

Why this DRA Initiative is So Critical: Rural Creative Placemaking and Cultural Equity

Presented to the

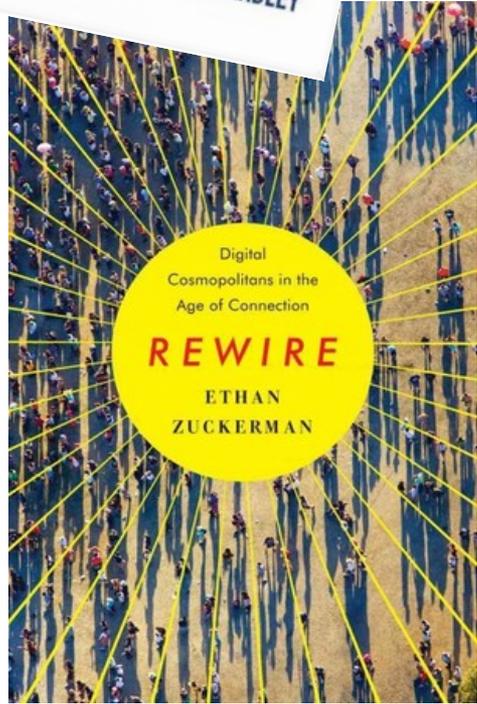
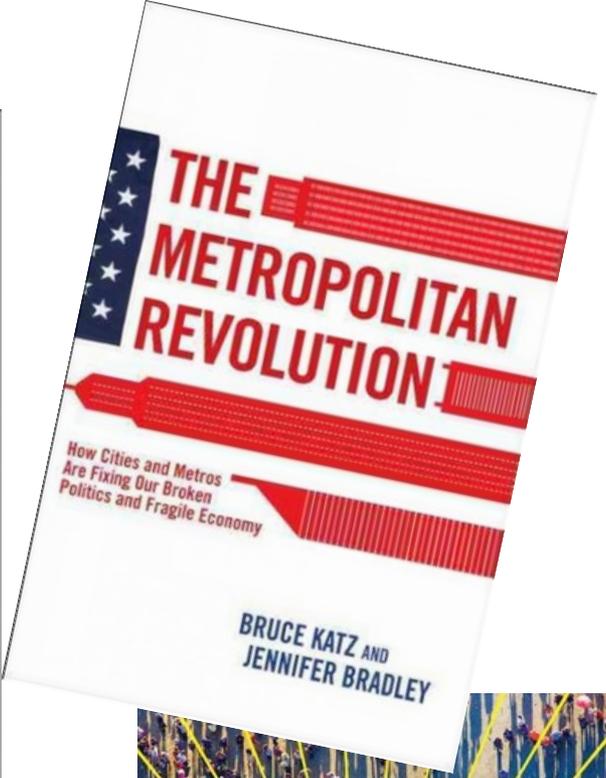
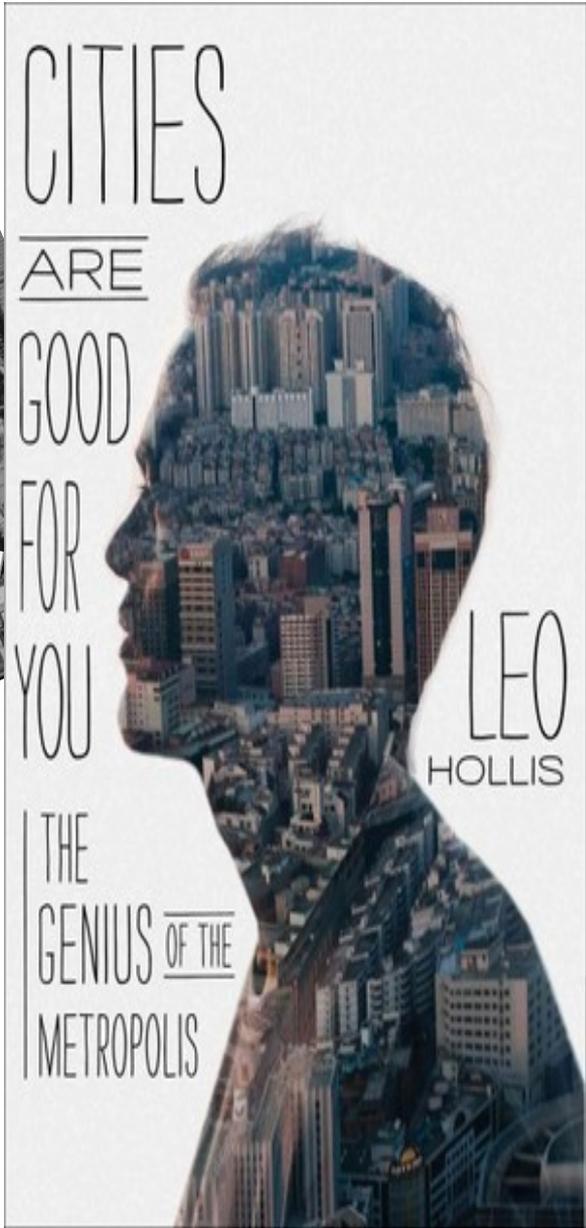
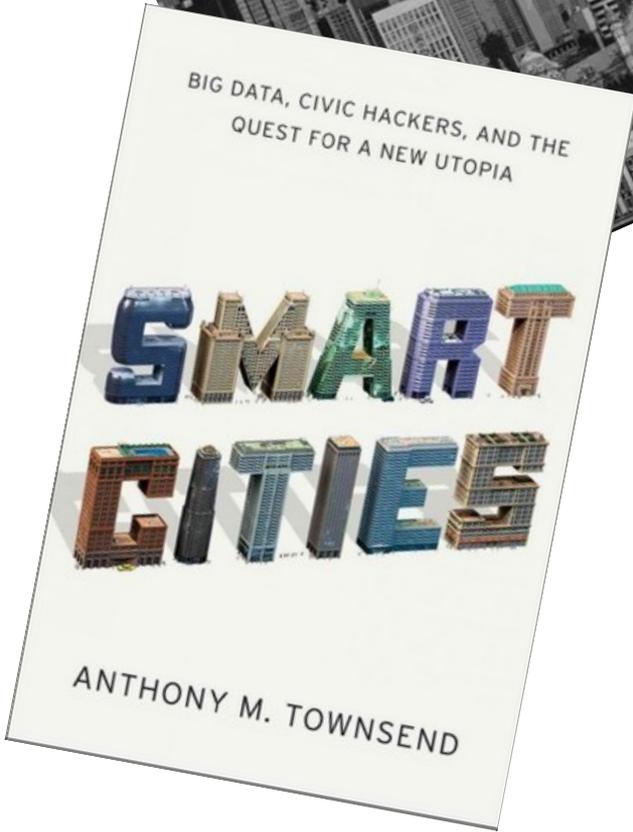
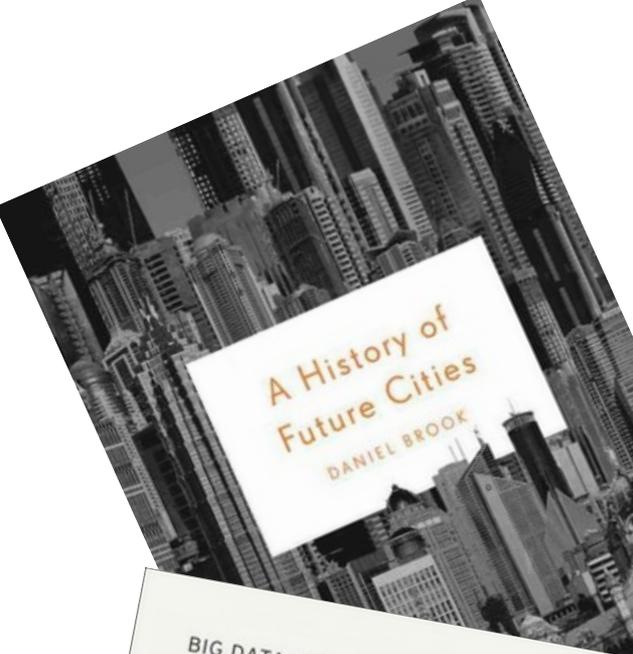
Delta Regional Authority Creative Placemaking Workshops

Charles W. Fluharty

President & CEO

Rural Policy Research Institute





LEAVING THE LAND

China's Great Uprooting: Moving 250 Million Into Cities

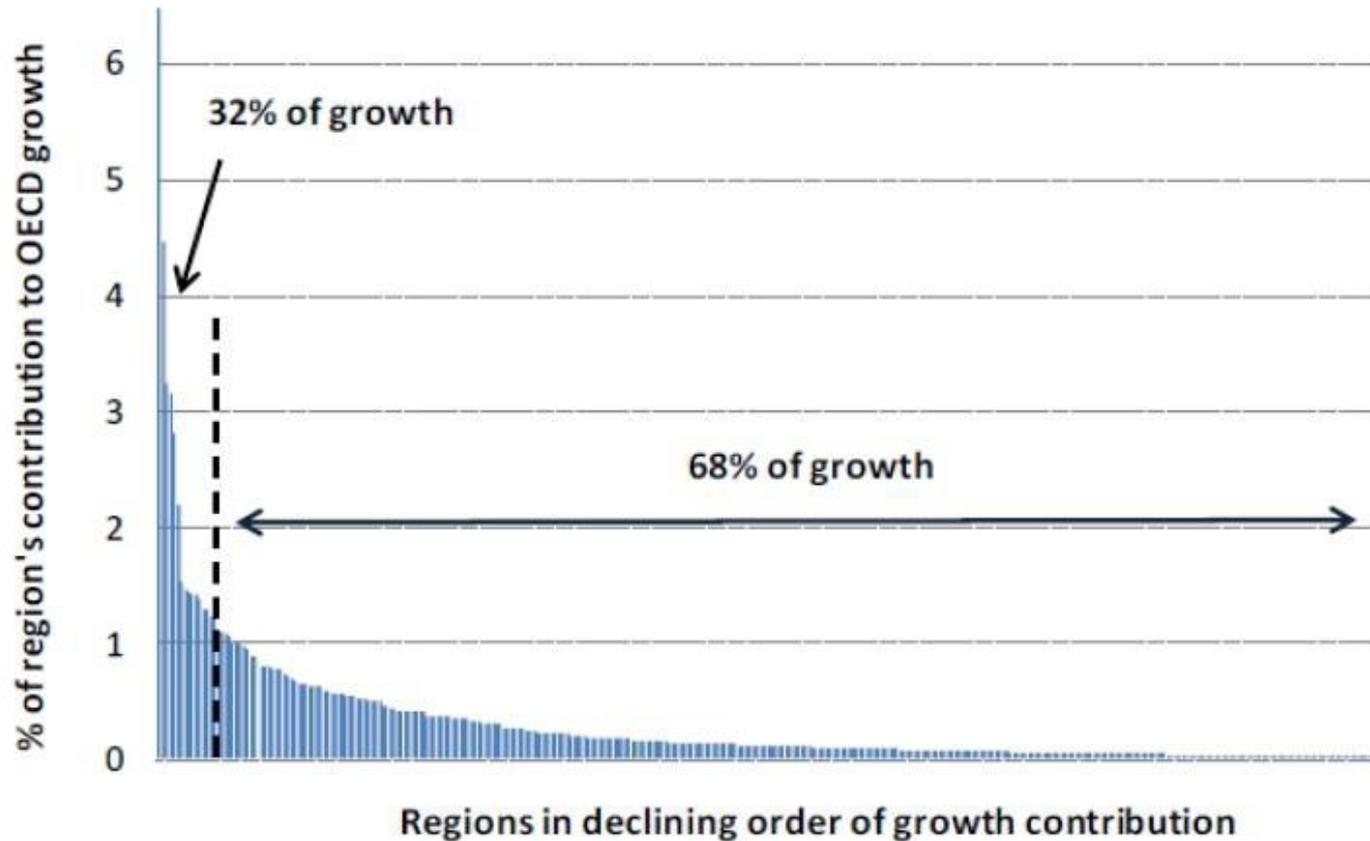
Articles in this series look at how China's government-driven effort to push the population to towns and cities is reshaping a nation that for millennia has been defined by its rural life.





Contributions to aggregate growth depend on few hub regions...

Contributions to growth by OECD TL2 Region, 1995–2007



Source: OECD Regional Database (Territorial Level 2 regions).

...the fat tail is equally important - if not more - to aggregate growth...

“All great truths begin as blasphemies.”

--George Bernard Shaw

Recent focus on wealth

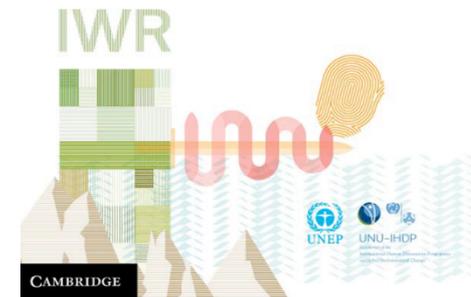
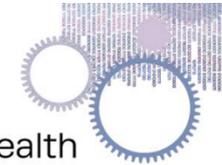


Wealth Accounting and Valuation of Ecosystem Services (WAVES)

VALUING THE ENVIRONMENT. MAKING BETTER DECISIONS.

Inclusive Wealth Report 2012

Measuring progress toward sustainability



Eight Forms of Comprehensive Rural Wealth/Distribution

Physical

Financial

Natural

Human

Intellectual

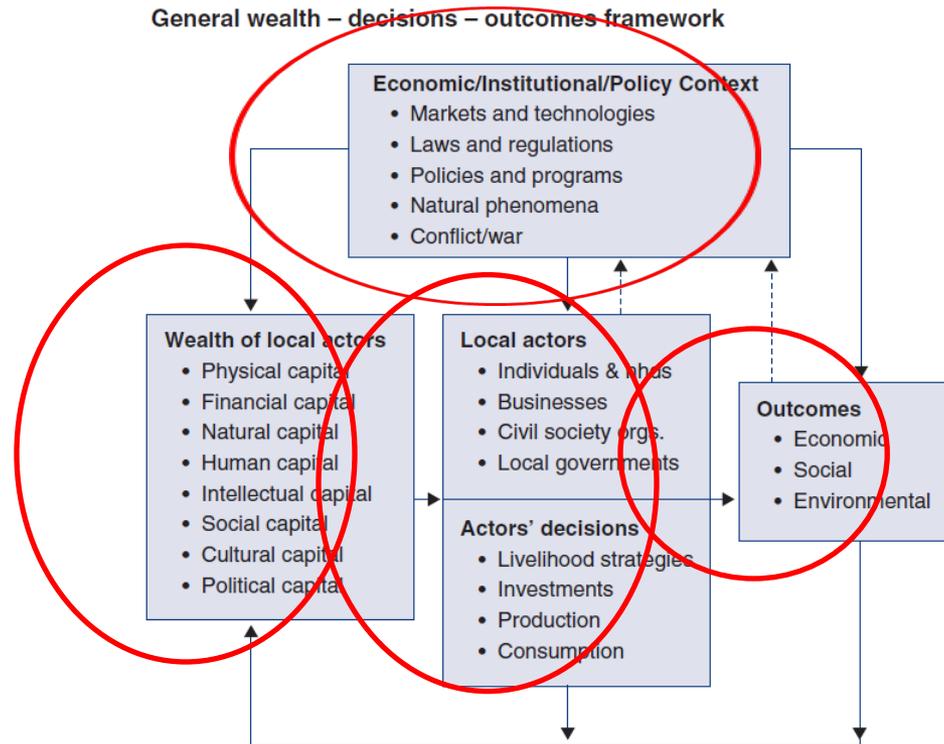
Social

Cultural

Political

What is Comprehensive Wealth?

- Multiple forms of wealth
- Investment decisions by individuals and governments
- Policy strategies
- Comprehensive indicators of outcomes



Source: USDA, Economic Research Service.

Characteristics of Comprehensive Wealth

Flows versus stocks (wellbeing versus wealth)

Individual wellbeing is fundamentally a flow measure

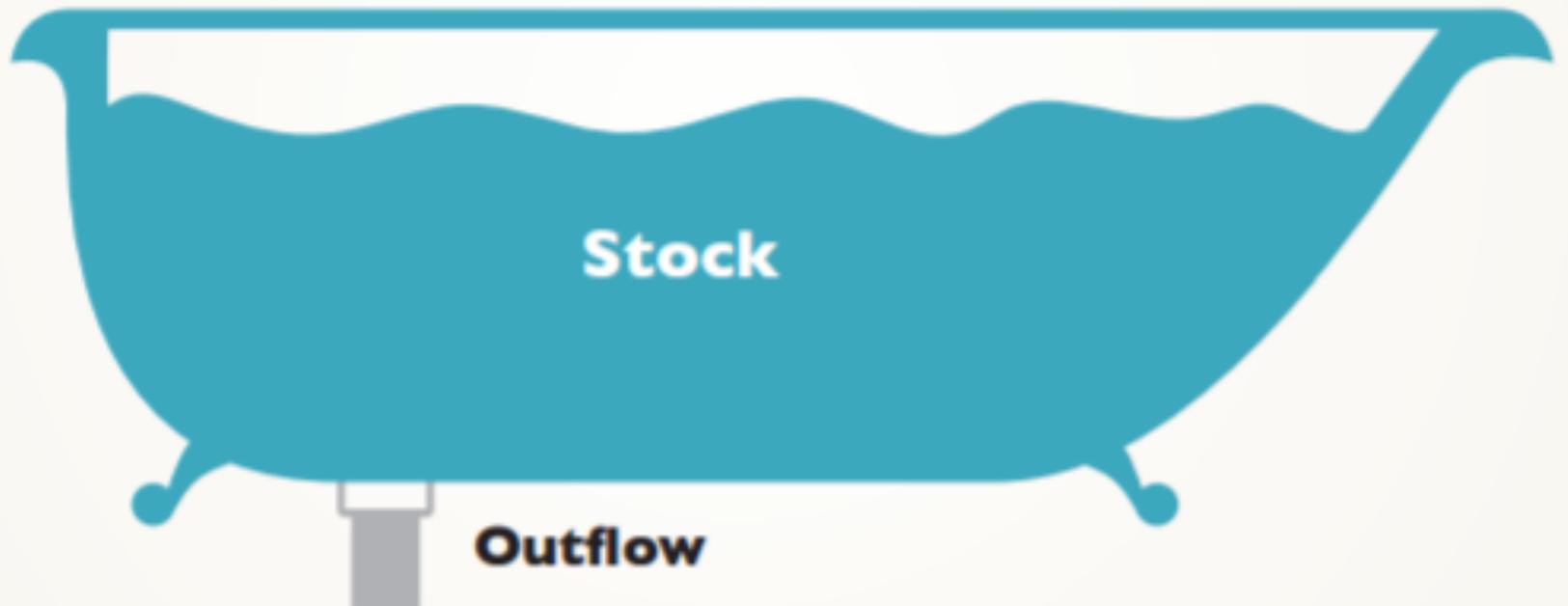
GDP is our most common measure of income flow

But wellbeing is dependent on wealth

Wealth is a stock—the net accumulation of assets and liabilities



Inflow



Stock

Outflow

Characteristics of Comprehensive Wealth

Comprehensive wealth and multiple forms of capital

1. Financial capital

Cash, deposits, stocks, bonds, futures contracts
Claims on assets held by others

2. Built capital

Buildings, machines, roads, bridges, parks, dams, transmission lines,

3. Natural capital

Air, water, soil, forests, animals, minerals, etc.

4. Human capital

Education, health, skills, experience, etc.

5. Social capital

Social organization, networks, trust, markets, etc.

Characteristics of Comprehensive Wealth

Comprehensive wealth and multiple forms of capital

6. Intellectual capital

Knowledge, books, patents, music, etc.

7. Political capital

Political networks, and trust and access in these networks, etc.

8. Cultural capital

Art, architecture, music, literature, sense of history and place, etc.

NEXT GENERATION

The Future of Arts & Culture Placemaking in Rural America

[Menu »](#)

LET'S COLLABORATE TOWARD
THE FUTURE OF OUR RURAL
PLACES.

[LEARN MORE](#)

Pop Luck potluck at [The Coleman Center for the Arts](#), York,
Alabama; Photo: Nathan Purath



National Advisors

NEXT GENERATION

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Menu »

THEORY OF CHANGE

Asset map of Alton, Missouri created by the community and the [Oregon County Food Producers and Artisans Co-Op](#) as part of a [Citizens' Institute on Rural Design](#) workshop; Photo: Rachel Reynolds Luster



NEXT GENERATION

The Future of Arts & Culture Placemaking in Rural America

Menu »

WHAT IS NEXT GENERATION?

A public art installation in Green River, Utah; Photo: Savannah Barrett, while on an Art of the Rural residency at [Epicenter](#).

- Regional Networks
- Rural Creative Placemaking Summit
- Digital Learning Commons



NEXT GENERATION

2017 Digital Exchange Webinars

SPRING SERIES:
FEBRUARY 15
MARCH 14
APRIL 4



WEDNESDAY
FEBRUARY 15
12 PM EST

REFLECTIONS ON THE RURAL CREATIVE PLACEMAKING SUMMIT

FEATURING

Matthew Glassman, Double Edge Theatre

Nikiko Masumoto, Agrarian Artist/Farmer

John "Bob" Reeder, Rural LISC

Ryan Taylor, Cowboy Logic

REGISTRATION AT
RURALGENERATION.ORG



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