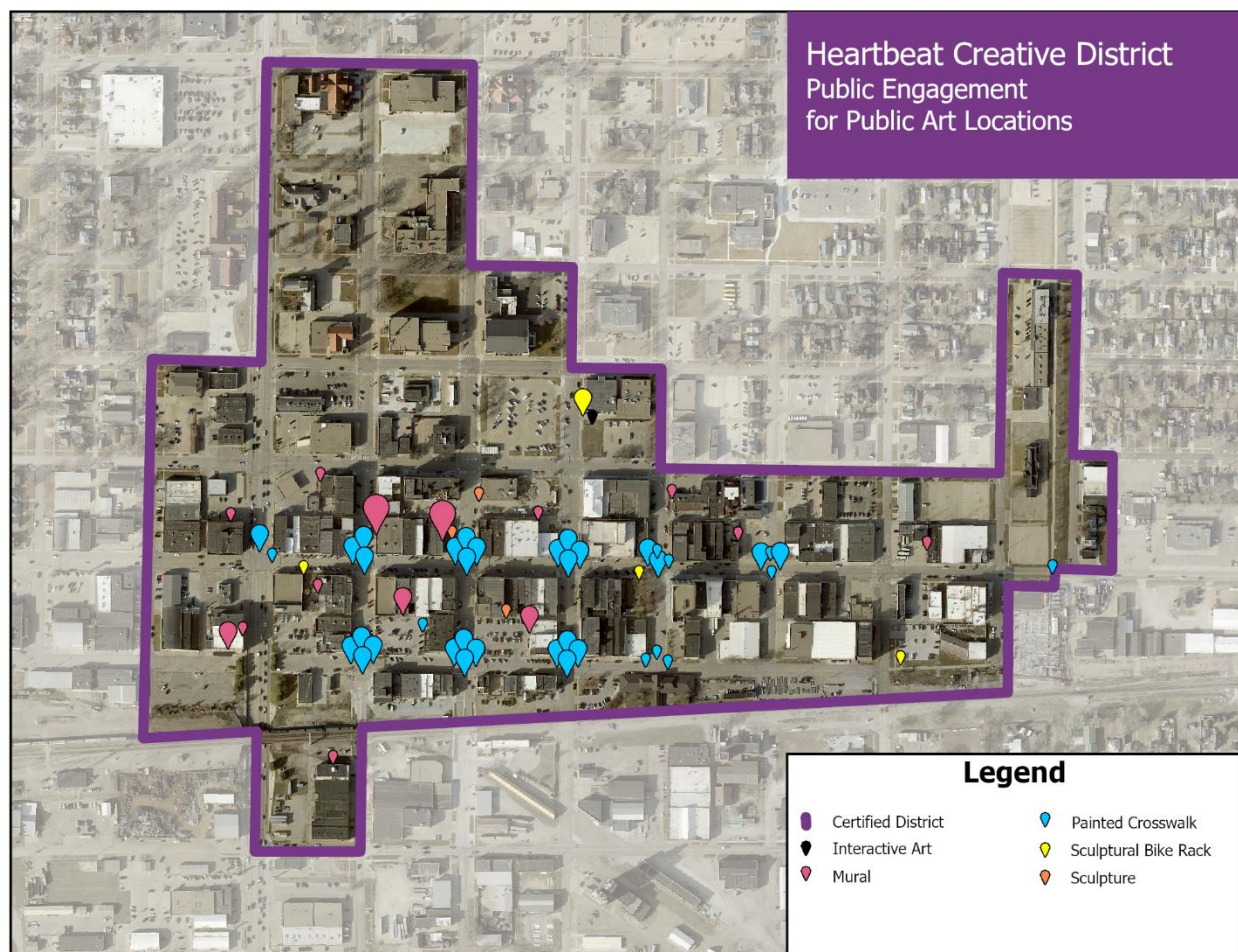
Priority locations for public art are identified in this Plan to ensure that future public art projects are accessible to the public, connect the district into a cohesive whole, and support implementation of the Creative District's strategic plan. The City and BID gathered public input through a series of open houses and online to gather diverse feedback. The public open houses were advertised through various media channels including the city's website, Facebook, and a press release.

The first public open house was on June 25th and had 17 participants. This open house included a presentation by City and BID staff followed by the opportunity to provide thoughts and comments, as well as leave a pin on the map. The pins on the map were color-coded for specific types of public art projects including sculptures, murals, painted crosswalks, wrapped utility boxes, and sculptural bike racks. Following the open house, the map was provided online for public comment as well. The online map also allowed participants to vote on pins left by other participants.



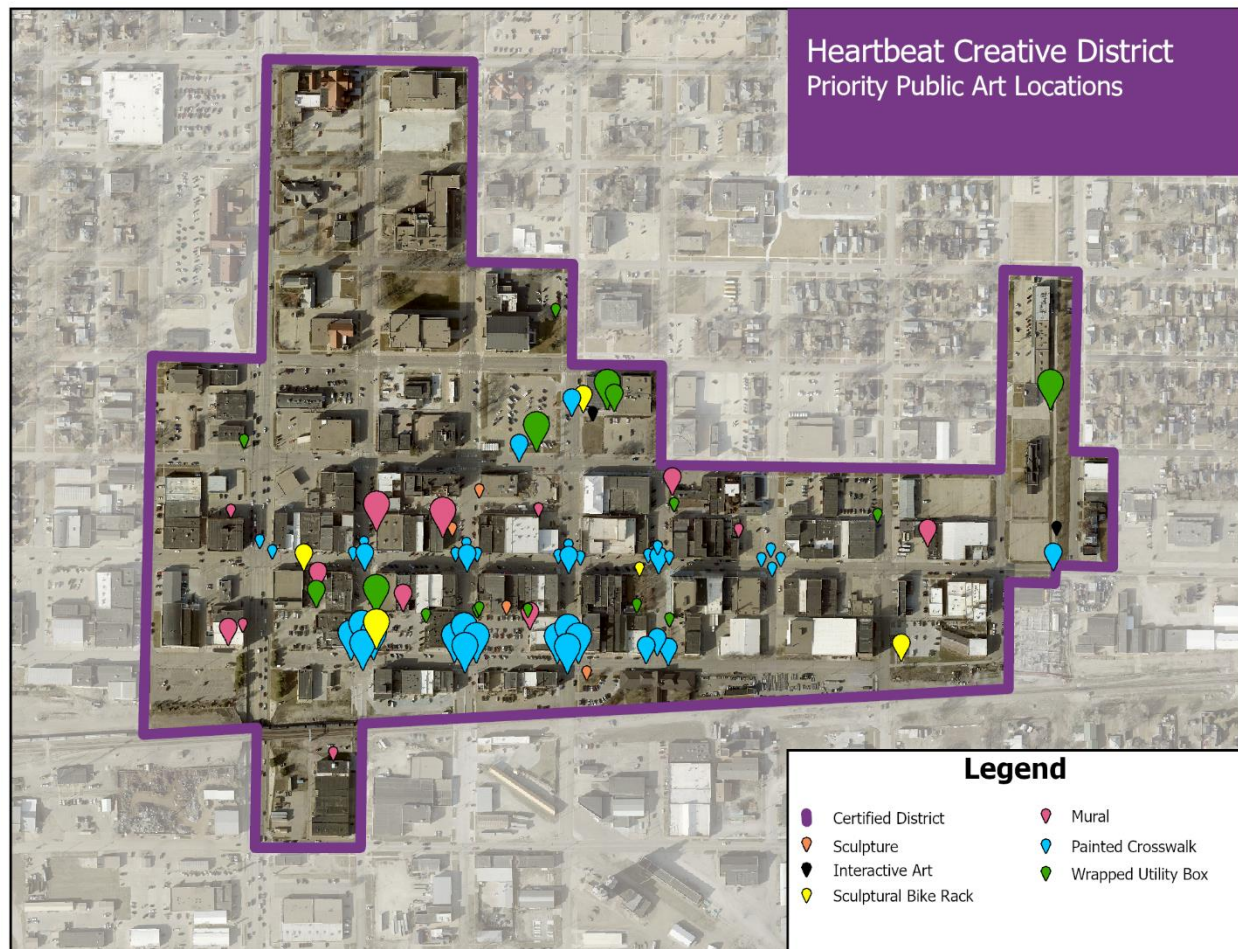
The second public open house was on August 4th and had nine participants. This open house was focused on the objectives and key components of the public art plan as well as informing the public of the opportunity to provide public comment on the online map to determine locations for public art. Both open houses were also streamed on Facebook Live and posted on YouTube with a total of approximately 40 views.

After concluding the public comment period, the map below was developed that identified locations for the various types of public art. The size of the points on the map correlates to the number of votes received for a pin on the map at that location with larger pins receiving more votes. The most votes were received for murals on the east wall of 710 W 2nd Street, which is in the vacant lot of the former Bert's Pharmacy building, and for the west wall of 742 W 2nd Street, which is the Nelson's Furniture Store. This was followed closely by votes for painted crosswalks on 2nd and 1st Streets between Lincoln and Denver Avenues. Other votes included interest in a sculptural bike rack and interactive art near the Library, as well as a sculpture near City Hall.



The City and BID used this information to identify priority locations for the different types of art. The map below identifies priority locations for the various types of art based on public feedback and conformance with the Creative District's strategic plan.

Following conversations with the City's Engineering Department, painted crosswalks were prioritized for 1st Street due to the lower volume of traffic and safety concerns for 2nd Street. Additionally, City and BID staff identified the location of utility boxes in the district for wrapped art treatments that would enhance the pedestrian experience of the district.



Additionally, artwork will be prioritized that is easily accessible to the public, such as in key downtown locations, including Central Park, Dutton Lainson Plaza, and the Hastings Public Library Greenspace. Other locations could include alleyways and blank walls, major intersections and pedestrian corridors, or underutilized spaces in new development. Moreover, art is intended to serve as an element that unifies the district through consistent applications and draws people in, such as on the eastern end of downtown to connect to existing art on Eastside Boulevard.

Public Art Process

The following sections for artistic installations, murals, crosswalk murals, wrapped utility boxes, and events/cultural & heritage celebrations identify key components and objectives, artwork/artist selection, project approval, and maintenance/conservation requirements/recommendations. All projects funded by the Creative District will be required to adhere to the following procedures, while projects not funded by the Creative District, but within the Creative District boundaries, will be strongly recommended to adhere to the following procedures. Any applications including imagery mimicking road signs, copyrighted work, or offensive language will be automatically denied.

Artistic Installations

(Ex. sculptures, interactive displays, 3D works, such as sculptural bike racks, temporary or permanent public art pieces)

Key Components & Objectives

- **Enhance Public Spaces:** Add vibrancy and identity to the area.
- **Support Local Artists:** Provide opportunities for creative expression and economic engagement.
- **Community Engagement:** Reflect local culture, history, or input.
- **Accessibility & Safety:** Ensure installations are inclusive, safe, and ADA-compliant.
- **Durability:** Materials and design should suit the intended lifespan (temporary vs. permanent).



Artwork & Artist Selection – When funded/sponsored by the creative district

- **Open Call or Invitation:** Use Two-Step process consisting of a Request for Qualifications (RFQ) with finalists continuing to a Request for Proposal (RFP) process for artist selection.
- **Selection Panel:** Include BID board, PULSE group (recommendation to BID Board)
- **Evaluation Criteria:** Artistic quality, relevance, community impact, feasibility, and experience.
- **Preference Policy:** Prioritize local/regional artists when possible.
- **Community Involvement:** May include input sessions or public voting.

Project Approval (BID & City) - When funded/sponsored by the creative district

- **Initial Concept Review:** Artists submit concept to BID utilizing funding application for creative projects.
- **Stakeholder Feedback:** Input from businesses, adjacent property owners, or community groups with at least 1 public open house/meeting session informing them of project.
- **City Permitting:** Required for installations on city property or rights-of-way.
- **Engineering or Safety Review:** For structural or large-scale works.
- **Approval:** BID makes final decision on approval of proposed projects.



Maintenance / Conservation / Record-Keeping

- **Maintenance Plan:** Artist provides a care plan; BID/city outlines responsibility.
- **Ownership Agreement:**
 - **Privately Sponsored Installations:**

If a private individual, business, or organization contributes the majority of funds toward the creation or purchase of a public art installation, they shall be considered the owner of the piece—even if the artwork is placed in a public right-of-way or other public space—unless otherwise outlined in a formal agreement.
 - **Creative District/BID Commissioned Installations:**

If the Heartbeat Creative District or Business Improvement District (BID) fully commissions or funds an artwork, the Creative District/BID will retain ownership and be responsible for its care, maintenance, insurance (if applicable), and eventual decommissioning.
 - **Artist-Owned Temporary Installations:**

Temporary or loaned installations may remain the property of the artist and be displayed for a fixed period as agreed upon in writing.
- **Documentation:** Keep records of artist info, materials used, installation date, permits, and photos.
- **Insurance:** Determine liability and ensure proper coverage.

Murals

(Exterior wall art, painted or applied)

Key Components & Objectives

- **Visual Storytelling:** Reflect local history, diversity, or community values.
- **Blight Reduction:** Activate blank walls or underutilized spaces.
- **Place-Making:** Build identity and pride within neighborhoods or business districts.
- **Artist Exposure:** Feature emerging or established artists.
- **Property Owner Collaboration:** Secure buy-in and legal agreement.

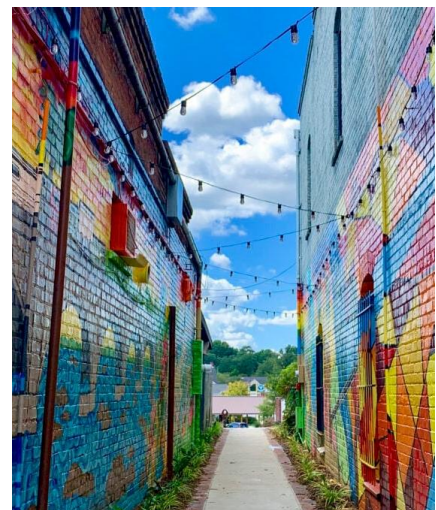


Artwork & Artist Selection – When funded/sponsored by the Creative District

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- **Selection Panel:** Include BID board, PULSE group (recommendation to BID Board)
- **Evaluation Criteria:** Artistic quality, relevance, community impact, feasibility, and experience.
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- **Community Involvement:** May include input sessions or public voting.

Project Approval (BID & City) - When funded/sponsored by the Creative District

- **Initial Concept Review:** Artists submit concept to BID utilizing funding application for creative projects.
- **Stakeholder Feedback:** Input from businesses, adjacent property owners, or community groups with at least 1 public open house/meeting session informing them of project.
- **Approval:** BID makes final decision on approval of proposed projects.



Maintenance / Conservation / Record-Keeping

- **Weatherproofing & Anti-Graffiti Coating:** Required for longevity.
- **Touch-Up Responsibility:** Murals are expected to require touch-ups and maintenance approximately every 8 to 10 years, depending on environmental exposure and material durability. Responsibility for maintenance shall be determined as follows:
 - **Artist Responsibilities:** The original artist(s) may be invited to return for touch-up work if available and willing. However, unless explicitly stated in the original mural agreement, the artist is not automatically responsible for ongoing maintenance.
 - **Creative District/BID Responsibilities:** The Creative District/BID will be responsible for coordinating and funding maintenance and touch-ups for any mural they fully own or have accepted maintenance responsibilities for, including all community murals.
 - **Property Owner Responsibilities:** In cases where the property owner/business holds ownership of the mural, they are responsible for all future maintenance and restoration needs, unless otherwise stipulated in a contract with the Creative District/BID.
- **Documentation:** City/BID maintains digital records of all murals (artist, date, location, photo, theme).
- **Decommission Plan:** To preserve the integrity, cultural value, and investment of public art within the Creative District, this Decommission Plan outlines the process and conditions under which murals may be removed, altered, or replaced.
 - **Expected Mural Lifespan:**

Murals are intended to remain in place for a minimum of **8 to 10 years**, which aligns with the typical maintenance cycle for outdoor mural artwork. This timeframe serves as a baseline for evaluating when touch-ups, re-evaluation, or possible decommissioning may be considered.
 - **Privately-Owned Murals with Creative District Support:**

If a mural is owned by a private property owner but received **funding, sponsorship, or facilitation from the Creative District or BID**, the mural shall not be removed, covered, or altered within the first **8–10 years** of its installation, unless:

 - The mural suffers substantial and irreparable damage,
 - The building undergoes significant structural changes (e.g., demolition or renovation), or
 - The original agreement includes a different timeline.
 - Early removal requests must be reviewed by the Creative District/BID and must include written notice to the artist.

- **Community and Creative District/BID-Owned Murals:**

Murals that are considered community art or are fully owned by the Creative District/BID may only be decommissioned under the following conditions:

- A formal **vote by both the PULSE Committee and the BID Board** is required to authorize decommissioning.
- **Due notice** must be given to the original artist, ideally no less than 90 days in advance, allowing for input or involvement in the removal process when appropriate.
- The rationale for removal must be clearly documented (e.g., extensive wear beyond repair, graffiti/vandalism, irrelevance to the community, or upcoming redevelopment).

- **Artist Notification & Rights:**

- Artists will be notified of any decommissioning plans and provided the opportunity to document, archive, or participate in the mural's removal when feasible.
- Where applicable, credit must continue to be given to the artist in archival materials, signage, or digital documentation.
- The Creative District/BID will strive to honor the original artistic intent and legacy, even in removal.

- **Documentation Before Removal:**

Prior to decommissioning any mural, the following steps should be taken:

- Photographic documentation for historical and archival purposes;
- Written summary of the mural's significance, artist background, and community impact;
- If appropriate, **community input** may be gathered, especially in the case of landmark or iconic murals.

- **Murals on Redeveloping Properties:**

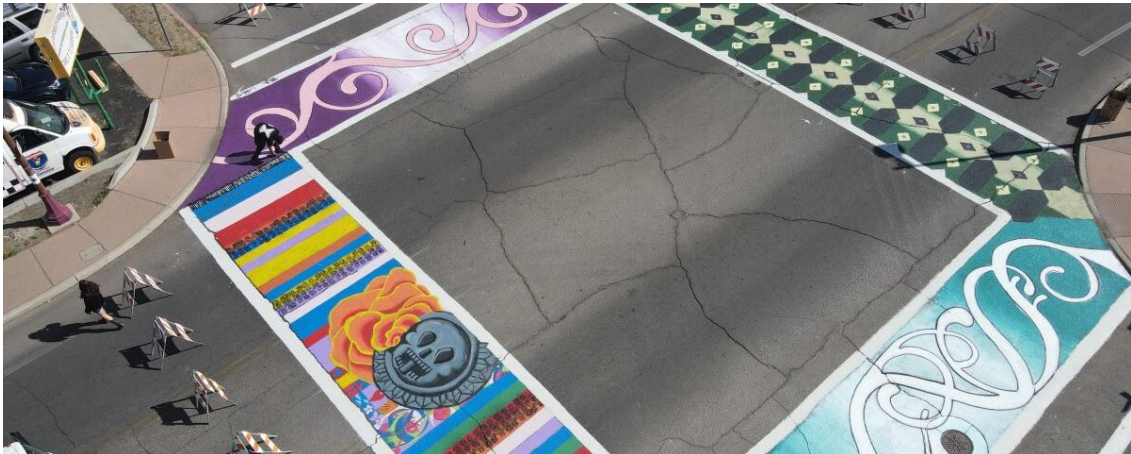
If a building is to be sold, renovated, or demolished, and contains a mural that falls under this policy:

- The property owner must notify the Creative District/BID with reasonable lead time;
- The Creative District/BID will work with the artist and owner to determine whether relocation, documentation, or artistic preservation efforts are feasible.

Crosswalk Murals

Key Components & Objectives

- **Enhance Visual Identity:** Use crosswalk murals to reinforce the unique cultural and artistic identity of the Heartbeat Creative District.
- **Promote Community Pride & Engagement:** Involve local artists, students, and community members in the design and painting process. Celebrate local history, values, and stories through accessible public art.
- **Increase Walkability & Safety:** Use bright, high-contrast, eye-catching designs to draw attention to pedestrian crossings, as per the Federal Highway Administration's Manual on Uniform Traffic Control Devices (MUTCD). Encourage drivers to slow down and be more aware of pedestrians in the district.



- **Support Wayfinding & Placemaking:** Use mural locations to mark gateways or transitions into key areas of the district.
- **Create Opportunities for Emerging Artists:** Use crosswalks as small-scale, high-visibility projects for early-career artists.

Artwork & Artist Selection – When funded/sponsored by the Creative District

- **Open Call or Invitation:** Use Two-Step process consisting of a Request for Qualifications (RFQ) with finalists continuing to a Request for Proposal (RFP) process for artist selection.
- **Selection Panel:** Include BID board, PULSE group (recommendation to BID Board)
- **Evaluation Criteria:** Artistic quality, relevance, community impact, feasibility, and experience.
- **Preference Policy:** Prioritize local/regional artists with less than five years of experience when possible.
- **Community Involvement:** May include input sessions or public voting.

Project Approval (BID & City) - When funded/sponsored by the Creative District

- **Initial Concept Review:** Artists submit concept to BID utilizing funding application for creative projects.
- **Stakeholder Feedback:** Input from businesses, adjacent property owners, or community groups with at least 1 public open house/meeting session informing them of project.
- **Approval:** BID makes final decision on approval of proposed projects.

Maintenance / Conservation / Record-Keeping

- **Weatherproofing & Anti-Graffiti Coating:** All crosswalk murals must be installed using durable, traffic-grade, UV-resistant paint and sealed with a clear, weatherproof topcoat that includes a traction additive to ensure pedestrian and vehicular safety. Where feasible, an anti-graffiti coating should also be applied to protect the mural from vandalism and allow for easier cleaning without damaging the artwork.
- **Touch-Up Responsibility:** The primary funder of the mural (Creative District, BID, or private sponsor) is fiscally responsible for all touch-up and maintenance costs, unless otherwise specified in a formal agreement. The City will handle the physical maintenance and implementation of touch-ups in coordination with the funder.
 - In **high-traffic areas**, touch-ups must occur **at least every 6 months** to maintain visibility and safety.
 - In **lower-traffic areas**, touch-ups should be performed **annually**.
A maintenance plan and schedule must be documented prior to installation.
- **Documentation:** Each crosswalk mural must be fully documented upon completion by City/BID Staff, including:
 - High-resolution photographs (aerial and ground-level views)
 - Artist name and bio
 - Title and concept description
- **Decommission Plan:** Crosswalk murals may be considered for **decommissioning after one year** from their installation date. Decommissioning may occur for reasons such as:
 - Excessive wear or fading
 - Safety concerns
 - Scheduled street maintenance or resurfacing
 - Desire to rotate in new artwork

Decommissioning decisions should be made in consultation with the Creative District, BID, and, when possible, the original artist. A minimum **30-day notice** should be provided to the artist before removal, and all murals should be photographically archived before decommissioning.

Wrapped Utility Boxes

Key Components & Objectives

- **Blight Reduction:** Decrease visibility of necessary utility boxes
- **Place-Making:** Enhance the visual landscape of downtown
- **Utility Collaboration:** Collaborate with Utility providers and get legal agreement

Artwork & Artist Selection – When funded/sponsored by the Creative District

- **Open Call or Invitation:** Use Two-Step process consisting of a Request for Qualifications (RFQ) with finalists continuing to a Request for Proposal (RFP) process for artist selection.
- **Selection Panel:** Include BID board, PULSE group (recommendation to BID Board)
- **Evaluation Criteria:** Artistic quality, relevance, community impact, feasibility, and experience.
- **Preference Policy:** Prioritize local/regional artists when possible.
- **Community Involvement:** May include input sessions or public voting.

Project Approval (BID & City) - When funded/sponsored by the Creative District

- **Initial Concept Review:** Artist/sponsor submit concept to BID utilizing funding application for creative projects
- **City/Utility Board Review:** BID Director submits concept to City/utility board for review dependent on the ownership of the infrastructure
- **Stakeholder Feedback:** Input from businesses, adjacent property owners, or community groups with at least 1 public open house/meeting session informing them of project.
- **Approval:** BID makes final decision on approval of proposed projects.



Maintenance / Conservation / Record-Keeping

- **Weatherproofing & Anti-Graffiti Coating:** All utility box wraps must be designed and installed using materials that are rated for long-term outdoor exposure. Vinyl wraps should be UV-resistant and weatherproof to withstand Nebraska's climate, including temperature fluctuations, sun exposure, rain, snow, and wind. An anti-graffiti laminate or coating must be applied to all wrapped surfaces to allow for easy cleaning of vandalism (e.g., permanent marker or spray paint) without damaging the artwork. This ensures the wrap retains its original appearance for the intended lifespan of the installation.
- **Touch-Up Responsibility:** City/BID
- **Documentation:** Each wrapped utility box must be fully documented upon completion by City/BID Staff, including:
 - High-resolution photographs
 - Artist name and bio
 - Title and concept description
- **Decommission Plan:** Utility box wraps are typically temporary installations, with a lifespan of 5 years. A formal decommission plan ensures transparency and accountability when a wrap reaches the end of its usable life.
 - **Timeline:** Each wrap will be reviewed annually, with a full assessment by year 5.
 - **Decision-Making:** The Creative District, in coordination with the BID and city (when applicable), will decide whether to:
 - Rewrap with the same design
 - Commission a new design
 - Remove and leave the box unwrapped
 - **Artist Notification:** If the artwork is to be removed or replaced, the original artist will be notified with the option to be involved in the rewrap or new call for art.
 - **Sustainability:** When possible, wraps should be responsibly recycled or reused in exhibits or public displays highlighting past projects.



Events / Cultural and Heritage Celebrations

Key Components & Objectives

- **Authentic Representation:** celebrate and honor cultural identities and traditions present throughout Hastings and the surrounding areas
- **Diverse Programming:** promote inclusion and cross-cultural understanding
- **Community Engagement:** attract visitors and enhance the community's reputation as a welcoming place, encourage participation from community stakeholders
- **Accessible & Inclusive:** removing barriers to participation and creating a welcoming environment for people of all ages, abilities, and backgrounds.

Project Approval (BID & City) - When funded/sponsored by the Creative District

- **Initial Concept Review:** submit concept to BID utilizing funding application for community/cultural events
- **Permit Requirements:**
 - Street closures
 - Food Vendor/health permits
 - Alcohol permits (if applicable)
 - Insurance

Record Keeping - When funded/sponsored by the Creative District

- **Attendance & Demographic Tracking:** Track number of attendees and if they are from Hastings or out of town
- **Documentation:** Maintain records of budget and receipts and photos & videos



Funding

Funding Applications

The following funding application for creative projects and cultural events will be used to approve projects for receiving funds through the Creative District. These applications will go to the PULSE advisory committee for recommendation and to the BID Board for approval.

Request for Funding Application for Creative Projects

This application for Request for Funding for Creative Projects is intended to support creative projects such as sculptures, murals, etc. through providing funding from grants or donations received by the Creative District. The applicant/sponsor could be a local artist or business owner.

Project Title: _____
[Provide the name of the creative project]

Amount of Funding Requested: _____

Project Description:

[Include whether the project is temporary or permanent and describe its anticipated lifespan/maintenance requirements]

Applicant/Sponsor: _____
[Name of individual, organization, or business applying for funding]

Applicant/Sponsor Contact Information:

- **Phone #:** _____
- **Email Address:** _____

Ownership:

- **Building Owner:** _____
[Identify the owner of the property where the project will be located]
- **Owner of Art Piece/Mural:** _____
[Identify the individual or entity responsible for the artwork]
- **Owner of Design:** _____
[Specify who retains the intellectual property rights to the design]

Location: _____
[Specify the address or general location of the project]

Required Forms/Permits:

_____ [List all necessary permits and approvals required for project completion]

- Owner Authorization Form
- Use of Right-of-Way Permit
- Insurance
- Other:

Additional Funding Sources:

[List potential and secured funding sources, including grants, sponsorships, donations, and in-kind contributions]

Timeline to Completion:

[Provide a projected timeline outlining key milestones and estimated completion date]

Public Engagement:

[Describe how the project will engage and benefit the public, including outreach strategies, accessibility, and community involvement]

Additional Information:

[Include any other relevant details or considerations. Please attach two examples of previously completed work]

Applicant Signature:

_____ [Signature of the applicant or sponsor]

Date:

_____ [Date of submission]

Approval:

Approved

Denied

Date:

_____ [Date of approval/denial]

Request for Funding Application for Community/Cultural Events

This application for Request for Funding for Community/Cultural Events is intended to support community/cultural events such as farmers markets, block parties, concerts, etc. through providing funding from grants or donations received by the Creative District. The applicant/sponsor could be a local nonprofit or business owner.

Event Title: _____
[Provide the name of the cultural event]

Amount of Funding Requested: _____

Event Description: [Include intended audience of the event, number of expected visitors, and ticket information]

Applicant/Sponsor: _____
[Name of individual, organization, or business applying for funding]

Applicant/Sponsor Contact Information:

- **Phone #:** _____
- **Email Address:** _____

Location: _____
[Specify the address or general location of the event]

Required Forms/Permits:

[List all necessary permits and approvals required for the event, such as city, state, or federal permits]

- Read City of Hastings Event Guide (City-Departments-Engineering-Event Guide)
- Use of Right-of-Way Permit – submit at least 30 days prior to event
- Special Designated Liquor License(\$80/day) / Alcohol Fencing (\$300)
- Parks Facility Rental (cost dependent on facility and day of week)
- Insurance
- Other:

Additional Funding Sources:

[List potential and secured funding sources, including grants, sponsorships, donations, and in-kind contributions]

Timeline (Set-up, Days, Annually, etc.):

[Provide a projected timeline outlining key milestones, event dates, and whether it is a recurring event]

Additional Information:

[Include any other relevant details or considerations. Please include two examples of previous events hosted.]

Applicant Signature: _____
[Signature of the applicant or sponsor]

Date: _____
[Date of submission]

Approval:
Approved Denied

Date: _____
[Date of approval/denial]

Additional Funding Sources

Local

Percent for Art Program

A Percent for Art Program could be adopted by the Hastings City Council as an ordinance. This program typically uses a fee on large scale development projects to fund and install public art. The State of Nebraska has had a 1% for Art law that has been in effect since 1978 and has generated more than \$5 million in artwork for Nebraska's state buildings, state colleges, and the University of Nebraska System.

Hastings Business Improvement District (BID)

The Business Improvement District (BID) plays a vital role in sustaining and promoting the creative life of downtown Hastings. Their commitment includes dedicated funding for the ongoing care and maintenance of public art, such as the downtown bronze sculptures, ensuring these installations remain vibrant and welcoming for years to come. In addition, the BID actively invests in community programming by supporting cornerstone events like the Downtown Farmers Market, summer concert series, parades, and Junk Street. They also provide marketing resources and exposure that help amplify a wide range of creative activities, strengthening the visibility and impact of Hastings' cultural offerings.

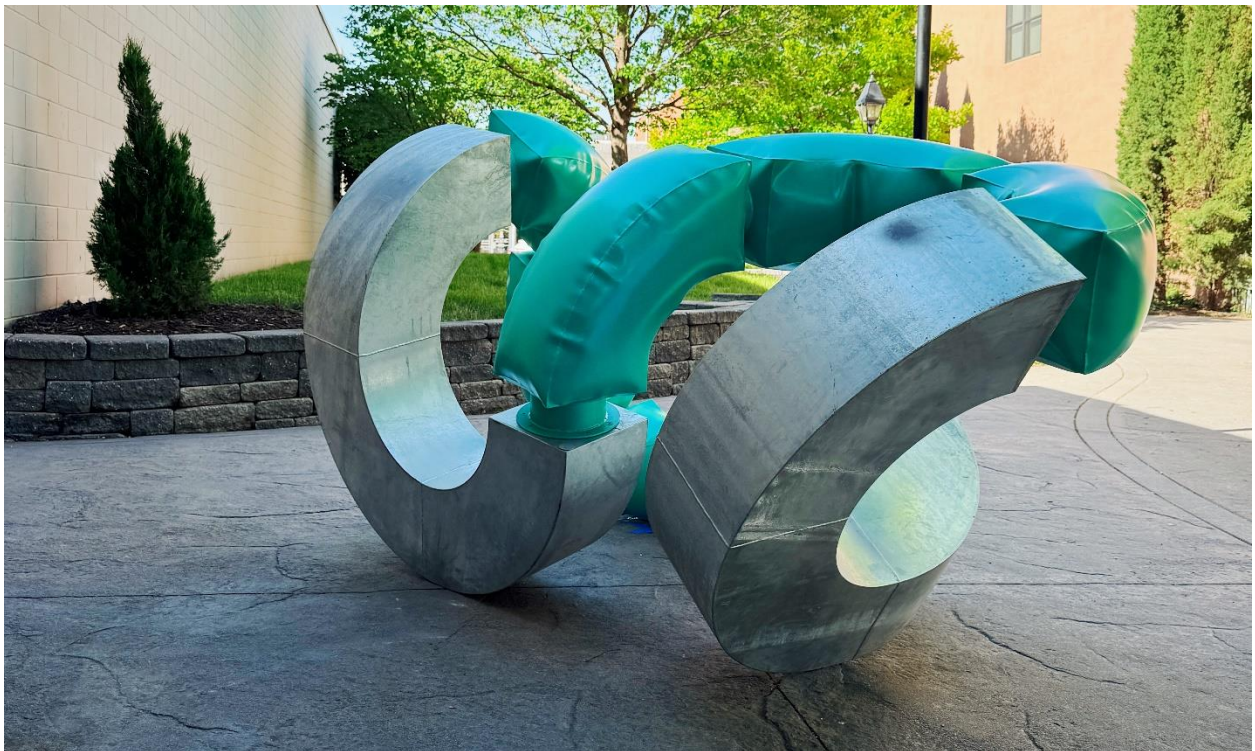


Hastings Community Foundation

The Hastings Community Foundation may host a non-invested fund to support arts initiatives within the Creative District. It would be the responsibility of the Heartbeat Creative District team to promote and grow the fund. The Foundation would manage the dollars, ensuring that all contributions are held and distributed in accordance with donor intent. Opportunities such as Hastings Give Day provide additional avenues to generate community support, dollars, and develop long-term sustainability for the arts.

Hastings Community Redevelopment Authority (CRA)

The Hastings Community Redevelopment Authority (CRA) has played a pivotal role in shaping the visual identity of downtown Hastings. To date, they have contributed significantly to the purchase of every downtown sculpture, ensuring that public art remains a defining feature of the community. In addition, the CRA supported the vibrant Hastings mural on the side of Barista's, a project that has become a celebrated landmark and symbol of local pride. Their ongoing commitment to enhancing the vitality and appeal of downtown makes them a strong potential partner for future projects. With their track record of investing in both public art and beautification efforts, the CRA represents an important source of continued support for expanding Hastings' creative landscape and reinforcing the city's reputation as a thriving, art-forward community.



Adams County Convention and Visitors Bureau

The Hastings Convention and Visitors Bureau (CVB) provides grant opportunities designed to support events and initiatives that attract visitors from outside the community, boosting local tourism and economic activity. Their funding has historically helped elevate a wide range of cultural and community gatherings. By aligning projects with the CVB's mission to increase tourism and showcase Hastings' cultural assets, the Creative District can leverage this funding to bring in new audiences, generate increased visitor spending, and strengthen the city's identity as a vibrant hub for arts and culture.

State

Creative District Development Grant

The Nebraska Arts Council provides funds through a competitive grant program for projects that focus on significant cultural tourism projects. These funds can be used for construction, marketing, operational support, physical enhancements, planning, and programming. The grant award is up to \$100,000. The Nebraska Arts Council also has many other grant opportunities for artists and communities. For more information, visit artscouncil.nebraska.gov/apply/creative-district-development-grant/



Civic and Community Center Financing Fund (CCCFF)

The Nebraska Department of Economic Development (NDED) administers this fund to support an array of project types that promote economic opportunity and higher quality of life. Construction grants can be used to building and/or improve community facilities such as libraries, recreation and wellness centers, gathering spaces, convention centers, town squares, and cultural centers. Planning grants can be used for preliminary planning efforts related to the development of eligible projects. For more information, visit opportunity.nebraska.gov/programs/community/cccff/

Community Development Block Grant (CDBG)

The Nebraska Department of Economic Development (NDED) administers this program and provides funding for community and economic development projects to provide safe and sanitary housing, a suitable living environment, and expanded economic opportunities. Funding categories include economic development, tourism development, public works – infrastructure, public works – facilities, planning, and downtown revitalization. For more information, visit [opportunity.nebraska.gov/programs/cdbg](https://opportunity.nebraska.gov/programs/community/cdbg)

National

Asphalt Art Initiative Grant Program

Bloomberg Philanthropies established this grant program to support projects that demonstrate the impact of asphalt art and encourages cities to develop their own processes for implementing these low-cost activations effectively. Eligible projects include visual art interventions on roadways, pedestrian spaces, and public infrastructure with the goal of improving street and pedestrian safety, revitalizing and activating underutilized public space, and promoting collaboration and civic engagement in local communities. For more information, visit asphaltart.bloomberg.org



AARP Community Challenge Grant Program

The American Association for Retired Persons (AARP) established this program to help communities become great places to live for residents of all ages. The program is intended to help communities make immediate improvements and jump-start long term progress. For more information, visit communitychallenge.aarp.org/2025

Grants for Arts (GAP) Project

The National Endowment for the Arts administers these grants which provide funding for public engagement with the arts and arts education, integration of the arts with strategies promoting the health and well-being of people and communities, and for the improvement of overall capacity and capabilities within the arts sector. For more information, visit arts.gov/grants/grants-for-arts-projects