

A vertical decorative bar on the left side of the slide, consisting of several thin, parallel vertical lines in shades of gray and blue. To the right of these lines are several solid blue circles of varying sizes, arranged in a roughly vertical line that tapers towards the bottom.

USING CREATIVE PLACEMAKING STRATEGIES FOR RESILIENT AND SUSTAINABLE DISTRICTS

Theresa A. Cameron
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

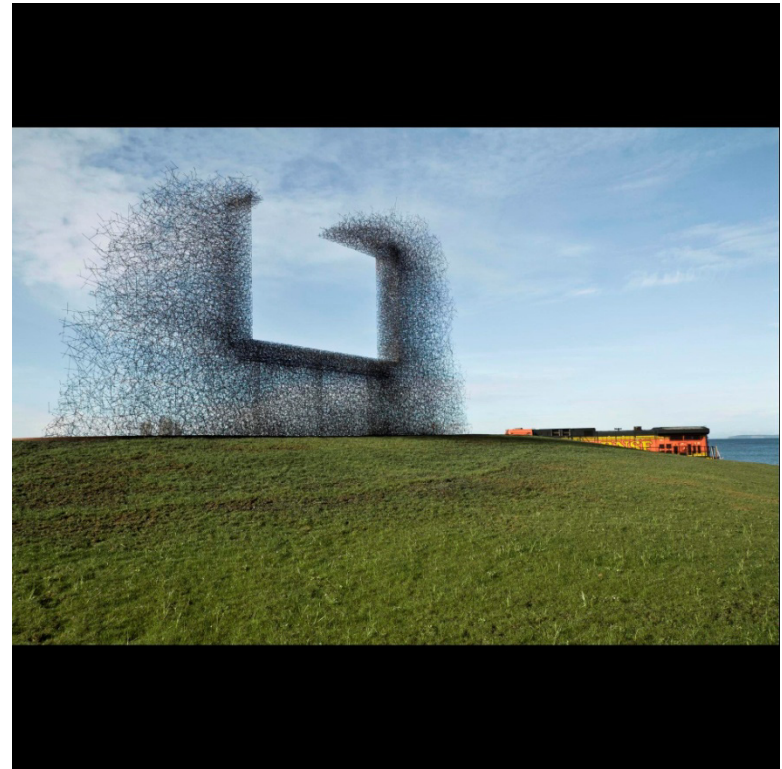


- Buzz Machine: Telling the Story
 - View and use social media as a dialogue – not just a series of posts.
 - Learn to offer something unique to media organizations.
 - Create an event to generate buzz
 - Think multimedia



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.



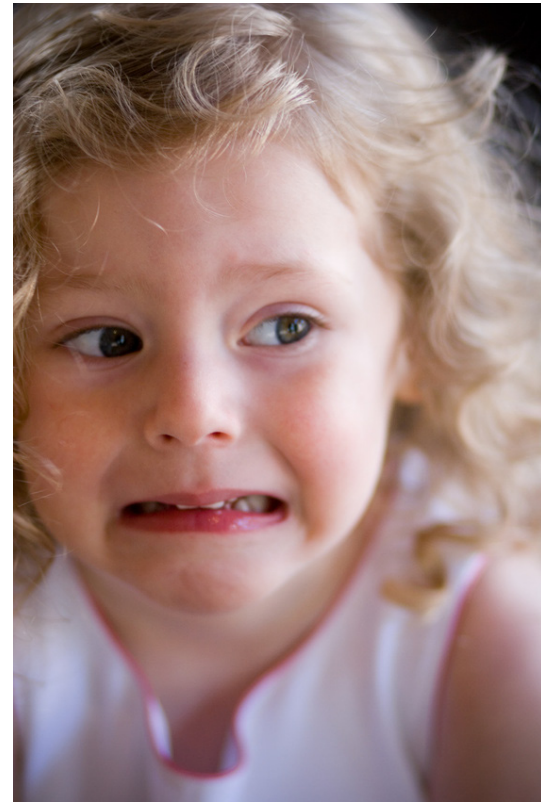
CREATING A STORY

- 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 stake holders 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.



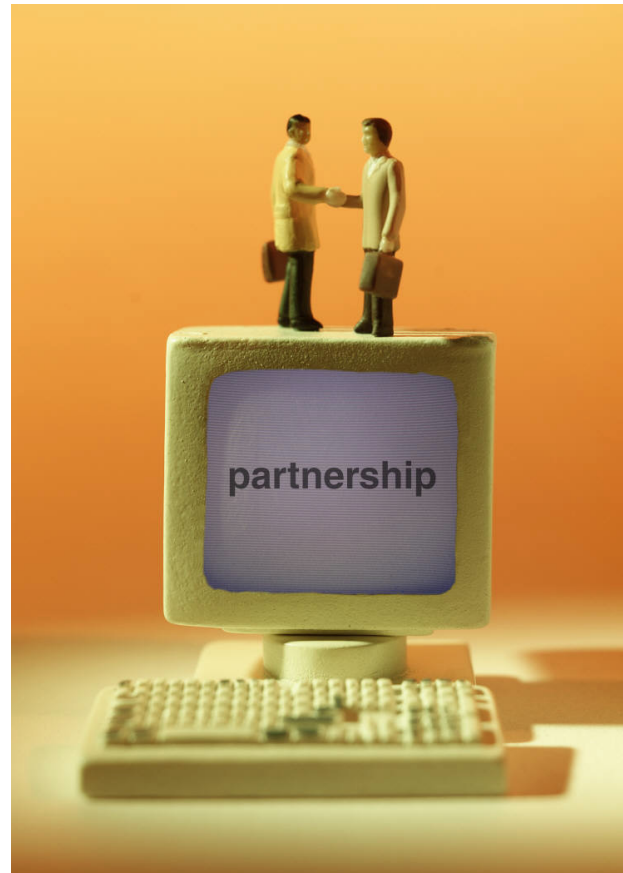
JOINING IT UP

- 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?



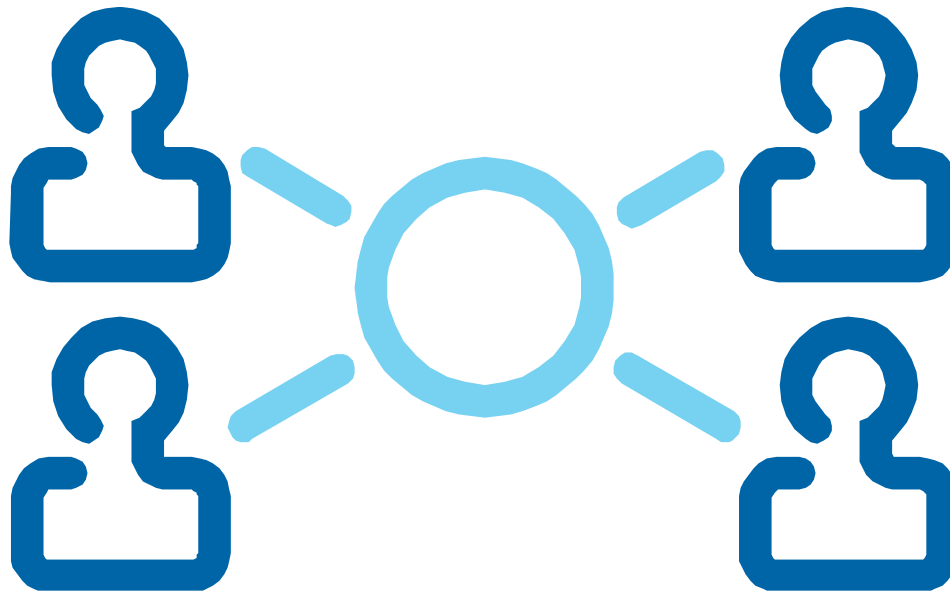
JOINING IT UP

- How are you doing it?



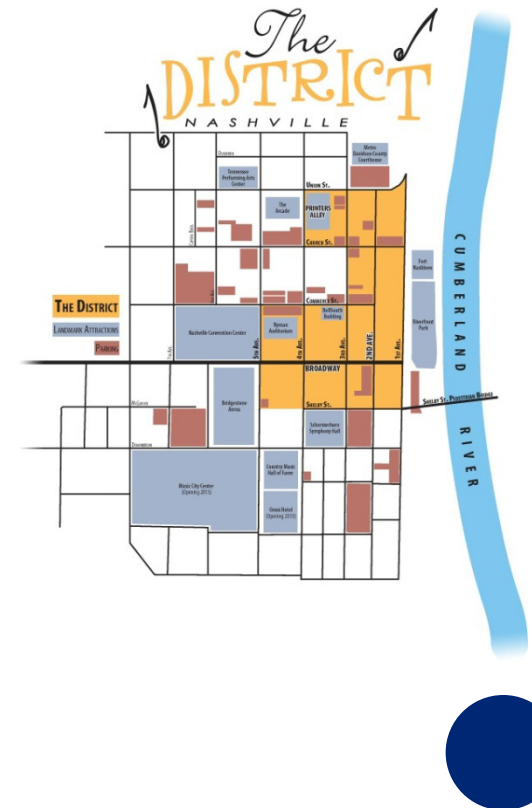
3. FOSTERING CONNECTIONS

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





PARTNERSHIPS

Arts Destination Marketing Award



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, Indian

Visit Bloomington and BEAD-the Bloomington Entertainment and Arts District



The screenshot shows the homepage of the Visit Bloomington Indiana website. At the top, the logo reads "VISIT Bloomington INDIANA" with "Bloomington" in a red script font. To the right is a "Site Search" box. Below the logo is a navigation menu with links for VISITORS, THINGS TO DO, INDIANA UNIVERSITY, MEETINGS/SPORTS, MEDIA, and ABOUT US. The main content area features a large photograph of a live performance on a stage. The stage backdrop has the text "BIG DAMA BAMA" in large, colorful letters. Two musicians are visible on stage, one playing a guitar. The audience is seen from behind, filling the foreground. Below the photo is a text overlay: "Festivals and outdoor concerts are in full swing! See our calendar for details... [more](#)".

Below the main image, there are three sections:

- featured Events** with a sub-link "all events". It features a small image of a market stall and the text "AUG 30 2014".
- Welcome to Bloomington** with "Print" and "Share" icons. The text reads: "Bloomington is a city of contrasts, which provides residents and visitors with a wide variety of experiences to enjoy. It's a tight-knit community where neighbors know each other, but one with a diverse and rich culture due to the international appeal of [Indiana University](#)."
- Quick Links** with a list of links: "Hotels", "Restaurants", "Maps and Transportation", and "Gay and Lesbian Travel".

Highlights - Bloomington, Indian

- Visit Bloomington-official destination marketing organization for Bloomington and Monroe County.
- Visitor economic impact is \$280 million per year and supports 7,000 jobs.

Highlights - Bloomington, Indian

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.



Highlights - Bloomington, Indian

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.

Highlights - Bloomington, Indian

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

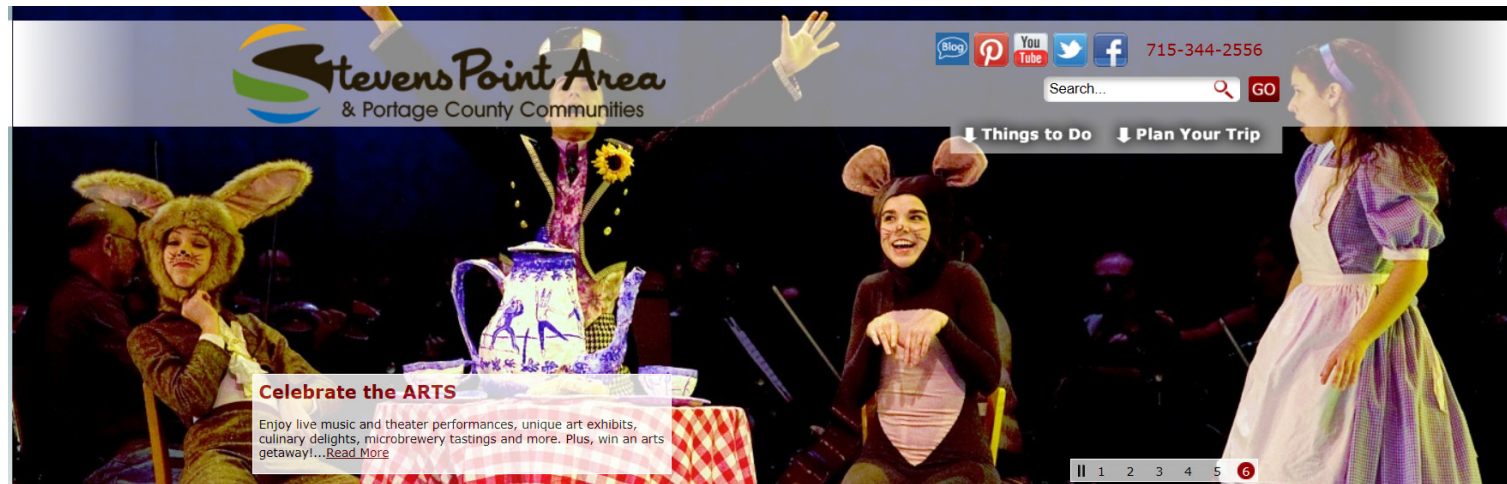
- Since the arts became a core part of our travel promotional efforts in 2009, traffic to our website by people looking for information on art events and attractions has increased by more than 213% with no signs of slowing down. Our entire database has increased its population by 35%, our e-news subscribers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

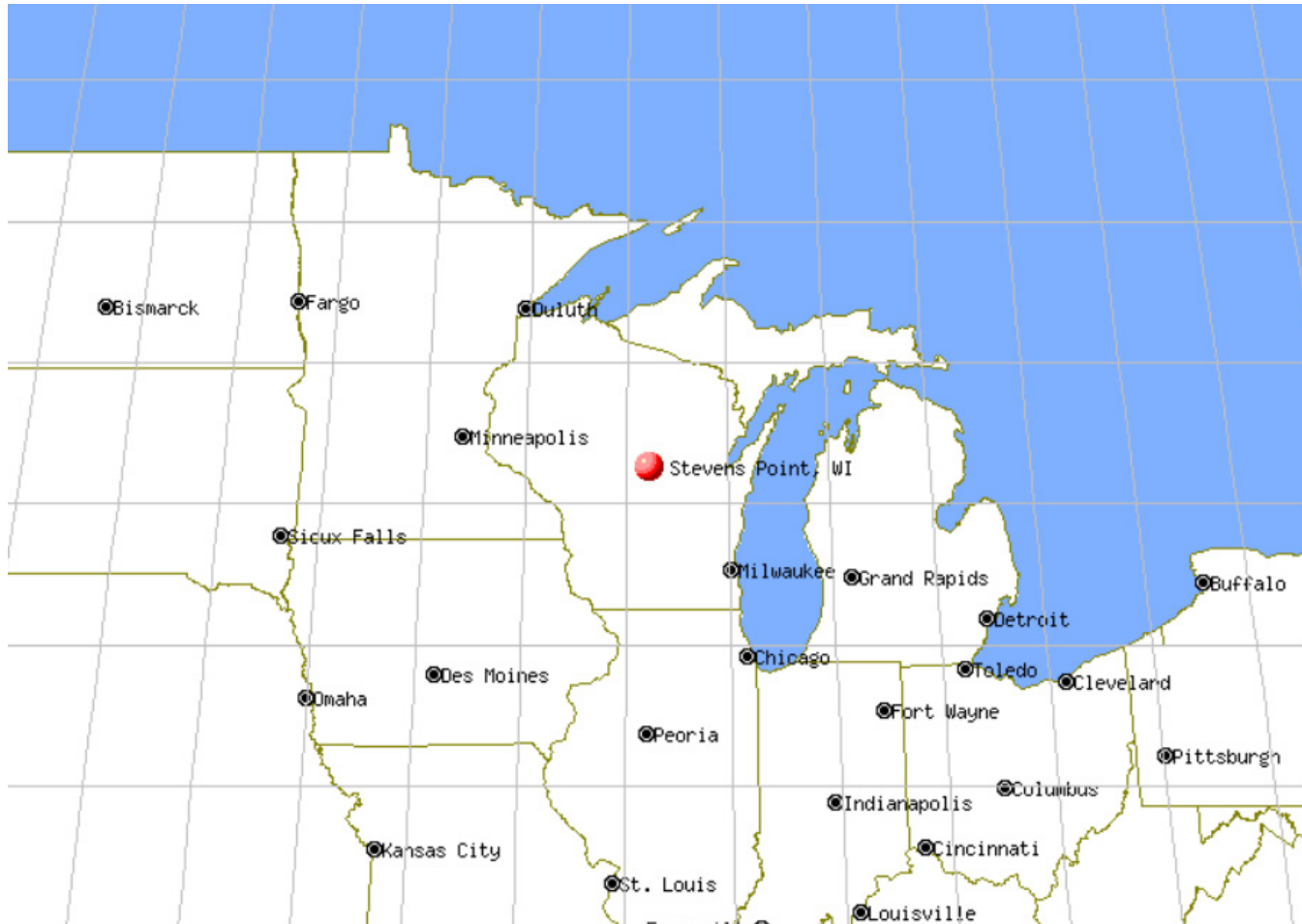


Highlights - Stevens Point, Wisconsin

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

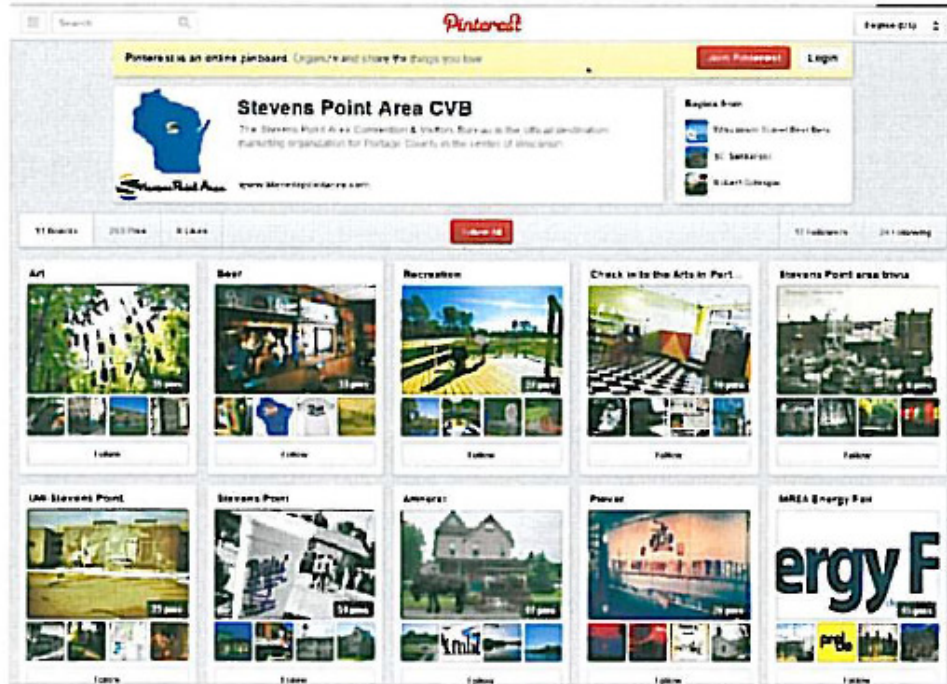
SOCIAL MEDIA

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

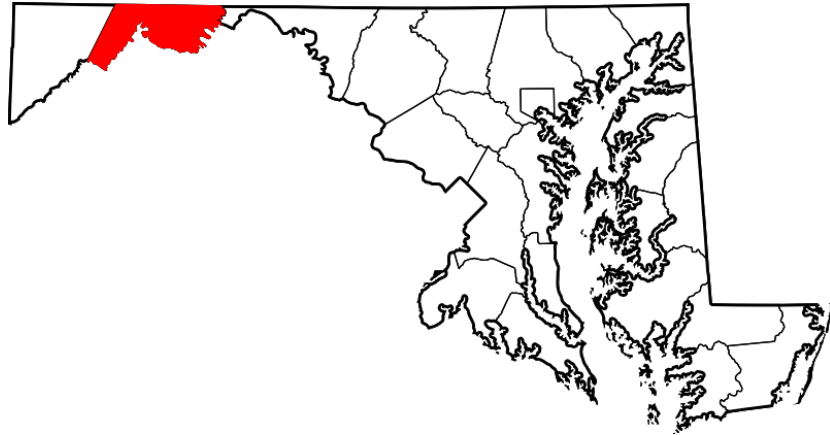


RESULTS – Stevens Point, Wisconsin

- 5% increase in hotel stays
- 1 000 Day trippers
- \$1 50,000 market spending
- \$400,000 total economic impact

Allegheny County, Maryland

- Western Maryland (*Mountain Maryland*)
- Allegheny 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



Allegheny County, Maryland

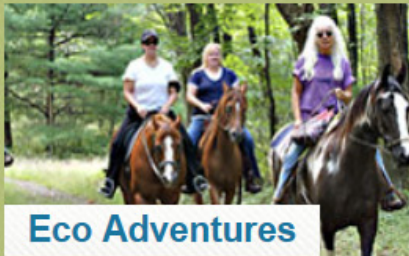


HANDCRAFTED

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

100% AUTHENTIC
MOUNTAIN MARYLAND
EST. 1789

IN the SPOTLIGHT



Eco Adventures

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

Explore together



History Comes Alive

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

Experience the past



Nightlife

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

Gather with friends



Festivals and Fairs

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

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

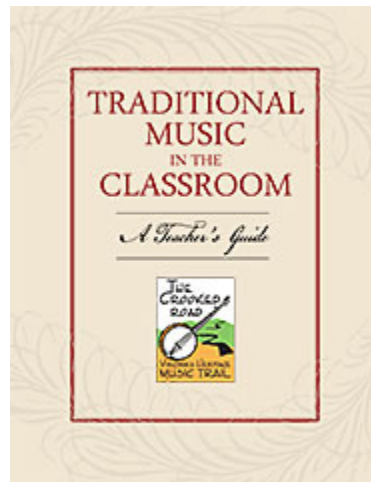
- | | |
|--------|---|
| Apr 4 | US Army Blues |
| Apr 14 | 9th Annual Chefs of Steel |
| Apr 19 | 3rd Annual Blue Star Holistic Expo |
| May 2 | WMSR Excursion |
| May 10 | FrostburgFirst Italian Fest |
| May 22 | DelFest 2014 |

The Crooked Road





Traditional Music Education



“Traveling the Crooked Road”

★★★★★ Reviewed September 25, 2012

Like Bluegrass Music? Like American History? Curious about the Appalachian Mountain Settlers and Current dwellers? Then hop a ride all along The Crooked Road (as advertised via brochure from the State of North Carolina). The trip crosses miles of unexpected venues for both professional and genuine amateur musicians of the highest caliber. The museums supply information for the...

[More](#) ▾

Was this review helpful?

“Virginia's Fantastic Crooked Road Music”

★★★★★ Reviewed September 10, 2012

We spent 4 days on a central section of this "trail" and loved every minute of it. The whole trail covers about 300 miles of lower Virginia countryside; we covered only about 150 miles of it. Mountain views, backroads, and HERITAGE MOUNTAIN MUSIC are THE attractions. It's all about "an authentic music that has been preserved by the region's musicians..."

[More](#) ▾



Was this review helpful? 3

NORTH AMERICA > UNITED STATES > VIRGINIA

On Virginia's Crooked Road, Mountain Music Lights the Way



Brendan Smialowski for The New York Times

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

TWITTER

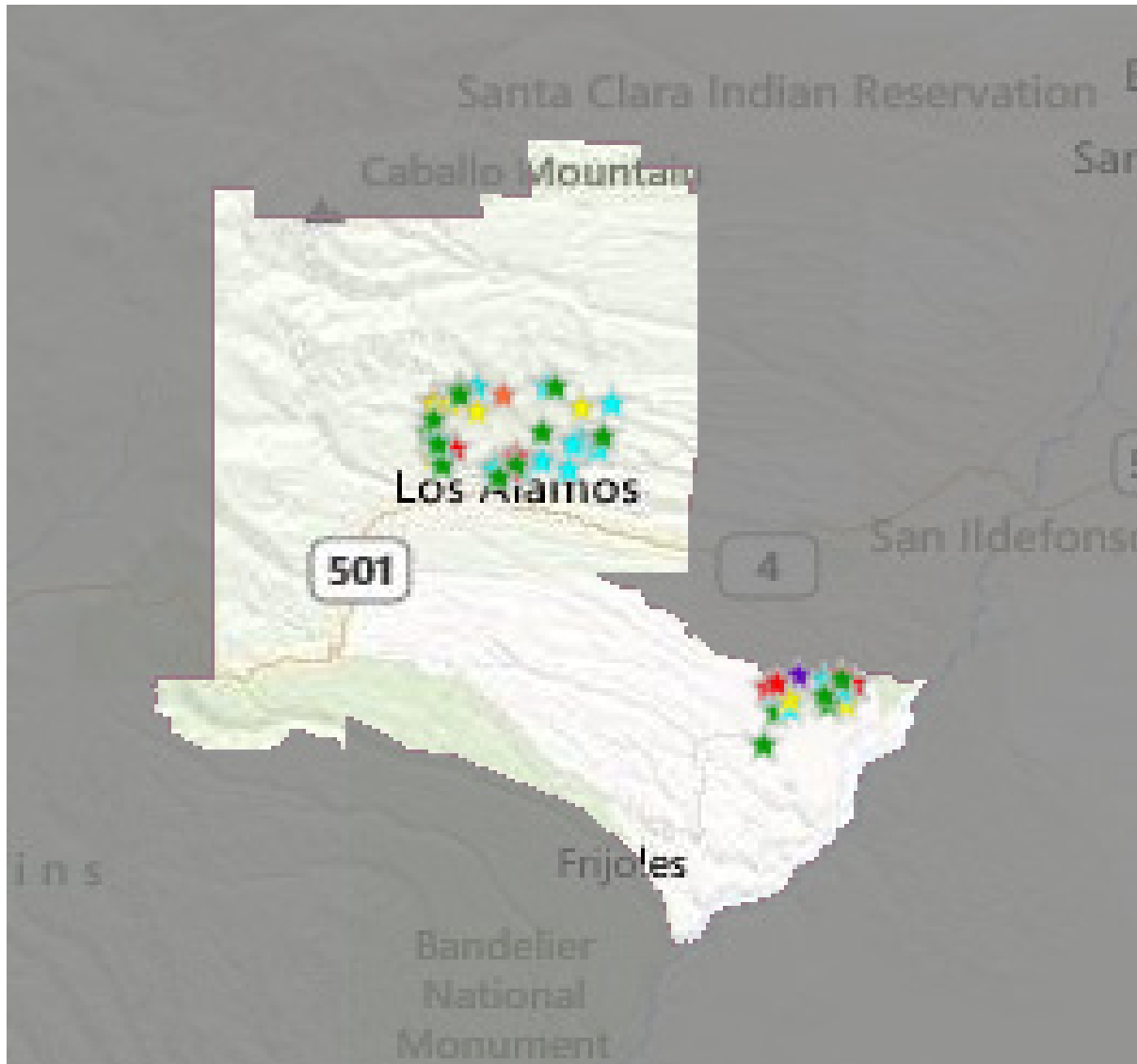
LINKEDIN

SIGN IN TO F-MAIL

Resources



The Creative Industries in Los Alamos County, NM

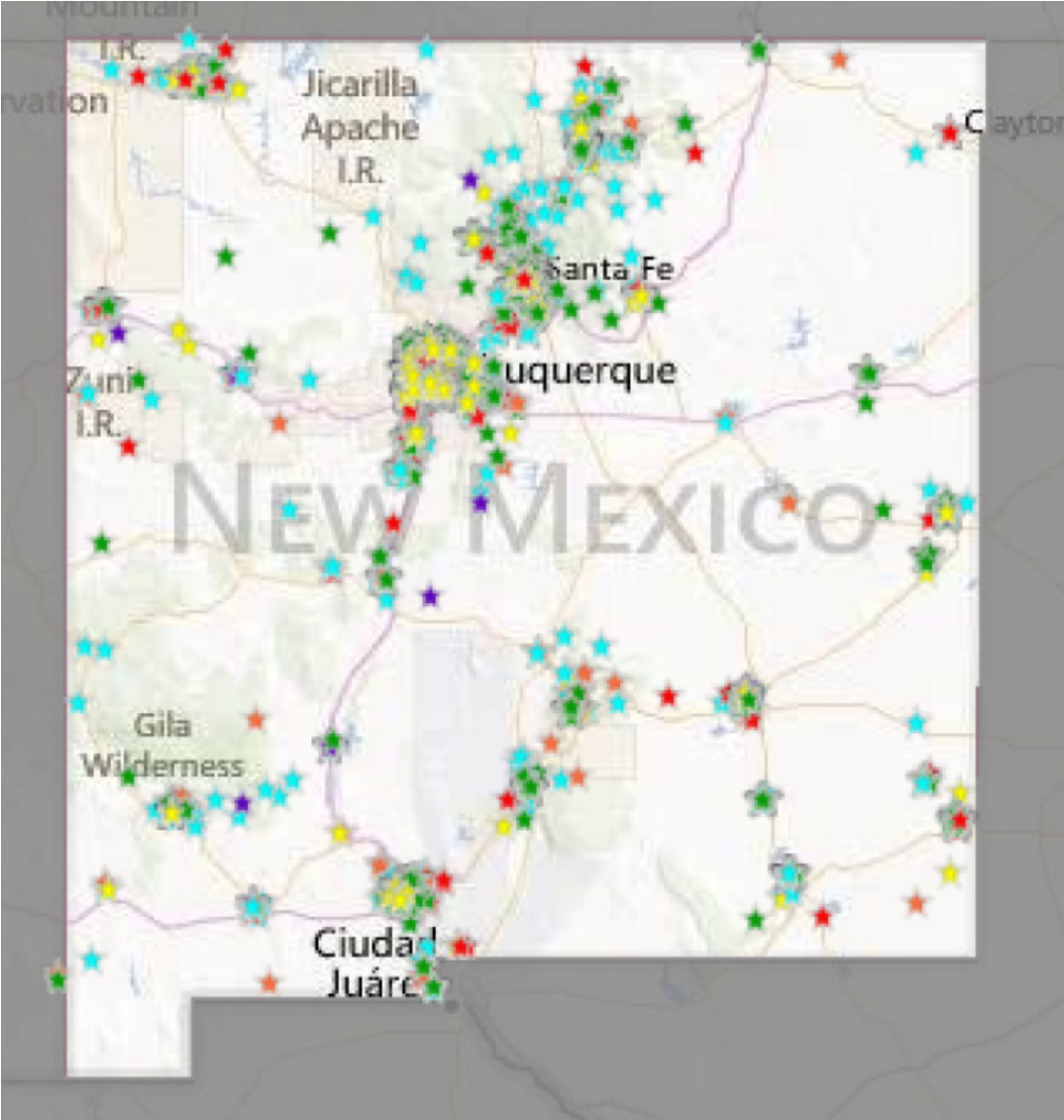


Arts- Related Business

- ★ Museums/Collections
- ★ Performing Arts
- ★ Visual/Photography
- ★ Film, Radio, TV
- ★ Design/Publishing
- ★ Art School/Services

Los Alamos County, NM is home to 58 arts-related businesses that employ 157 people

The Creative Industries in New Mexico



Arts- Related Business

- ★ Museums/Collections
- ★ Performing Arts
- ★ Visual/Photography
- ★ Film, Radio, TV
- ★ Design/Publishing
- ★ Art School/Services

**4,968 Arts-Related Businesses
Employ 16,596 People**

CATEGORY	BUSINESSES	EMPLOYEES
Arts Schools and Services	164	483
Agents	15	38
Arts Councils	15	62
Arts Schools and Instruction	134	383
Design and Publishing	1,360	3,632
Advertising	172	636
Architecture	324	1,357
Design	843	1,557
Publishing	21	82
Film, Radio and TV	592	3,272
Radio	44	89
Television	48	1,340
Motion Pictures	500	1,843
Museums and Collections	188	1,381
Zoos and Botanical	6	33
Planetarium	3	6
Historical Society	14	54
Museums	165	1,288
Performing Arts	700	2,524
Music	340	1,422
Theater	14	88
Services & Facilities	159	572
Opera	2	2
Dance	1	2
Performers (nec)	184	438
Visual Arts/Photography	1,964	5,304
Crafts	215	1,368
Photography	905	1,620
Visual Arts	498	1,080
Services	346	1,236
GRAND TOTAL	4,968	16,596

**The Creative Industries Represent
4.8 Percent of All Businesses and
1.9 Percent of All 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*

INFORMATION

STEP 1: POPULATION

POPULATION of your community: Choose one

STEP 2: TOTAL EXPENSES

Your Organization's TOTAL EXPENSES (please do not use commas): \$

STEP 3: TOTAL ATTENDANCE (OPTIONAL)

TOTAL ATTENDANCE to your organization's arts events (again, do not use commas):

TOTAL ECONOMIC IMPACT OF:

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Nonprofit Arts and Culture Audiences:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Industry Impact: (The Sum of Organizations and Audiences)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

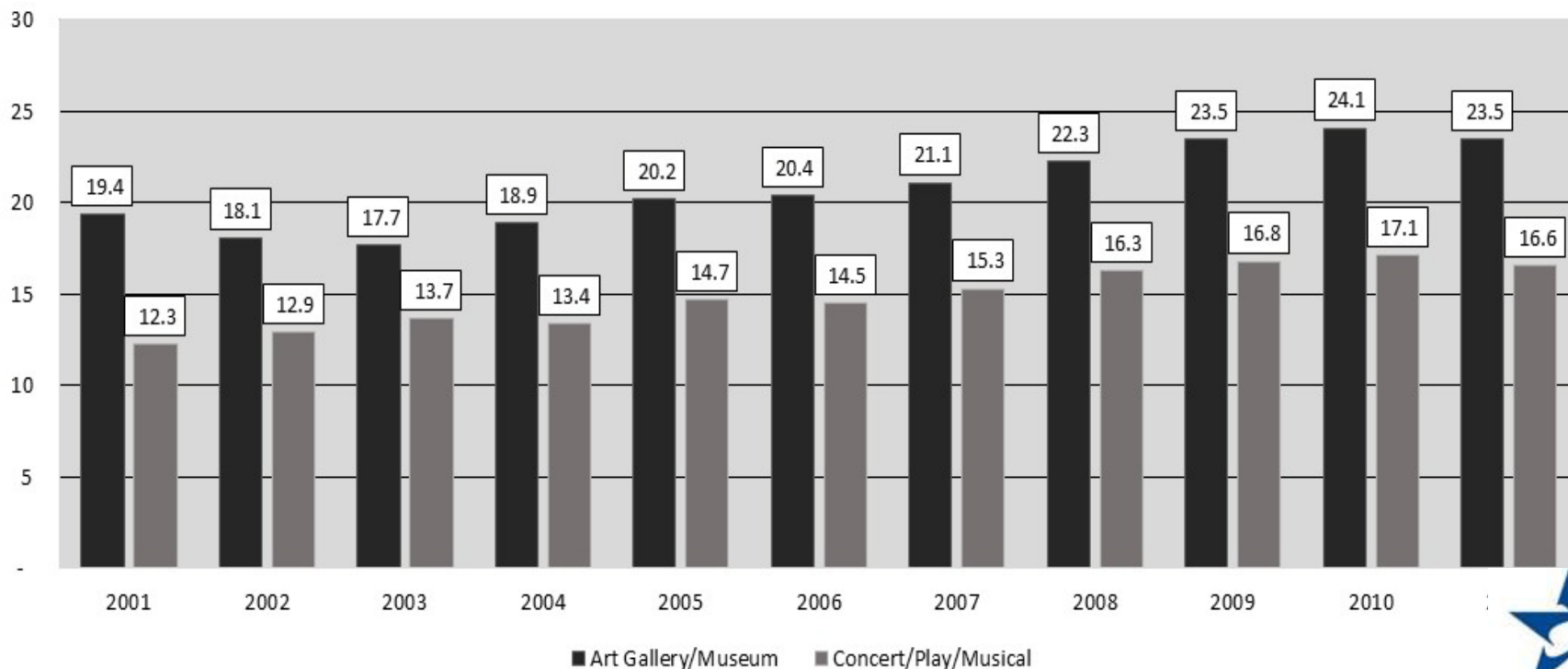
Please see the [fine print](#) below.

U.S. Travel & Tourism

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>
- **Rural Development Statewide Offices** <http://www.rurdev.usda.gov>
- **Citizens Institute on Rural Design** www.rural-design.org
- **The Art of the Rural** www.artoftherural.org
- **The Daily Yonder** www.thedailyyonder.com

THANK YOU



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Americans for the Arts

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