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 millenniums has been defined by its rural life.
Contributions to aggregate growth depend on few hub 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.
Especially Rural Wealth
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
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
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

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

Pop Luck potluck at The Coleman Center for the Arts, York, Alabama; Photo: Nathan Purath
National Advisors
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
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
Charles W. Fluharty

cfluharty@rupri.org
President & CEO
Rural Policy Research Institute
Clinical Professor
Iowa Institute of Public Health Research and Policy
University of Iowa College of Public Health
145 N. Riverside Drive
Iowa City, IA 52242
(319) 384-3816
http://www.rupri.org/