CREATIVE PLACEMAKING:
ARTS-BASED COMMUNITY DEVELOPMENT
What is the economic value of THE ARTS?

4% of GDP

$698 Billion
What the arts contribute to the U.S. economy

4.7 Million
Number of workers in the arts and cultural sector

$334.9 Billion
Total compensation of arts and culture workers

$105 Billion
Total capital investments in arts and culture

$869 Billion
Contribution to GDP from copyright-intensive industries

70%
Percentage of investments from entertainment originals, such as movies, TV shows, and books

50% (is from the arts sector)
The arts help the creative economy grow.

62
Number of additional jobs created for every 100 from new demand for the arts

WHAT IS CREATIVE PLACEMAKING?
defining an emerging trend
WHAT IS CREATIVE PLACEMAKING?
CREATIVE PLACEMAKING is a process in which:

- **partners** from public, private, nonprofit, and community sectors
- strategically shape
- the **physical and social character** of a neighborhood, town, tribe, city, or region
- through arts and cultural activities.
EMERGENT TRENDS

Photo Credit: Forklift Danceworks
Industrial Revolution

Johnstown, PA., circa 1910.

Photo: http://www.jaha.org/
Le Corbusier's Plan Voison, 1925

Pruitt Igoe, St. Louis 1956

Photo Credit: The Pruitt Igoe Myth

Photo Credit: Fondation Le Corbusier
Specific Story: Rocco Landesman NEA Chairman 2009-2012

Photo Credit: Damon Winter / The New York Times
NEA Our Town Program: arts.gov/exploring-our-town
Art is not a flower, but a wrench.

—President's Committee on the Arts and the Humanities
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Sitka Fest, Sitka, Alaska
The Fargo Project, Fargo North Dakota
SPARC: Seniors Partnering with Artists Citywide, New York, NY
SPARC: Seniors Partnering with Artists Citywide, New York, NY
Marty Pottenger, Meeting Place, Portland, ME
Detectives have a dramatic past
- on duty, on a team, on a beat -
but burdens and stresses remain,
not jumping out the same way
the drama's all mental.
Detectives may look more official
- flashy shirts, fancy ties -
but being a specialist sets
us apart, no longer a part
of a team in the same way.

My uniforms, relics of a past life,
hung in the closet with my suits.
- we all wear the same cuffs -
I pick the shirt, no Kevlar vest
I bend to tie my shoes,
breathing easy.

Different Glory
"a detective's prey is the truth"

Photo Credit: Art at Work
NEA THEORY OF CHANGE
Our Town funds catalytic projects…

ARTS +
Health
Housing
Public Safety
Transportation
Agriculture + Food
Environment + Energy
Economic Development

data that result in equitable…
data economic
social
physical
…change.
Why Arts?

**Illuminate** Bring new attention to or elevate key community assets and issues, voices of residents, local history, or cultural infrastructure.

**Energize** Inject new or additional energy, resources, activity, people, or enthusiasm into a place, community issue, or local economy.

**Imagine** Envision new possibilities for a community or place - a new future, a new way of overcoming a challenge, or approaching problem-solving.

**Connect** Bring together communities, people, places, and economic opportunity via physical spaces or new relationships.
Sustained support and recognition of arts, design, and cultural strategies as integral to every phase of community planning and development across the United States.

**NEA Theory of Change**

- **Local Inputs**
  - Leadership
  - Cross-sector Partnerships
  - Financial Resources
  - Community Buy-in

- **Arts, Culture, & Design Tactics**
  - Envision
  - Connect
  - Illuminate
  - Energize

- **Local Change**

- **National Change**
  - Increased integration of arts, design, and cultural strategies among local, cross-sector partners, leading to incremental economic, physical, and social change.
  - Sustained support and recognition of arts, design, and cultural strategies as integral to every phase of community planning and development across the United States.
Pair, Square, Share
NATIONAL MODELS
exploring the intersection of the arts....... and everything else
FARM / ART DTOUR
Corn is a common crop in Sauk County. In 2010 Sauk County farmers planted 185,000 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 contour planting as well as “no-till,” when corn seeds are planted by drilling directly into the ground, have reduced soil erosion and improved water quality in the area.
WHIRLIGIG PARK, WILSON, NC
Questions
LOCAL EXAMPLES
emerging practices
AUSTIN ARTIST IN RESIDENCE

Photo Credit: Forklift Danceworks
Artist-in-Residence – City of Austin, Austin, TX
OPENING RECEPTION
CITY OF AUSTIN
ARTIST-IN-RESIDENCE
PROJECT EXHIBITION
MAR. 8, 2018 AT 6PM
Rehab El Sadek
They were so simple, it almost made me feel like I was reading a novel in the 1950s, easy to follow along and read. The story was clear, leaving only fragments. "How deep was the swamp?" asked拟定。Read more simply, at first, then to continue. The mystery theme and plot unexpected development.
MY PARK, MY POOL, MY CITY

Photo Credit: Forklift Danceworks
MY PARK, MY POOL, MY CITY

a multi-year project by Forklift Danceworks in collaboration with the City of Austin Parks & Recreation Department and East Austin neighborhoods about the future of our city pools.
Austin Aquatic Master Plan

- Public Input
- Review and Analysis
- Strategic Vision, Goals, and Objectives
- Recommendations
- Action Plan
- Implementation
City of Austin Engagement Timeline
Video Reel: Nadamos Dove Springs
THANK YOU!

QUESTIONS?
IDEAS?
WONDERS?