

YOUR PLACE OR MINE?

VIBRANT COMMUNITIES AND THE ARTS



Creating Vibrant Communities through the Arts

Indiana Arts Commission Colloquium

October 10, 2014



We experience cities emotionally, yet we talk about them technically.

The Creative City. Charles Landry



PLACE DOES MATTER

Placemaking is the result of a community's
“strategic choice to dedicate its resources
toward the improvement of life experiences for
residents, businesses, and visitors”.

Primacy of Place, Ball State University

PLACE DOES MATTER

Primacy of Place

- Educational Excellence
- Community Design: Central City Revitalization
- Community Wellbeing
- Municipal Governance
- Readiness for Change
- Arts Integration

PLACE DOES MATTER

People choose where they want to live for a variety of reasons that allow them to develop passion and loyalty to their community.

Knight Foundation: Soul of the Community (2010)

- Creative economies: People/Workers; Business/Organizations; and Community/Places
- Sense of place matters to people; be authentic/distinct
- Arts, culture, and history help people identify with place
- Connect people, provide social offerings, and enhance esthetics
- Animate your community with fresh culture and economics
- Attached people are more likely to stay and contribute

COUNT YOUR ASSETS

- What drives your community?
- What attributes exist, realized or unrealized?
- Inventory them.
- Categorize them.
- How do they contribute to arts, culture and aspects of placemaking?
- What might work for your community?
- Who/what can be leveraged?
- What collaborations exist or are needed?

Indispensible Assets

- Well-educated people; excellence in education
- Entrepreneurial culture: new ideas to commercial realities
- Connectivity to markets
- Location, location, location: multi-modal transportation connectivity
- Community distinctiveness
- Vibrancy

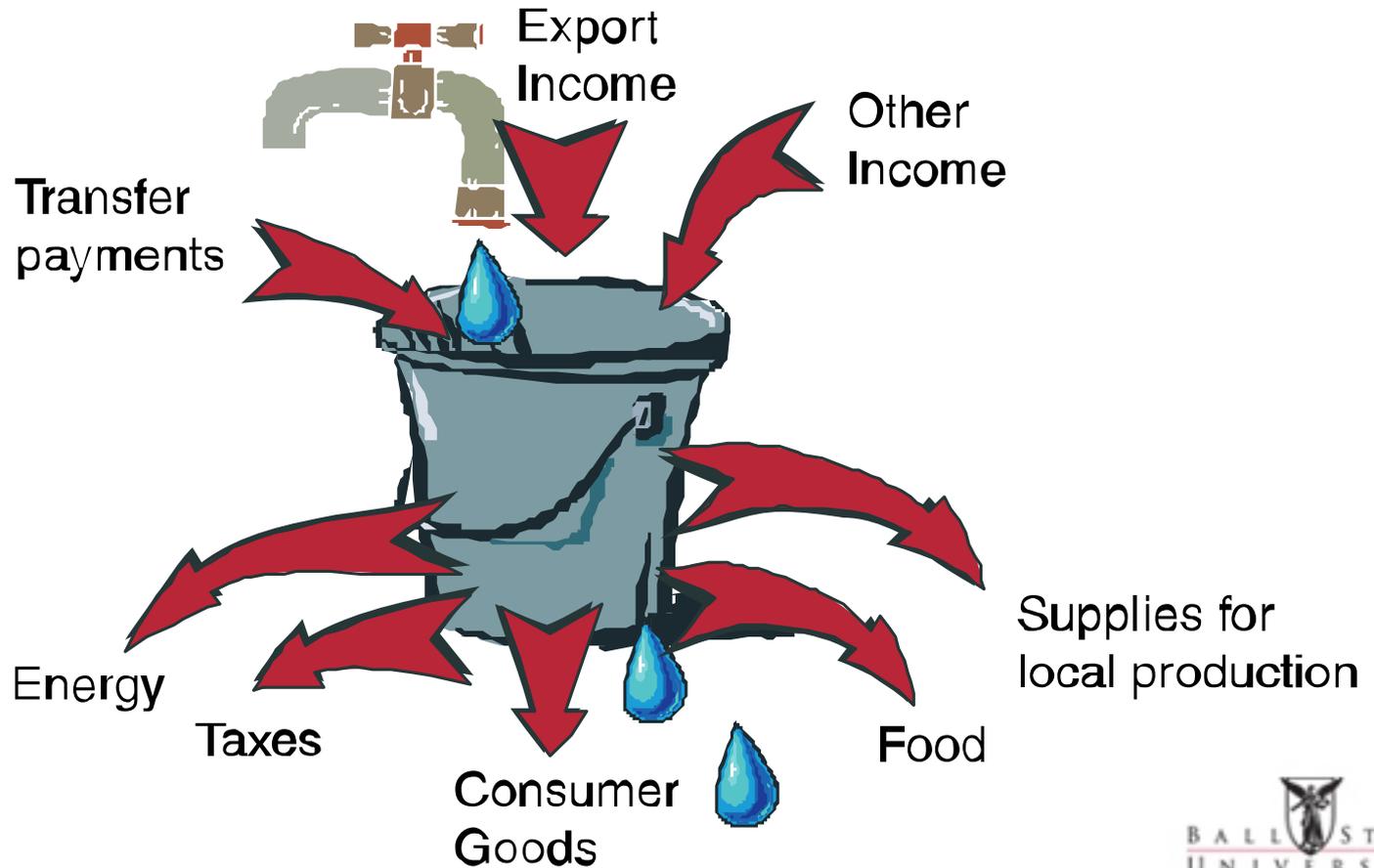
Character is Key to an Economically Vibrant City. Edward T. McMahon

The Economic Side

Economic development is the development of economic wealth of countries, regions or communities for the well-being of their inhabitants.

From a policy perspective, economic development can be defined as efforts that seek to improve the economic well-being and quality of life for a community by creating and/or retaining jobs and supporting or growing incomes and the tax base.

ECONOMIC DEVELOPMENT'S LEAKY BUCKET



Community Development

Community Development is a process designed to create conditions of *economic* and *social* progress for the whole community with its active participation and fullest possible reliance upon the community's initiative.

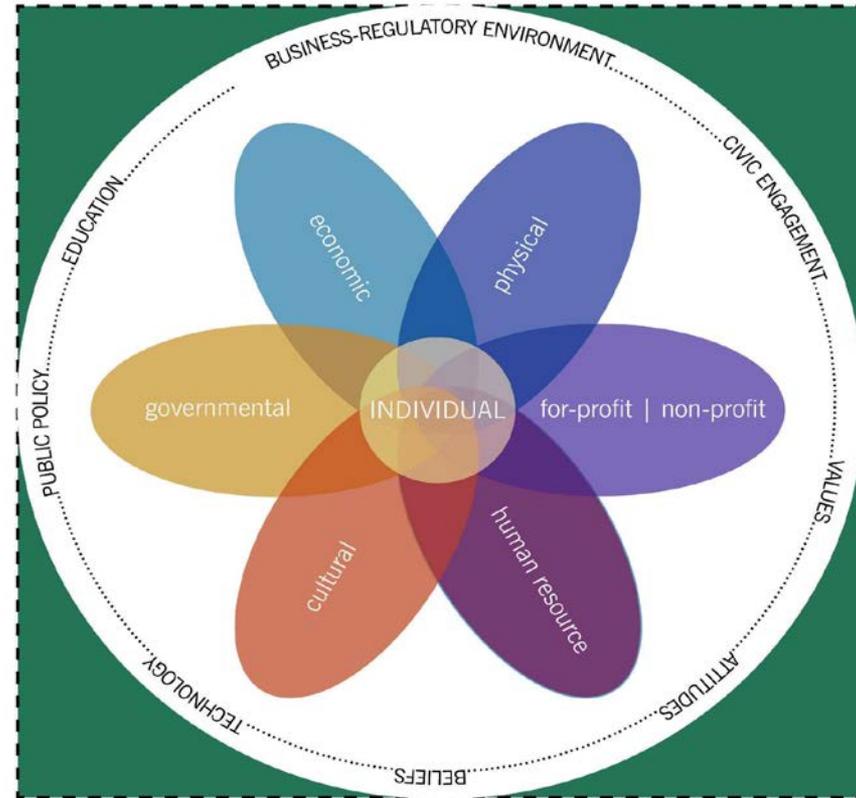
United Nations 1948

The Community Side

Communities exist because of, and for, the benefit of individuals

Community 'infrastructures' exist with-in a larger political, regulatory, civic, and social environment

COMMUNITY INFRASTRUCTURE MODEL



PLANNING: It's All About the Process

Vision?

Mission?

Purpose?

Strategy?

Goals?

Objectives?

Action Plans?

Implementation Plans?

Impact?

Sustainability?

Return on Investment?

WHAT'S YOUR VISION?

Build an authentic arts and culture “place” that helps define the community

Bring arts and culture to people and people to arts and culture

Create a vibrant community through arts and culture; Enhance Quality of Place and Quality of Life in the community

CHECK, CHECK, CHECK

WHAT?

WHERE?

WHY?

WHO?

HOW?

WHEN?

VIBRANT COMMUNITIES

Arts and culture

- Are welcoming
- Create social offerings, enhance tourism
- Contribute to community aesthetics and public art
- Impact community design and public spaces
- Enhance education
- Celebrate locale and geography

VIBRANT COMMUNITIES

Arts and culture

- Transcend and celebrate age, race, and ethnicity
- Contribute to livability, diversity, and economic development goals
- Support entrepreneurial development
- Address safety, aesthetics, and environmental concerns of people who live, work, and visit
- Help make streets livelier and safer; revitalize areas

VIBRANT COMMUNITIES

Strategies

- Tell a community's story/shape your narrative
- Support your authentic local assets
- Recognize your assets
- Be bold
- Put your community's talent to work

VIBRANT COMMUNITIES

Strategies

- Embrace the creative economy: entrepreneurship
- Build collaborative relationships
- Understand the valuable contribution of art and culture
- Integrate as part of a larger community agenda
- Identify opportunities

VIBRANT COMMUNITIES

Strategies

- Capital is more than \$\$\$\$
- Understand capital funds and resources
- Know your community
- Broker collaborations and partnerships
- Create vibrancy inside and outside buildings

VIBRANT COMMUNITIES

Strategies

- Event-making with a purpose
- Engage people as active participants
- Evaluate impact of goals and objectives on community
- Work with public and private partners
- Integrate art with infrastructure

VIBRANT COMMUNITIES

Strategies

- Integrate creative placemaking into power and policy structure
- Creative placemaking is neighborhood reinvestment
- Engage the public as “investors”

VIBRANT COMMUNITIES

Some Final Thoughts

- Arts and culture are part of creative placemaking
 - ❖ a *means*, not an end
 - ❖ *public and private support and engagement* must be *ongoing*
- Arts and culture are economic/industry incubators
- Address the six W's, especially *why* and for *whom*
- Be inclusive and collaborate

VIBRANT COMMUNITIES

Some Final thoughts

- Have a clear, realistic vision
- Build sustainability: Measure impact and Return on Investment
- Be creative and bold and distinctive
- Know your community/assets
- Be patient

CREATIVE RESOURCES

- *Creative Placemaking*. Ann Markuson and Anne Gadwa
www.arts.gov
- *Knight Foundation, Soul of the Community 2010*
www.knightfoundation.org
- *Creative Placemaking Summit 2013*. ArtPlace
www.artplaceamerica.org
- *Place and Prosperity: Quality of Place as an Economic Driver*.
Catherine J. Reilly and Henry Reski
www.umaine.edu/mcsc/mpr.htm

CREATIVE RESOURCES

- *Measuring the Economics of Preservation: Recent Findings.*
Advisory Council on Historic Preservation

www.preserveamerica.org

- *Art of the Rural.* Matthew Fluharty

www.artoftherural.org

- *For the Love of Cities.* Peter Kageyama. 2011. Creative Cities
Productions

- *The Rise of the Creative Class.* Richard Florida. 2008

- *The Great Reset.* Richard Florida. 2010

- *Project for Public Spaces*

www.pps.org

CREATIVE RESOURCES

- *Character is Key to an Economically Vibrant City.*

Edward T. McMahon

www.citylab.com

- *Primacy of Place.* Ball State University

www.bsu.edu/primacyofplace

TRUISMS

It hurts to be on the cutting edge.

(Anonymous)

Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world.

(Joel A. Barker)

Creating jobs at the expense of quality of life results in a community where no one wants to live.

(Unknown)

TRUISMS

The future is already here, but the past refuses to die.

(Richard Longworth , Caught in the Middle)

Communities need to put their money where their aspirations are.

(Rebecca Ryan, Live First Work Second)

Three things that quash great intentions and plans:

- Loss of momentum
- Change process is messy
- Power of naysayers

(Ken Hubbell and Mary Emery, *Engaging in Sustainable Community Change*)

TRUISMS

Communities are made up of many small, interacting spheres bound together in ever-shifting alliances that emerge from the recognition of the interdependence among different concerns.

(Randall Nielsen. Kettering Foundation)

Milestones: Constraints going in and achievements coming out.

(Mikel J. Harry, Ph.D. and Catherine Lawson, Ph.D., *The Great Discovery*)

You can live a big life in a small town.

(Kim Huston. Small Town Sexy)

NEED MORE?

Contact

Sharon Canaday

Building Better Communities

CA104

Ball State University

Muncie, IN 47306

(Work) 765-285-2775

(Mobile) 765-730-7966

stcanaday@bsu.edu

www.bsu.edu/bbc

THANK YOU!