

CREATIVE PLACEMAKING IN YOUR COMMUNITY
Presented by Mayor Lori Nay, Gunnison City

"In creative placemaking, partners from public, private, nonprofit and community sectors strategically shape the physical and social character of a neighborhood, town, city or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire and be inspired." (National Endowment for the Arts)

Creative placemaking is connecting people to places through arts or culture. Your community can be invigorated and inspired, not by large infusions of cash, but by making these connections and celebrating your unique story.

WHAT YOU CAN DO

- ✚ Do you have a "RAP" tax in place? Utah state legislation allows cities and counties to put this one-tenth of one percent sales tax on the ballot, to support arts and cultural activities.
- ✚ Complete an inventory of your cultural assets — artists, arts organizations, clubs, museums, arts education activities, cultural facilities, public art, libraries, historic buildings, etc. — and share with the public.
- ✚ Communicate to the community that arts and culture are a priority and engage them. Value their input.
- ✚ Convene your community to talk about what currently exists and what the future could include. Integrate arts and culture into your planning processes; engage artists, teachers, young people to envision the future.
- ✚ Then just do it! Create something with your community! Tell your story and celebrate who you are. It is about mutual ownership and connection. The opportunities are endless - a heritage fair, a walking tour of your local treasures, a public art work built with citizens, i.e. a mural, mosaic or sponsor performance events such as concerts, storytelling, or cultural activities that invigorate your community and develop tradition.
- ✚ Support the artists and cultural assets in your community with resources at hand, including financial support, political support and creating public/private partnerships.

SELECTED NATIONAL RESOURCES

Americans for the Arts

National service organization providing in-depth information, training, research, annual convention and more. Annual membership fee is \$50. Services to members include annual Creative Industries report for your community for \$25; recognition of elected officials; "Local Arts Classroom," "Local Arts Rapid Response Toolkit," InnOVATION grants (new this year); member discounts. www.artsusa.org

Contact in Local Arts Advancement: Theresa Cameron (tcameron@artusa.org) 202-371-2830
National Endowment for the Arts

Federal matching grants, research and resource information, publications, Mayor's Institute on City Design. www.arts.gov

Contacts in NEA Partnership Office: Dinah Walls (wallsd@arts.gov) 202-682-5586, or
Michael Killoren (killorenm@arts.gov) 202-682-5565

Citizens' Institute on Rural Design

http://arts.gov/about/NEARTS/storyNew.php?id=06-yourtown&issue=2011_v2

Artplace

Public/private partnership providing grants for creative placemaking projects.

"ArtPlace believes that art, culture and creativity expressed powerfully through place can create vibrant communities, thus increasing the desire and economic opportunity for people to thrive in place. It is all about the local."

www.artplaceamerica.org

Richard Florida, Creative Economy expert

"A community's aesthetic assets — its architecture and public spaces, its musical, theatrical, and artistic communities and institutions — are among its most priceless resources."

www.creativeclass.com/richard_florida

SELECTED STATE RESOURCES

Utah Division of Arts & Museums

Matching grants, training, annual conference www.artsandmuseums.utah.gov

Contact in Community Outreach: Wendi Hassan (whassan@utah.gov) 801-860-6396

Contact in Grants Program: Katie Woslager (kwoslager@utah.gov) 801-236-7550

NowPlayingUtah.com

Statewide calendar, cultural resource website www.nowplayingutah.com