



**National  
Endowment  
for the Arts**  
arts.gov

# Introduction to Creative Placemaking

*How arts and culture drive economic development*

Jen Hughes, *National Endowment for the Arts*

Delta Creative Placemaking Partnership Initiative

Paducah, KY

June 26, 2017

# NEA Mission

*NEA is dedicated to strengthening the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation.*



**ART WORKS.**

**National  
Endowment  
for the Arts**

arts.gov

# About the NEA

- Only federal government agency dedicated to supporting arts and culture
- Offers **grant making** programs, including place-based funding streams (\$115 million each year to arts organizations of all sizes across all 50 states and U.S. territories)
- Brokers and forms **local and nationwide relationships** among arts leaders, cultural workers, non-arts community leaders, and local and state governments
- **Advances policy and research** that extends the impact and reach of arts and culture

# Session Objectives

- Introduce **history** and **definition of creative placemaking**
- Become familiar with creative placemaking **frameworks** and **essential elements**
- Learn about **examples** and **best practices** of creative placemaking projects across the nation
- Learn about funders and **key resources** to get started

# Attachment to place is based on...

- Social Offerings
- Openness
- Aesthetics

*Soul of the Community study: <http://www.knightfoundation.org/sotc/>*





# Definition of Creative Placemaking



*Creative placemaking is when artists, arts organizations, and community development practitioners deliberately **integrate arts and culture into community revitalization work** - placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies.*

Jobs

Transportation

Health

Safety

Arts

Environment

Schools

Businesses

**A Local Story:  
Creative Placemaking in Wilson, NC**



right 5 per ling's BestPlaces

FARMERS WAREHOUSE



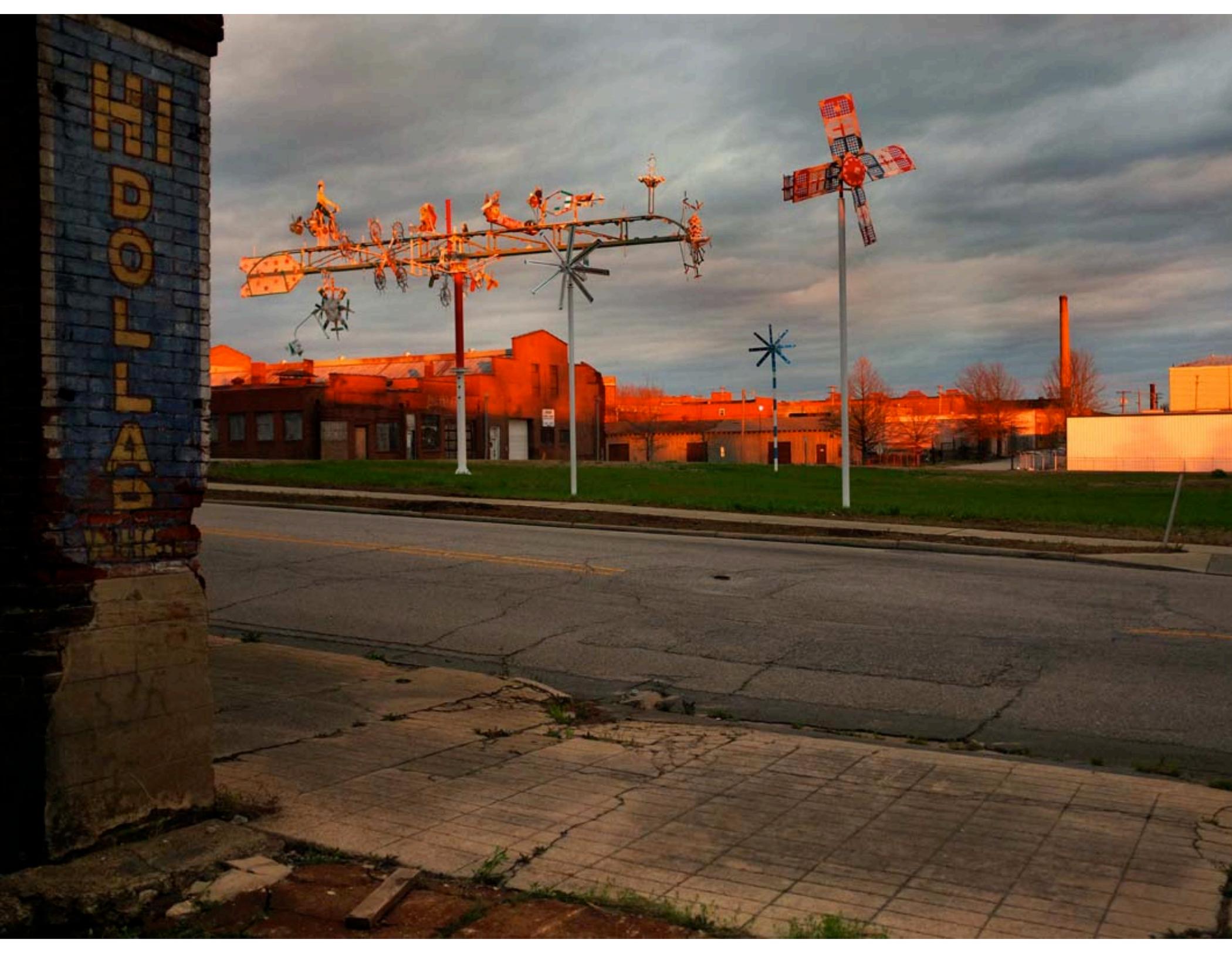




PHOTO: Volls Simpson Whirligig Park Project







HOT  
DOLL  
LAB





# "World's Largest Tobacco Market" Warehouse to be Transformed Into Whirligig Station Mixed-Use Development

Developers broke ground Tuesday, December 6th for the largest redevelopment project in Wilson's history, the conversion of a brick tobacco warehouse into apartments, commercial development and a visitor's center for a massive art project.

Capilano Capital, LLC recently completed its purchase of the former Hi-Dollar Tobacco Warehouse from Wilson Downtown Properties. Now Waukeshaw Development, in partnership with Echelon Resources, will begin work on Hi-Dollar, located at 230 South Goldsboro St., one of two remaining historic brick tobacco warehouses in Historic Downtown Wilson.

The \$12 million project, which will be known as Whirligig Station, will offer approximately 90 market-rate loft apartments; several commercial spaces including restaurant, retail and office; and a welcome center for the Vollis Simpson Whirligig Park, scheduled to open in 2017.

The renovation is anticipated to expand the existing square footage of the 64,000-square-foot building to more than 90,000 square feet. Completion of the project is expected in 12-15 months.

Also previously known as the Cooper, Watson, Gibbons and Centre Brick, the massive warehouse sits at the birthplace of the Wilson



# Creative Placemaking Frameworks

# What can creative placemaking do?

Strengthening Economic Development	Seeding Civic Engagement	Building Resiliency	Contributing to Quality of Life
<ul style="list-style-type: none"><li>• Drive economic development</li><li>• Drive new investments</li><li>• Create new access points to participation</li></ul>	<ul style="list-style-type: none"><li>• Connect community</li><li>• Create stewards of place</li><li>• Shared sense of the future of a place</li></ul>	<ul style="list-style-type: none"><li>• Help re-establish normalcy</li><li>• Generate new community assets</li><li>• Provide psycho-social relief</li></ul>	<ul style="list-style-type: none"><li>• Create new amenities</li><li>• Increase access</li><li>• Increase attachment to place</li></ul>

<http://www.frbsf.org/community-development/publications/community-development-investment-review/2014/december/creative-placemaking/>

# How can creative placemaking do it?

Anchoring	Activating	“Fixing”	Planning
<ul style="list-style-type: none"><li>• Acting as the key institution in a neighborhood</li><li>• Provide community identity</li><li>• Generate area foot traffic and business</li></ul>	<ul style="list-style-type: none"><li>• Bring the arts (visual and performing) to public spaces</li><li>• Make public spaces more attractive, exciting, and safe</li></ul>	<ul style="list-style-type: none"><li>• Re-imagine use of spaces</li><li>• Beautify vacant and blighted spaces</li><li>• Connect people to opportunities and one another</li></ul>	<ul style="list-style-type: none"><li>• Engage community stakeholders</li><li>• Solicit community input and suggestions</li><li>• Rapid prototyping and iterative design</li></ul>

# Community Development Matrix

	Civic, Social & Faith	Commercial	Government	Nonprofit	Philanthropy
Agriculture & Food					
Economic Development					
Education & Youth					
Environment & Energy					
Health					
Housing					
Immigration					
Public Safety					
Transportation					
Workforce Development					

# Arts and Culture Matrix

	Civic, Social, & Faith	Commercial	Government	Nonprofit	Philanthropy
Craft & Culinary Arts					
Dance					
Design & Architecture					
Film & Media					
Folk & Traditional Arts					
Literature					
Music					
Theater					
Visual Arts					
Other					

# Asset-based



# Cross Sector Partnerships



# Community



# Artists, Culture Bearers, Designers



# Project Examples and Inspiration



## Sparking cultural tourism and connecting farm destinations Reedsburg, WI

*Photo Credit: Wormfarm Institute*



# CORN

Corn is a common row-crop in Saak County. In 2010 Saak County farmers planted 85,000 acres, producing almost 11 million bushels of corn. Originally grown primarily as animal feed, corn is now also used for the production of ethanol and corn sweeteners found in many food products. Farmers harvest the corn kernels, but may also harvest the whole plant and store the chopped "corn silage" for animal feed. Row crops, like corn, can result in soil erosion because the ground is exposed between plants. Conservation practices like strip and no-till planting as well as "no-till," when corn seeds are planted by drifting directly into the ground, have reduced soil erosion and improved water quality in the area.



## **Activating main street and training entrepreneurs** Helena, AR

*Photo Credit: Thrive*



**Enhancing corridor identity by matching artists and small businesses**  
Covington, KY

*Photo Credit: The Queen City Project.*



## Establishing new workforce development programs Grand Prairie, TX

*Photo Credit: The City of Grand Prairie, Texas.*



**Supporting creative entrepreneurship and arts business incubation**  
Stone Mountain, GA

*Photo Credit: Art Station Contemporary Art Center.*



**Anchoring main street and connecting community**  
Driggs, ID

*Photo Credit: Design Workshop*



**Connecting cultural amenities and visitors across the region**  
9 Rural Towns in Southwest VA

*Photo Credit: Barter Theatre Foundation*



## Transforming industrial infrastructure into a cultural destination Bethlehem, PA

*Photo Credit: Steelstacks*





**Activating local main street and supporting artist entrepreneurship**  
New Haven, CT

*Photo Credit: Project Storefronts*



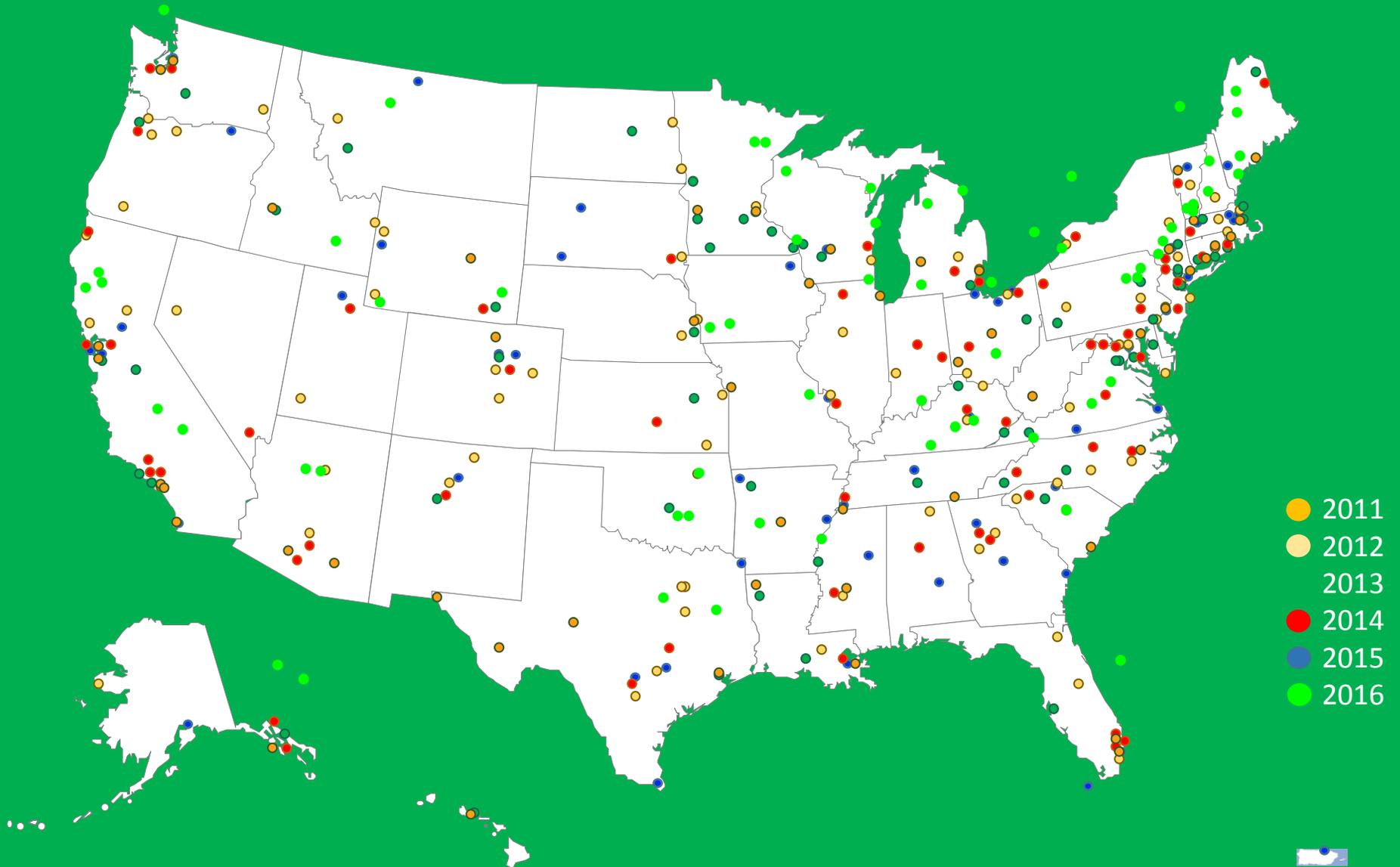
# Uncovering, highlighting, and celebrating cultural assets Willowbrook, CA

Photo Credit: Project Willowbrook

KEY  
Buildings (general)



# NEA Our Town Program



# Resources

# Creative Placemaking Funders

## Federal

- National Endowment for the Arts
- Delta Regional Authority
- USDA Rural Development
- Other Federal Agencies (HUD, DOT, etc.)

## Philanthropic

- ArtPlace America
- Other National Foundations (Kresge, Cargill, etc.)
- Community Foundations

## State

- State Arts Agencies
- Humanities Councils

## Local

- Mayors' Offices
- Departments of Economic Development, Health, Public Safety
- Local Arts Agencies

# Creative Placemaking Networks

NATIONAL ALLIANCE OF COMMUNITY ECONOMIC DEVELOPMENT ASSOCIATIONS



*building prosperous communities together*



AMERICANS  
for the  
ARTS

SPRINGBOARD  
for the arts



International Downtown  
Association



ART OF THE RURAL



Building  
Rural  
Communities



HAC

NATIONAL  
ASSOCIATION  
of COUNTIES



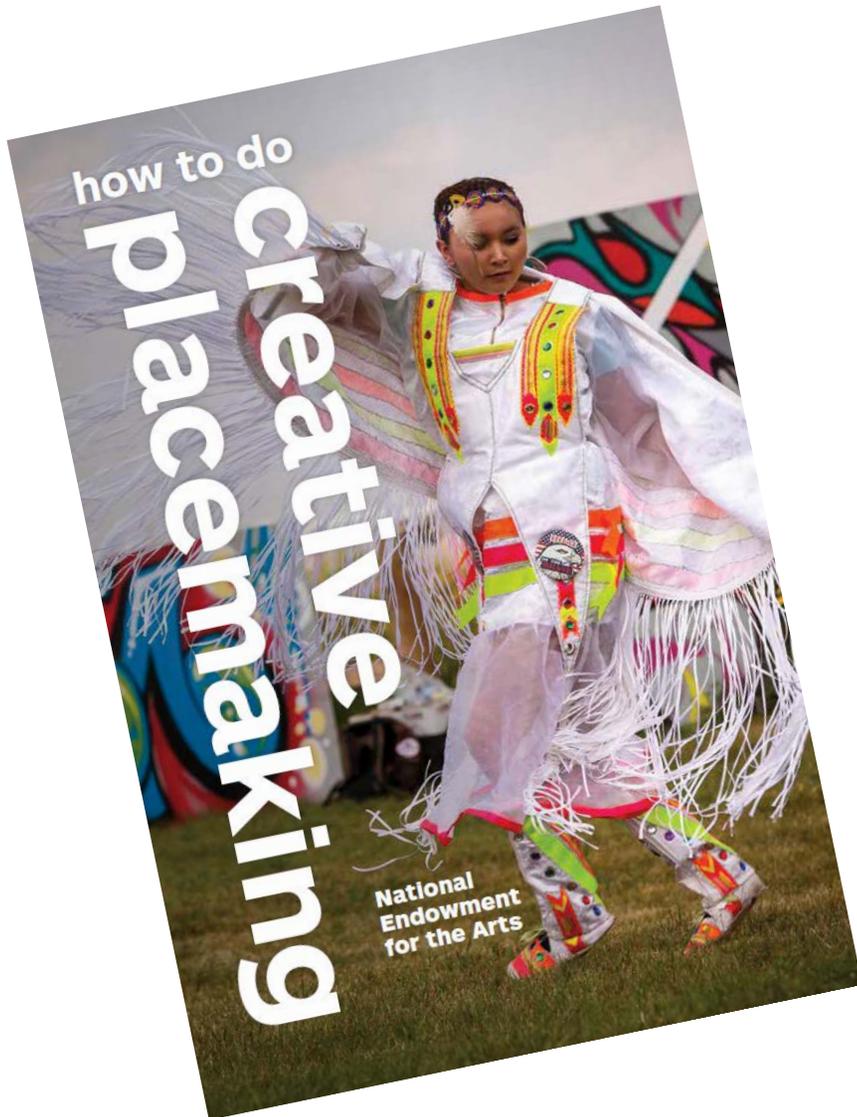
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AMERICANS  
for the  
ARTS

# Creative Placemaking Book

<https://www.arts.gov/publications/how-do-creative-placemaking>



- Artist-facilitated community planning
- Main street revitalization
- Cultural districts
- Job creation
- Public art
- Infrastructure projects

# Exploring Our Town

[www.arts.gov/exploring-our-town/](http://www.arts.gov/exploring-our-town/)



NATIONAL ENDOWMENT FOR THE ARTS



EXPLORING OUR TOWN

Showcase

Insights

Overview

All Projects By Project Setting By Project Type By Project Location

Grid Map



CULTURE AND ART



AJO, AZ  
AJO MASTERPLAN



ASHFIELD, MA  
ASHFIELD TOWN SPECTACLE



REVITALIZING



DESIGN



BETHLEHEM, PA  
THE BRIDGE



BOSTON, MA  
INNOVATION DISTRICT



GRANT STREET

# ArtPlace America

<http://www.artplaceamerica.org/>

# ARTPLACE

ABOUT ARTPLACE

BLOG

OUR WORK

INVESTMENTS

CONNECT

LIBRARY



SEARCH

KEYWORD

SEARCH

FILTER



PROFILES OF HEALTH & BELONGING



A TALE OF TWO CITIES: MCCOLL CENTER +



BRIGHT ART PATHS: CREATE, ENGAGE,



DETROIT CULTIVATORS

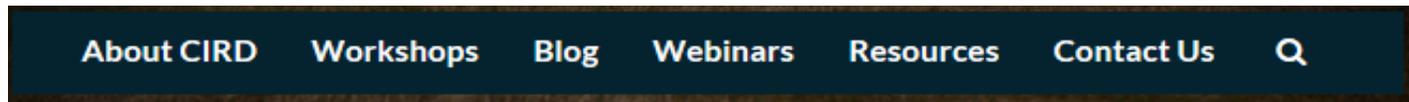
# SF Federal Reserve Bank Publication

<http://www.frbsf.org/community-development/publications/community-development-investment-review/2014/december/creative-placemaking/>



# Citizens' Institute on Rural Design

[www.rural-design.org](http://www.rural-design.org)



## Creative Placemaking: Economic Develop. for the Next Generation

"Creative Placemaking: Economic Development for the Next Generation" free CIRD webinar has been posted on our webinar page!

[Listen today](#)

### From the Blog



#### Taking Action in Limon!

APRIL 24, 2017

The Town of Limon (population 2,000) hosted their Citizens' Institute on Rural Design™ (CIRD) workshop February 27 to March 1, 2017. The CIRD capacity building workshop successfully engaged



#### Creative Placemaking Needs to Happen Now in Small Towns

MARCH 24, 2017

Zachary Mannheimer was a featured speaker in the webinar, Creative

### Stay Connected

#### Email Newsletter

Sign-up for email updates about workshops, resources and other news.

EMAIL ADDRESS

AFFILIATION

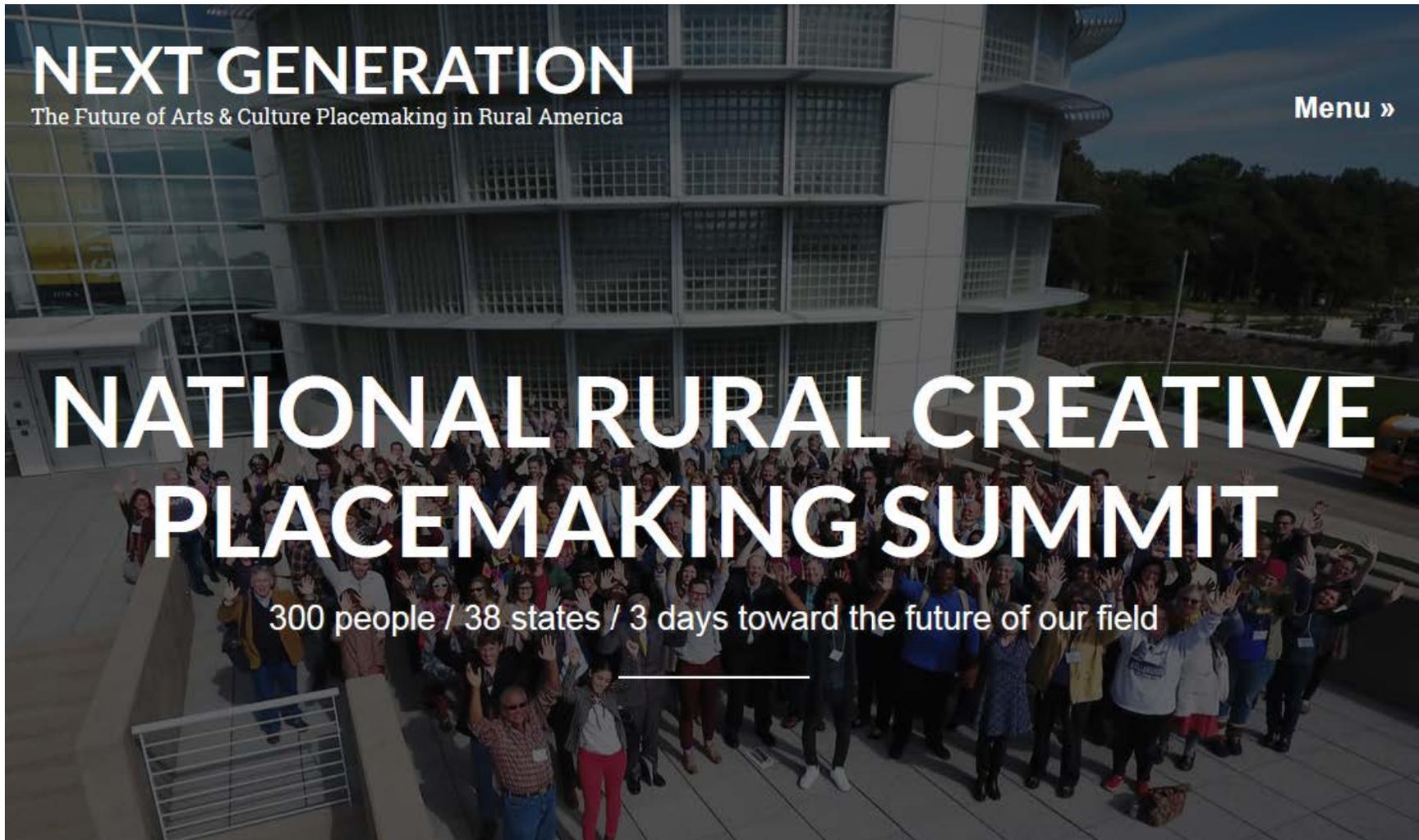
ZIP CODE

[Sign-up](#)

# Next Rural Generation Website

<https://ruralgeneration.org/national-summit/>

<https://ruralgeneration.org/digital-exchange/>



# Creative Exchange - Toolkits

<http://springboardexchange.org/toolkits/>



**Artist-Designed Bike Rack Toolkit**



**Guide for Business Districts to Work with Local Artists**



**IRRIGATE: Artist-Led Community Development**

**SPRINGBOARD**  
*for the arts*

# Key Starting Questions

- What is your community? (*assets, histories, identities*)
- Who is your community? Who can help? (*partners & engagement*)
- What does your community want?
- How can you source your creativity locally & draw on local talents?



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Thank you!