

Creative Placemaking

Strengthening Communities with Arts at the Core

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About the National Endowment for the Arts

Established by Congress in 1965 as an independent federal agency.

- Grantmaking
- Partnerships
- Research
- Initiatives

40% of funding to:

- 50 State Arts Agencies
- 6 Regional Arts Agencies
- U.S. Territories

60% of funding goes to direct, competitive grants for projects

Grants for Organizations

1-2 year competitive project grants for:

- Nonprofit 501c3 organizations
- Government entities
- Federally-recognized tribal governments



Challenge America
April 2022



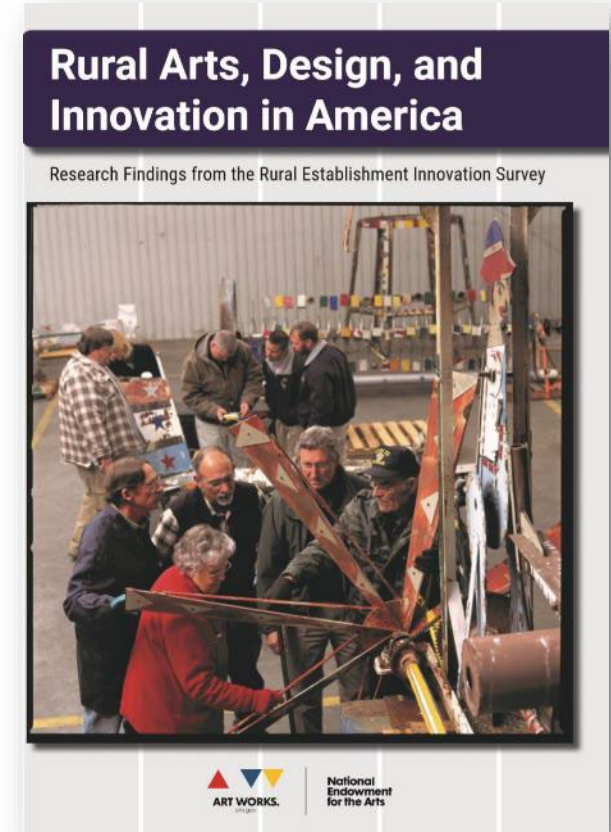
Grants for Arts Projects
February 2022, July 2022



Our Town
August 2022

Contributions of Arts and Culture

- Makes places people want to be!
- Accounts for \$876.7 billion, 4.2% of GDP (2020)
- Adds millions of jobs to our workforce, over 5 million wage-and-salary workers employed in art and culture, earning total of \$405 billion (2017)
- Contributes to innovation (Rural Arts, Design, Innovation in America 2017)
- And more...



<https://www.arts.gov/impact/research/publications/rural-arts-design-and-innovation-america>

Artists, designers, culture-bearers can help to:



Illuminate



Energize



Imagine



Connect

Creative Placemaking

Integration of arts, culture and design to strengthen community, with a goal of helping achieve a community's desired outcome

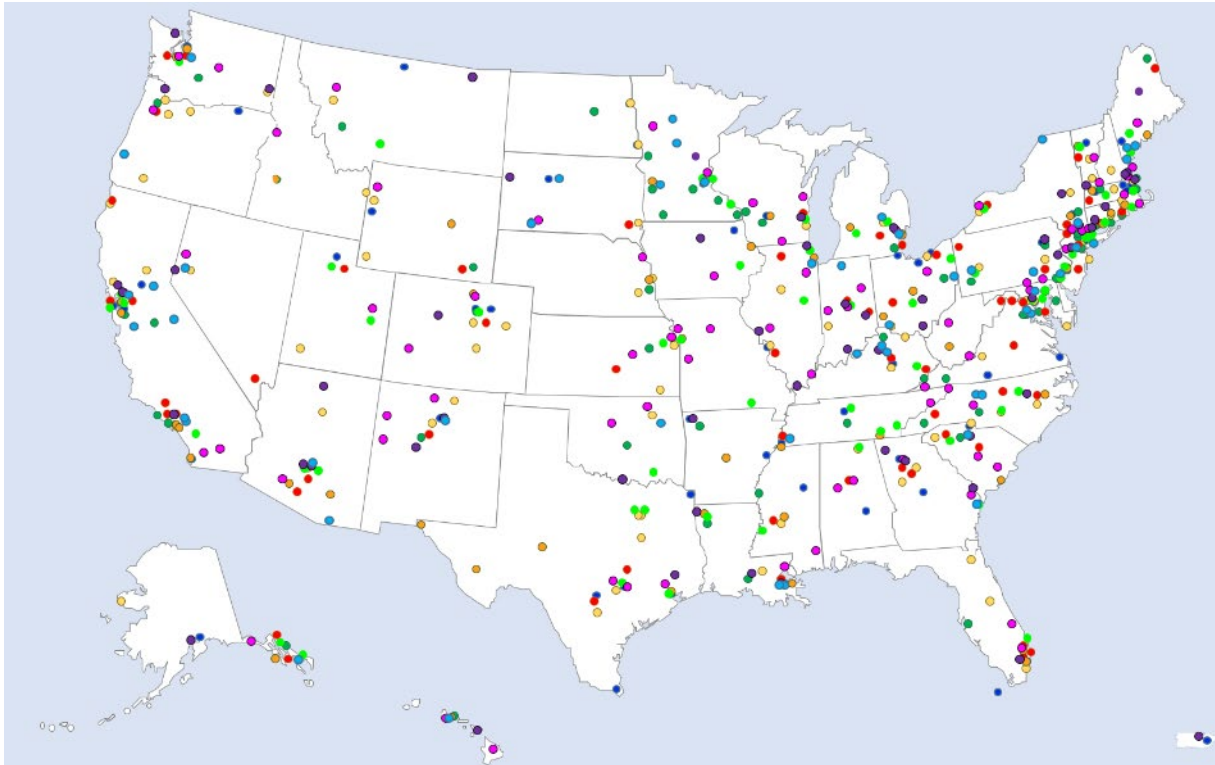
Key tenets

- asset-based
- cross-sector partnerships
- community engagement
- artists/designers/culture bearers

Drives local outcomes

- Economic change
- Physical change
- Social change
- Systems change

Our Town Grants (\$25,000 – \$150,000)



<https://www.arts.gov/grants/our-town>
<https://www.arts.gov/impact/creative-placemaking>
Email questions to ot@arts.gov

Exploring Our Town



Photo by Paul Warchol

Case studies of creative placemaking projects funded by the National Endowment for the Arts through the Our Town grant category.

Aiea, HI: Ola Ka 'Lima: Creative Culture and Art Spaces

[Ajo, AZ: Ajo Masterplan](#)

Ashfield, MA: Ashfield Town Spectacle

[Baltimore, MD: Revitalizing Station North](#)

Berea, KY: Wayfinding Design

[Bethlehem, PA: The Bridge](#)

May – Our Town Guidelines launched
August – Application Deadline



Kiwanis Methow Park

Trust for Public Land and City of Wenatchee
Wenatchee, WA



Kiwanis Methow Park



Imagine Santurce

Universidad del Sagrado Corazon and Municipio de San Juan
San Juan, PR

Photo courtesy of Universidad del Sagrado Corazon



Block by Block

Deep Center and City of Savannah
Savannah, GA

Photo: Deep Center



My Park, My Pool, My City

Forklift DanceWorks & City of Austin Parks and Recreation Department
Austin, TX

Photo by Lynn Lane



Pre-Enactment Theatre
Harrison Center for the Arts & City of Indianapolis
Indianapolis, IN

Photo: Pre-Enactment Theater



Lakota Youth Arts and Culture Institute
Cheyenne River Youth Project
Eagle Butte, SD

Photo courtesy of Cheyenne River Youth Project



Somos Oasis

Kounkuey Design Initiative & Desert Recreation District
Oasis, CA

Photo courtesy of Kounkuey Design



Artist in Residence Program

City of Granite Falls & Department of Public Transformation
Granite Falls, MN

Photo: Dept of Public Transformation



Five Wings Arts Council, Staples, MN Developing a vision for future public art programs and community arts events in downtown Little Falls. Goal is to encourage social cohesion among residents while the downtown sustains a major road construction project.

Indigenous Roots Cultural Arts Center, Saint Paul, MN: Creating a cultural district plan focused on the East 7th Street corridor in Saint Paul. Activities include temporary public art installations and public performances intended to encourage community engagement in the planning process.

City of Fergus Falls, MN: Facilitating public art installations, artistic wayfinding and signage, and cultural programming at key sites along the Otter Tail River. Activities align with the city's Downtown and Riverfront Master Plan, with a goal of increasing connectivity.

4-Directions Development, Bemidji, MN: Supporting the Anishinaabe Arts Festival and business training for Native artists. Project is a collaboration of three tribal nations, and intends to increase social cohesion among residents, boost local visibility of Ojibwe arts and culture, and expand economic opportunities for local creative entrepreneurs.

Strengthening Communities

Economic Change: Economic improvements of individuals, institutions, or the community including local business growth, job creation/labor force participation, professional development/training, prevention of displacement, in-migration, and tourism.

Physical Change: Physical improvements that occur to the built and natural environment including beautification and/or enhancement of physical environment, new construction, and redevelopment (including arts, culture, and public space).

Social Change: Improvements to social relationships, civic engagement and community empowerment, and/or amplifying community identity including civic engagement, collective efficacy, social capital, social cohesion, and community attachment.

Creative Placemaking Toolkit

- Setting Core Values
- Partnerships
- Community engagement
- Evaluation and performance measurement
- Documentation
- Working with artists
- Project financing and budgeting
- Local systems change



www.lisc.org/our-initiatives/creative-placemaking/main/

Creative Placemaking Values Guide

Values in practice:

Both arts/culture and community planning/development are fields that have been shaped by and continue to reinforce inequitable outcomes in many communities.

It's important to bring a set of values to creative placemaking practice that are both explicit and transparent. Some early efforts put more focus on economic outcomes and not enough on social and community-designed goals. This guide is an attempt to acknowledge the obligation to affirmatively reflect community assets and equitable goals in creative placemaking.

This guide outlines critical questions partners should discuss—throughout the entire duration of the project—to ensure that the process and outcomes are aligned to values and that the partners are in agreement.

Questions are organized under the following four categories:

1. Considering Community
2. Working Together
3. Developing Goals
4. Assessing Work

What is creative placemaking?



But first...

Key Resources from the Field

- Artists Working in Community by Springboard for the Arts
springboardexchange.org/artists-working-in-community
- Scenic Route: Guide to Arts, Culture, Transportation by Smart Growth America
www.transportation.art
- Municipal Artist Guide by Animating Democracy and Blade of Grass
municipal-artist.org
- Toolkit for Health, Arts, Parks, Equity by Trust for Public Land
www.tpl.org/the-toolkit-for-health-arts-parks-and-equity
- Creative Placemaking Research by ArtPlace America
creativeplacemakingresearch.org
- Forward publication by Forecast
forecastpublicart.org/introducing-forward-a-digital-publication-and-conversation-series

