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.
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/
Place-based investment approach

Focus on specific geography (neighborhood, town, region)
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
“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 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?

<table>
<thead>
<tr>
<th>Strengthening Economic Development</th>
<th>Seeding Civic Engagement</th>
<th>Building Resiliency</th>
<th>Contributing to Quality of Life</th>
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</thead>
<tbody>
<tr>
<td>• Drive economic development</td>
<td>• Connect community</td>
<td>• Help re-establish normalcy</td>
<td>• Create new amenities</td>
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<td>• Drive new investments</td>
<td>• Create stewards of place</td>
<td>• Generate new community assets</td>
<td>• Increase access</td>
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<td>• Create new access points to participation</td>
<td>• Shared sense of the future of a place</td>
<td>• Provide psyco-social relief</td>
<td>• Increase attachment to place</td>
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# How can creative placemaking do it?

<table>
<thead>
<tr>
<th>Anchoring</th>
<th>Activating</th>
<th>“Fixing”</th>
<th>Planning</th>
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<tbody>
<tr>
<td>• Acting as the key institution in a neighborhood</td>
<td>• Bring the arts (visual and performing) to public spaces</td>
<td>• Re-imagine use of spaces</td>
<td>• Engage community stakeholders</td>
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<td>• Provide community identity</td>
<td>• Make public spaces more attractive, exciting, and safe</td>
<td>• Beautify vacant and blighted spaces</td>
<td>• Solicit community input and suggestions</td>
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<td>• Generate area foot traffic and business</td>
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<td>• Connect people to opportunities and one another</td>
<td>• Rapid prototyping and iterative design</td>
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# Community Development Matrix

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<th>Civic, Social &amp; Faith</th>
<th>Commercial</th>
<th>Government</th>
<th>Nonprofit</th>
<th>Philanthropy</th>
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<td>Agriculture &amp; Food</td>
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<td>Economic Development</td>
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<td>Education &amp; Youth</td>
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<td>Environment &amp; Energy</td>
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<td>Transportation</td>
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<td>Workforce Development</td>
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<td>Design &amp; Architecture</td>
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<td>Film &amp; Media</td>
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<td>Folk &amp; Traditional Arts</td>
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<td>Theater</td>
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<td>Visual Arts</td>
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<td>Other</td>
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Asset-based
Cross Sector Partnerships
Artists, Culture Bearers, Designers
Project Examples and Inspiration
Sparking cultural tourism and connecting farm destinations
Reedsburg, WI

Photo Credit: Wormfarm Institute
Activating main street and training entrepreneurs
Helena, AR
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
Uncovering, highlighting, and celebrating cultural assets
Willowbrook, CA

Photo Credit: Project Willowbrook
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 (NACEDA)
- Springboard for the Arts
- Americans for the Arts
- International Downtown Association (IDA)
- Art of the Rural
- Rural Policy Research Institute (RUPRI)
- Housing Assistance Council (HAC)
- National Association of Counties (NACo)
- Americans for the Arts
Creative Placemaking Book


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

www.arts.gov/exploring-our-town/
ArtPlace America

http://www.artplaceamerica.org/
Creative Placemaking: Economic Development 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 ended

Creative Placemaking Needs to Happen Now in Small Towns
MARCH 24, 2017
Zachary Mannheimer was a featured speaker in the webinar, Creative

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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
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?
Thank you!