

CITIZENS PLACEMAKING GRANT 2026 | \$50,000

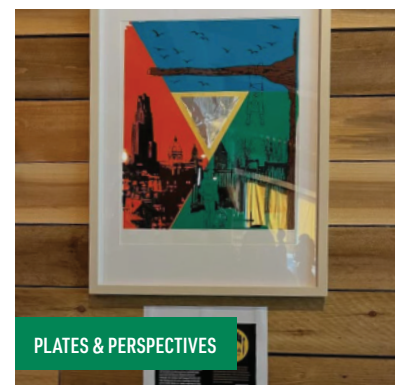
The Pittsburgh Downtown Partnership seeks support from Citizens to fund the 2026 Downtown Placemaking Grant program, which the PDP will administer and distribute to community-based applicants. Building on prior success, this initiative will provide grants of up to \$5,000 to 8 to 10 recipients to support community-driven projects that activate public spaces, increase activity, and create welcoming experiences across the Golden Triangle.

In its most recent cycle, the program received 50 applications and awarded 18 grants to a diverse range of projects, including cultural events, public art installations, wellness programming, and performances such as the Juneteenth Parade and fashion showcases. Based on attendance estimates, approximately 5,500 individuals participated in event-based programming, while several public art and space improvement projects remained in place for extended periods, increasing engagement and extending the program's impact over time. Many funded projects were led by or served underrepresented communities, including Black youth, immigrants, women, and LGBTQ+ individuals, aligning with the program's goal of inclusive access to Downtown spaces.

The program also demonstrated strong visibility and partnership impact. A public kickoff event and ribbon cutting, aligned with the opening of Citizens' Downtown office, brought together community members and partners, with additional media coverage. Ongoing promotion through digital channels expanded reach and reinforced Citizens' role as a key partner in the initiative.

The 2026 program will support a cohort of 8 to 10 organizations or individuals, including nonprofits, artists, and community groups with ideas to activate Downtown through public art, cultural programming, and neighborhood-based events. The PDP will work closely with each recipient throughout implementation, providing coordination, guidance, and support as needed.

Priority consideration will be given to projects that incorporate youth outreach and engagement, including creative programming and workshops, along with youth-led initiatives that connect young people to public spaces in the neighborhood through interactivity and learning opportunities. Several awardees in prior years were focused on engaging younger populations and found much success in doing so.



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In addition to direct grant funding, the program will incorporate a financial empowerment component led by Citizens. Participating organizations will have access to financial literacy workshops and resources focused on budgeting and financial planning, along with long-term sustainability.

A portion of the funding will support program administration and coordination to ensure effective implementation. This includes outreach and application management, selection, and ongoing support to grantees throughout the project lifecycle. Limited funding will also support marketing and promotional efforts that leverage the PDP's audience and communications platforms to amplify project visibility and participation. The Pittsburgh Downtown Partnership has a demonstrated track record of effectively managing public space improvements, programming, and partnerships that improve quality of life and economic activity

Downtown, positioning the organization to successfully deliver this initiative as it has done in the past.

In collaboration with the PDP, Citizens' staff will have the opportunity to participate in the review and selection of applicants and provide input throughout project planning and implementation. The PDP will also share tracking and reporting processes to ensure meaningful metrics and impact data are captured throughout the program cycle.

Through this program, Citizens' investment will directly support community-led projects that activate Downtown Pittsburgh, expanding participation in public spaces. By lowering barriers to entry for public programming and creative activation, the Placemaking Grant will create consistent, visible activity Downtown while equipping participating organizations with financial literacy resources, technical support, and tools for long-term sustainability.

Presented by  **Citizens**[®]



CITIZENS PLACEMAKING GRANT 2026 DELIVERABLES

GRANT DISTRIBUTION AND PROJECT IMPLEMENTATION

The program will provide grants of up to \$5,000 to 8 to 10 recipients, including nonprofits, artists, community groups, organizations, or individuals proposing projects that activate Downtown public spaces. The PDP will administer the application, selection, award, and implementation process, with a portion of funds supporting coordination and grantee support.

CITIZENS BRAND ENGAGEMENT

Citizens will be recognized as the title sponsor of the Citizens Downtown Placemaking Grant opportunity in PDP program marketing. PDP will announce the return of the Placemaking Grant program thanks to Citizens funding in a press release that will be shared with an extensive list of local media partners. Sponsor visibility will include logo placement and promotion through PDP's website, social media channels, and email newsletters. The PDP's website receives 85k+ average monthly visits, and the PDP's digital reach includes 99k+ followers on Twitter, 79k+ followers on Instagram, 35k+ followers on Facebook, 5k+ followers on TikTok, and 22k+ email newsletter subscribers.

Additionally, Citizens will have prominent logo placement onsite at event activations with A-frame signage indicating the event to be made possible through Citizens funding of the Placemaking Grant Program. Citizens logo and acknowledgement of funding will also be prominently placed on any public art installation through the program, such as murals, vinyl installations, and pop-up galleries.

PUBLIC REACH

The program will track direct attendance as well as broader reach from promotion and visibility. The prior cycle saw approximately 5,500 people attend event-based programming. The possibility of public art installations and public space improvement projects through the program allow for significantly more engagement as they typically remain in place for an extended period of time.

FINANCIAL EDUCATION

Citizens will have the opportunity to provide awardees with access to financial literacy workshops and related resources. These sessions can support budgeting, financial planning, and long-term sustainability for participating recipients. The PDP will work with Citizens to ensure awardees are invited to financial literacy workshops and provided access to resources Citizens makes available.

VOLUNTEER ENGAGEMENT

Citizens staff will participate in the review process of applications, and the PDP will work with Citizens and the applicant to identify opportunities for Citizens to provide volunteers in support of the projects. Specific opportunities can be identified once the final project cohort and event schedule are confirmed.

REPORTING

The PDP will provide a final summary of funded projects, program reach, promotional activity, financial education participation, volunteer involvement, and project outcomes.