USING CREATIVE PLACEMAKING STRATEGIES FOR RESILIENT AND SUSTAINABLE DISTRICTS

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Americans for the Arts
PLACEMAKING

“In creative placemaking, partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood, town, tribe, 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.”

Ann Markusen and Anne Gadwa Nicodemus
1. CREATING A STORY

How Creative placemakers can shape the narrative – the brand – of a place.
Creating a Story

- Buzz Machine: Telling the Story
  - View and use social media as a dialogue – not just a series of posts.
  - Learn to offer something unique to media organizations.
  - Create an event to generate buzz
  - Think multimedia
CREATING A STORY

- Fake it ‘Til You Make It
  - It’s ok to put on appearances.
  - Capture the essence of a place and celebrate.
  - Be consistent.
  - Build cross sector partnerships.
  - Show the community what is possible.
CREATING A STORY

Redefining Prosperity: Recognizing the Richness of a Place

- Talk to members of a community.
- Find the gatekeepers.
- Form partnerships.
- Map things out.
- Unearth the story.
CREATING A STORY

Fear of Failure vs. Fear of Failure to Learn.

- Adapt and course correct.
- Experience is good.
- Manage budget pressures and fears.
- Push innovation and risk taking.
- Think about “lessons learned”.
- Have patience.
- Too much success is bad, too.
- Celebrate failure.
WHAT’S YOUR STORY?
2. JOINING IT UP

How creative placemakers can integrate their work with that of other stakeholders in the community.
JOINING IT UP

- Working with Volunteers: Putting Talent to Work in Your Community
  - Volunteerism can revitalize communities.
  - Volunteerism can revitalize people.
  - Charismatic people are great recruiters.
  - Face to face conversations are important.
  - Older adults tend to make good long term volunteers
JOINING IT UP

- From Creative Placemaking to Creative Entrepreneurship: Leveraging the Creative Economy
  - End the separation between different sectors.
  - For profits need assistance, too.
  - Engage in matchmaking.
  - Get support from the five sectors of the community-academia, public policy, non profits, unions, and philanthropists.
  - Don’t be afraid of failure.
  - Protect intellectual property.
JOINING IT UP

Collaborative Relationships: Finding the Tit for Tat

- It’s not about you, It’s about the vision.
- “You can fire partners”.
- Contracts are great.
- Some partners may be reluctant.
JOINING IT UP

Doing What You Do Best: Recognizing the Uniquely Valuable Contribution of Art

- Artists change the way people think.
- Artists change the way people work.
- Art helps promote unlikely coalitions.
- Art resonates with the public.
- Supporting artists is supporting creative infrastructure.
JOINING IT UP

Engaging Policy makers: Aligning Your Goals with Larger Agendas

- How are artists and politicians similar?
- How are they different?
- What are strategies for arts to get a seat at the leadership table?
JOINING IT UP

How are you doing it?
3. FOSTERING CONNECTIONS

How Creative Placemakers can connect projects to people in communities.
FOSTERING CONNECTIONS

- Identifying Opportunities for the Community.
  - Timing
  - Provide space for entrepreneurs.
  - “access” is everything.
  - Map Assets.
  - Connect history to the future and vice versa.
  - Hire organizations.
FOSTERING CONNECTIONS

Barn Raising: Activating Untapped Community Capital

- Create a shared space.
- Invest in success, not in control.
- Think beyond visitors.
- Cross boundaries.
- Offer meaningful benefits.
FOSTERING CONNECTIONS

Know Your Neighbors:
- Think like a chess player.
- Start small.
- Identify representatives.
- Make it simple to do things.
- Ask people to “bring a friend”.
- Be glue.
- Do not define “arts”.
Fostering Connections

Uncommon Connections: Maximizing Value as a Community Broker.

- Communities hold an untold number of potential partners.
- Find ways to forge bridges between the usual and the unusual partners.
- Map the community and relationships.
- Exploit the horizontal nature of cultural districts.
- Use your own assets.
- Identify gatekeepers.
- Identify shared “anything”.
- Start small.
- Host an open house.
Fostering Connections

Sparking the Fire: Movement Making and Individual Engagement

- Express the public to creative practice.
- Offer DIY options.
- Microfund.
- Find incentives beyond money.
FOSTERING CONNECTIONS

- What are ways you can use this technique in your communities?
USING CREATIVE PLACEMAKING STRATEGIES

- Final Thoughts...

- Reflections

- Next steps
THANK YOU

Special thanks to Artsplace for these ideas....

www.artsusa.org
www.artsplace.org
www.nea.org
Engaging Tourism and Your District
The Arts Destination Marketing Award is presented annually to leaders from destination marketing organizations (DMOs) and/or convention and visitor bureaus (CVBs) and local arts agencies that work collaboratively using the arts to market the community as a travel destination.
Criteria

- Collaboration
- Strong relationships
- Arts marketing
Highlights - Bloomington, Indiana

Visit Bloomington and BEAD-the Bloomington Entertainment and Arts District
Visit Bloomington-official destination marketing organization for Bloomington and Monroe County.

Visitor economic impact is $280 million per year and supports 7,000 jobs.
BEAD-Bloomington Entertainment and Arts District

BEAD’s mission is to bring the business and creative sectors together to advance commerce and culture, build community and spur economic development.
Economic Impact of BEAD-Bloomington Entertainment and Arts District

- $72.3 million in direct economic activity.
- $6.3 million in local and state government revenue.
- 3,450 full-time equivalent jobs.
Visit Bloomington established a tourism event marketing grant program to:

- Provide marketing funds to local events.
- Reach new audiences outside the immediate region.
- Increase longer visitor stays.
RESULTS - Bloomington, Indian

- Since the arts became a core part of our travel promotional efforts in 2009, traffic to our website by people looking for information on art events and attractions has increased by more than 213% with no signs of slowing down. Our entire database has increased its population by 35%, our e-news subscribers have increased by 105% and database members that have indicated an interest in the arts have increased by 168%.

- According to our 2012 Visitor Profile, 57% of our visitors attend a theater performance, visit a museum or enjoy live music while in Bloomington. When asked their favorite thing about Bloomington, respondents indicated culture was #3, arts and theater #5, entertainment #8, music #12 and museums #24.

www.visitbloomington.com
Highlights - Stevens Point, Wisconsin

Arts Alliance of Portage County and the Stevens Point Area Convention and Visitors Bureau
Stevens Point, Wisconsin

26,748 population
Highlights – Stevens Point, Wisconsin

Problem: In 2012 they experienced a 23% reduction in hotel rooms and the loss of a 40,000 sq. ft. convention center
Highlights – Stevens Point, Wisconsin

Celebrate the Arts/Stevens Point Area Spring Arts & Culture Showcase

- Increasing awareness of the arts and cultural offerings in Central Wisconsin.
- Attract travelers.
- Generate additional room nights.
- Increase in economic impact.
Highlights – Stevens Point, Wisconsin

SOCIAL MEDIA

Blog: A new landing page was created specifically for the promotion, www.celebratestevenspoint.com. This page housed regular blog entries (at least two per month during the promotion period), as well as a calendar of arts-related events. The blog also contained links to the Packages & Deals page on www.stevenspointarea.com, as well as links to the arts infographic and the check-in contest. The page served as a “one-stop shop” for all information related to the promotion.

Twitter and Pinterest: In connection with the arts promotion, the SPACVB expanded its social media presence by adding a Twitter account (www.twitter.com/StevensPtArea) and a Pinterest page (www.pinterest.com/StevensPtArea). During the promotion, each account helped publicize the arts promotion, travel deals and the check-in contest. Both accounts continue to show steady growth.
Highlights – Stevens Point, Wisconsin

www.twitter.com/StevensPTArea and www.Pinterest.com/StevensPTArea
RESULTS — Stevens Point, Wisconsin

- 5% increase in hotel stays
- 1000 Day trippers
- $150,000 market spending
- $400,000 total economic impact
Allegany County, Maryland

- Western Maryland (*Mountain Maryland*)
- Allegany County Population: 75,087
  - City of Cumberland: 20,859
  - City of Frostburg: 9,002
- 2½ hours from:
  - Baltimore
  - Washington
  - Pittsburgh
Artist Relocation Program

- Paid advertising and free media exposure
- Economic incentives (grants, tax freezes)
- Web site (www.alleganyartscouncil.org)
  - Try it: Google “Artist Relocation”
- Google AdWords campaign
- Partnerships (e.g., Realtors Association)
- Word of mouth & artist referrals
- Dynamic and active arts community
Allegany County, Maryland

HANDCRAFTED

Arts, music, food and culture. A little something for everyone.
Eco Adventures

Explore 60,000 acres of clean green nature in the Mountains. Memorable hiking, cycling and camping experiences abound!

History Comes Alive

Around here, you can do more than just look at history. You can live it. Our transportation and architecture rocks.

Nightlife

We take hospitality seriously. It's a centuries-long tradition. Food, drink, and friendship are on tap nightly.

Festivals and Fairs

Mountain Maryland is home to some great "nearly purely perfect" Americana gatherings. Check 'em out!

Explore together

Experience the past

Gather with friends

For your amusement

Featured Itineraries

We've packaged our favorite day trips just for you! Customize then follow the maps and driving directions.

1. Ride Mountain Thunder
2. Museums and Architecture
3. Family Eco Adventure
4. Get Outside and Play

Discover the Maryland Mountainside

Our interactive map and unique trip-planning tools will allow you to create your own custom itinerary.

You can even send your trip to your email or mobile device!

I'm ready to explore! >>

Upcoming Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Apr 4</td>
<td>US Army Blues</td>
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<tr>
<td>Apr 14</td>
<td>9th Annual Chefs of Steel</td>
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<tr>
<td>Apr 19</td>
<td>3rd Annual Blue Star Holistic Expo</td>
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<tr>
<td>May 2</td>
<td>WMSR Excursion</td>
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<tr>
<td>May 10</td>
<td>FrostburgFirst Italian Fest</td>
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<td>May 22</td>
<td>DelFest 2014</td>
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The Crooked Road
On Virginia’s Crooked Road, Mountain Music Lights the Way

Mouth of Wilson, Va., on Route 58 along the Crooked Road in Virginia.

By SARAH WILDMAN
Published: May 20, 2011

IT starts with a well-worn fiddle, held in equally well-worn hands above a tapping black cowboy boot. Then in comes the banjo, plucked with steel finger picks, followed by the
Resources
The Creative Industries in Los Alamos County, NM

Los Alamos County, NM is home to 58 arts-related businesses that employ 157 people.
The Creative Industries in New Mexico

4,968 Arts-Related Businesses
Employ 16,596 People
The Creative Industries Represent 4.8 Percent of All Businesses and 1.9 Percent of All Employees in New Mexico

![Image of a table showing the distribution of companies by category and number of employees in New Mexico.](http://aftadc.brinkster.net/New_Mexico/New_Mexico.pdf)
Economic Impact: Nonprofit Arts Industry

$166.2 billion
Expenditures of Organizations and Audiences

Supports
5.7 million Full-time Equivalent Jobs Annually

Generates
$29.6 billion Federal, State and Local Tax Revenue

Source: Arts and Economic Prosperity, a report by Americans for the Arts
Americans for the Arts President & CEO, Robert Lynch, was re-appointed U.S. Travel & Tourism Advisory Board.
The Percentage of Foreign Visitors Participating in Arts & Culture While Visiting the U.S.
Cultural Tourism In the U.S.

- U.S. cultural destinations help grow the U.S. economy by attracting foreign visitor spending.

- Cultural travelers to the United States out-stay, out-travel, and out-spend other types of international tourists.

- Cultural tourism is the most frequently used marketing strategy by national tourism organizations.

- More than two-thirds (68 percent) of American adult travelers say they included a cultural, arts, heritage, or historic activity or event while on a trip of 50 miles or more, one-way, in 2012.

- America’s arts industries have a growing national audience.
Resources

- Americans for the Arts  www.artsusa.org
- National Endowment for the Arts  www.nea.gov
- Made in American Rural Initiative  http://1.usa.gov/1hkMDzn
- Citizens Institute on Rural Design  www.rural-design.org
- The Art of the Rural  www.artoftherural.org
- The Daily Yonder  www.thedailyyonder.com