

Open Up! Creative Placemaking Festival

DOX Center for
Contemporary Art
Prague, Czech Republic

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November 6, 2014



Creative PLACEMAKING

Ann Markusen *Markusen Economic Research Services*
Anne Gadwa *Metris Arts Consulting*

EXECUTIVE SUMMARY



NATIONAL
ENDOWMENT
FOR THE ARTS

A White Paper for The Mayors' Institute on
City Design, a leadership initiative of the
National Endowment for the Arts in partnership
with the United States Conference of Mayors
and American Architectural Foundation



Rocco Landesman
Broadway
Producer

Chair,
National
Endowment for
the Arts

2009-2013



Joan Shigekawa

Joan Shigekawa
Arts Program Director
Rockefeller Foundation

NEA Vice-Chair and now Acting Chair
2009-present

White Paper, Our Town Initiative

Must do research

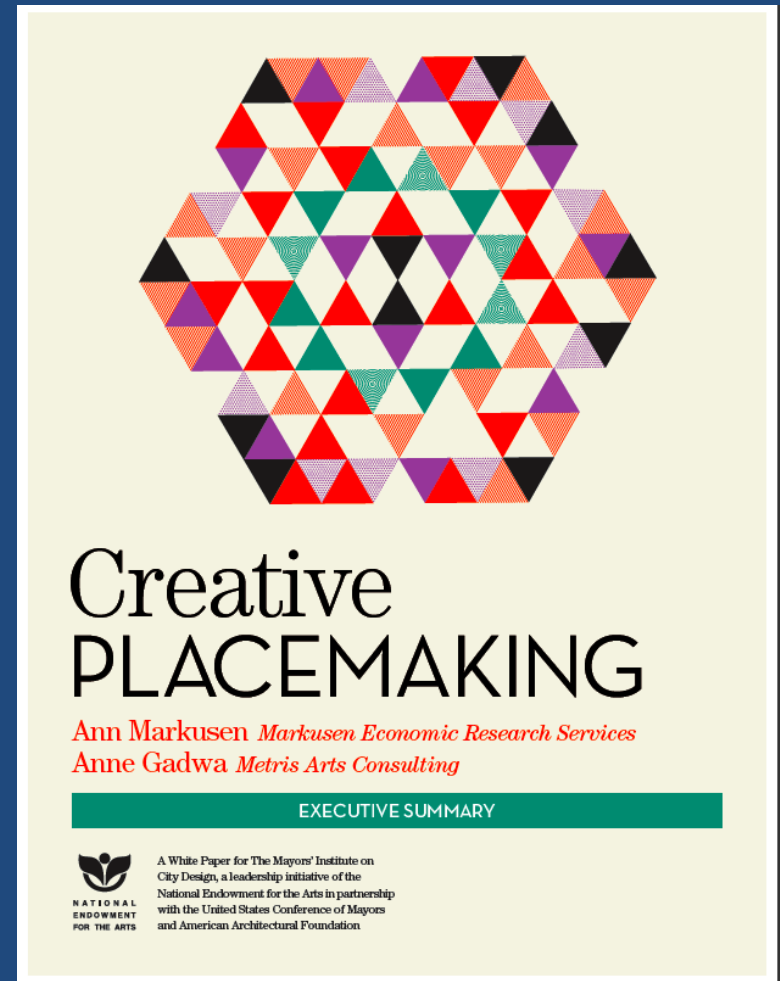
Conditions: Deadlines

Must cover every type of city,
all art disciplines, diverse missions

Scan by phone, large matrix of efforts

Chose 15 finished cases to profile

Drew inferences from these cases



Creative placemaking:

when partners from public, private,
nonprofit, and community sectors

strategically shape

the physical and social character of a
neighborhood, town, reservation, city, or
region

with arts and cultural activity at its core

Cast Study:

Gordon Square Theatre District

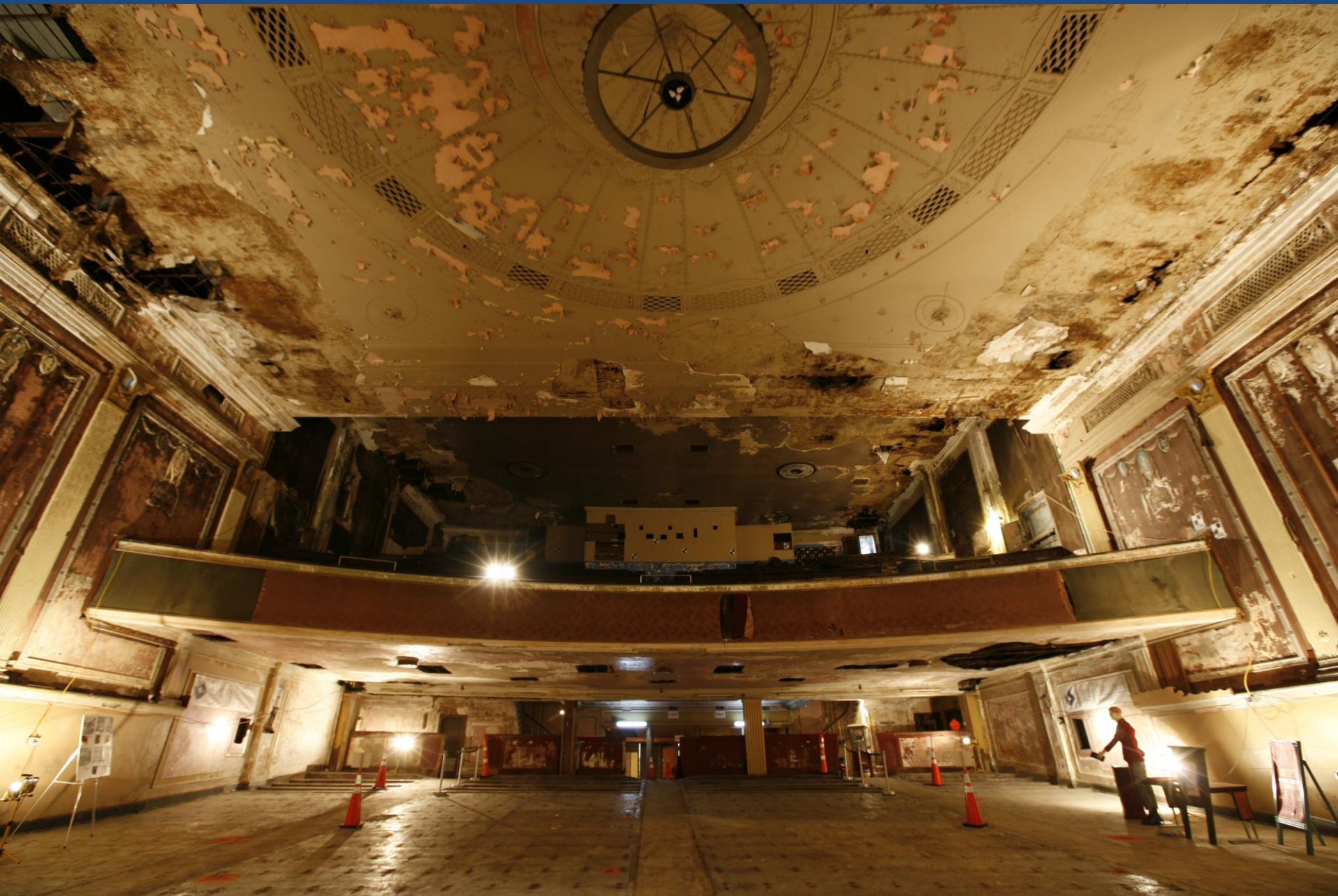
Cleveland, Ohio





BUSINESS SERVICE

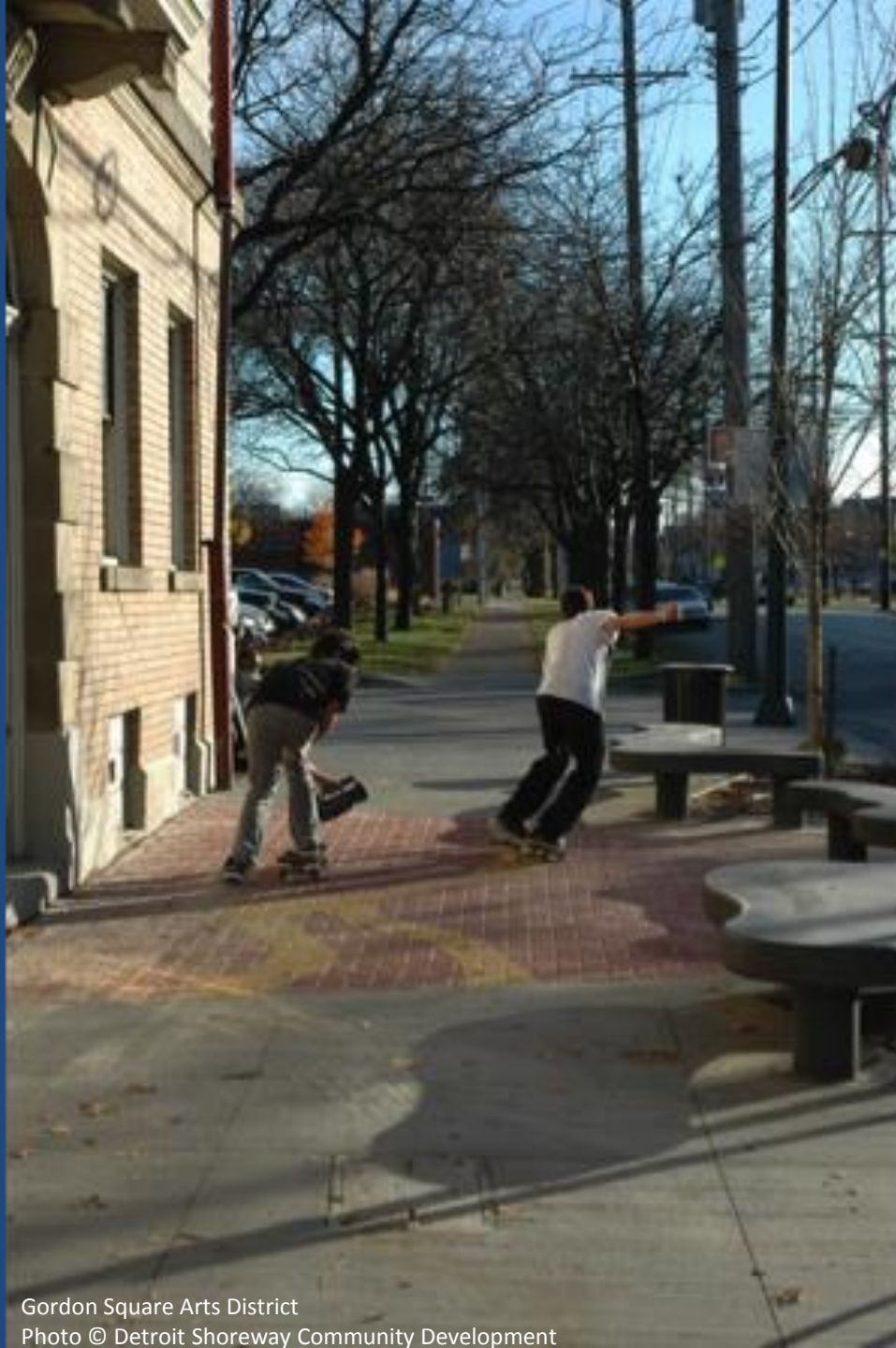




Gordon Square Arts District, Cleveland, Sources of Funding, 1997-present

<u>Source of Funds, Loans, In-Kind Contributions</u>	<u>Contributions, Loans (\$)</u>
Planning, marketing, feasibility studies	
Local Initiative Support Corporation	50,000
City of Cleveland Community Development Block Grants	25,000
Streetscape and arts district	
Neighborhood Progress Inc	6000
City of Cleveland % for the Arts	1,900,000
Northeast Ohio Area Coordinating Agency	1,500,000
Greater Cleveland Regional Transit Authority	25,000
Cleveland Public Power	in kind wiring donations
Theatre renovations	
State of Ohio capital grant (Capitol, Public Theatres)	1,900,000
Cuyahoga County capital grant (Capitol Theatre)	360,000
City of Cleveland loan (Capitol Theatre) 30 years at 2%	1,500,000
Gund Foundation	1,200,000
Cleveland Foundation (Capital Theatre) capital grant	500,000
Philanthropic contributions: Cleveland Public, Near West	1,700,000
New Market, federal and state Historic Preservation tax credits	4,000,000
Finance Fund, statewide (Capitol Theatre)	120,000
TOTAL	14,786,000





Gordon Square Arts District
Photo © Detroit Shoreway Community Development



Capitol Theatre, Gordon Square Arts District
Photo © Marous brothers Construction/Frank Salle Photography





Cleveland Public Theater, Gordon Square Arts District
Photo © Cleveland Public Theatre



Summer Performance Series, Cleveland Public Theater
Photo © Cleveland Public Theater

Creative Placemaking Ingredients

- Prompted by an initiator with vision and drive
- Tailors strategy to distinctive features of place
- Mobilizes public will
- Attracts private sector buy-in
- Garneres support of local arts & cultural leaders

Creative Placemaking Ingredients II

Builds partnerships across:

sectors:

commercial, nonprofit, public, community

missions: culture, health, transportation,
environment, economic development

levels of government: neighborhoods,
cities, counties, states, nation

CHALLENGES FOR CREATIVE PLACEMAKING

- ▶ Forging and sustaining partnerships
- ▶ Countering community skepticism
- ▶ Assembling adequate financing
- ▶ Clearing regulatory hurdles
- ▶ Ensuring maintenance and sustainability
- ▶ Avoiding displacement and gentrification
- ▶ Developing metrics for performance and evaluation



ART WORKS.
arts.gov

NEA Our Town Grants:

\$25,000 to \$200,000 for projects

“that contribute to the livability of communities and place the arts at their core”

Must involve at least one public sector and one nonprofit sector organization, one of which must be arts-dedicated

2011-2014: \$21 million in Our Town projects in all 50 states and the District of Columbia



- * 11 major national and regional foundations
- six of the nation's largest banks
- eight federal agencies , including the NEA, HUD, Health and Human Services, Transportation, and Agriculture

To date: \$57 million in projects where artmaking improves
community or place

Several foundations, e.g. Kresge, have made creative placemaking a
priority for their own funding

US creative placemaking is not:

Public art

Flagship arts investments

Festivals













What's missing in these images?



Cleveland Public Theater, Gordon Square Arts District
Photo © Cleveland Public Theatre

People! Participants! Embeddedness in Community!



New developments in arts and cultural thinking and forms of expression

How are *participants* changing their ways of engaging in the arts and what does this mean for arts creators, producers and intermediaries, the built environment and city cultural policy?

Ann Markusen and Alan Brown. 2013. "From Audience to Participant: New Thinking for the Performing Arts." In Vera Borges and Pedro Costa, *Desvendando o Teatro: Criatividade, Públicos e Território*. Lisbon, Portugal: CES, forthcoming.

Joining place, space, artists and participants



Artists' Centers

Evolution and Impact on Careers,
Neighborhoods and Economies

Ann Markusen Amanda Johnson



















Frogtown Family Lofts, Saint Paul, MN







Frogtown Family Lofts, Saint Paul, MN Dance Studio

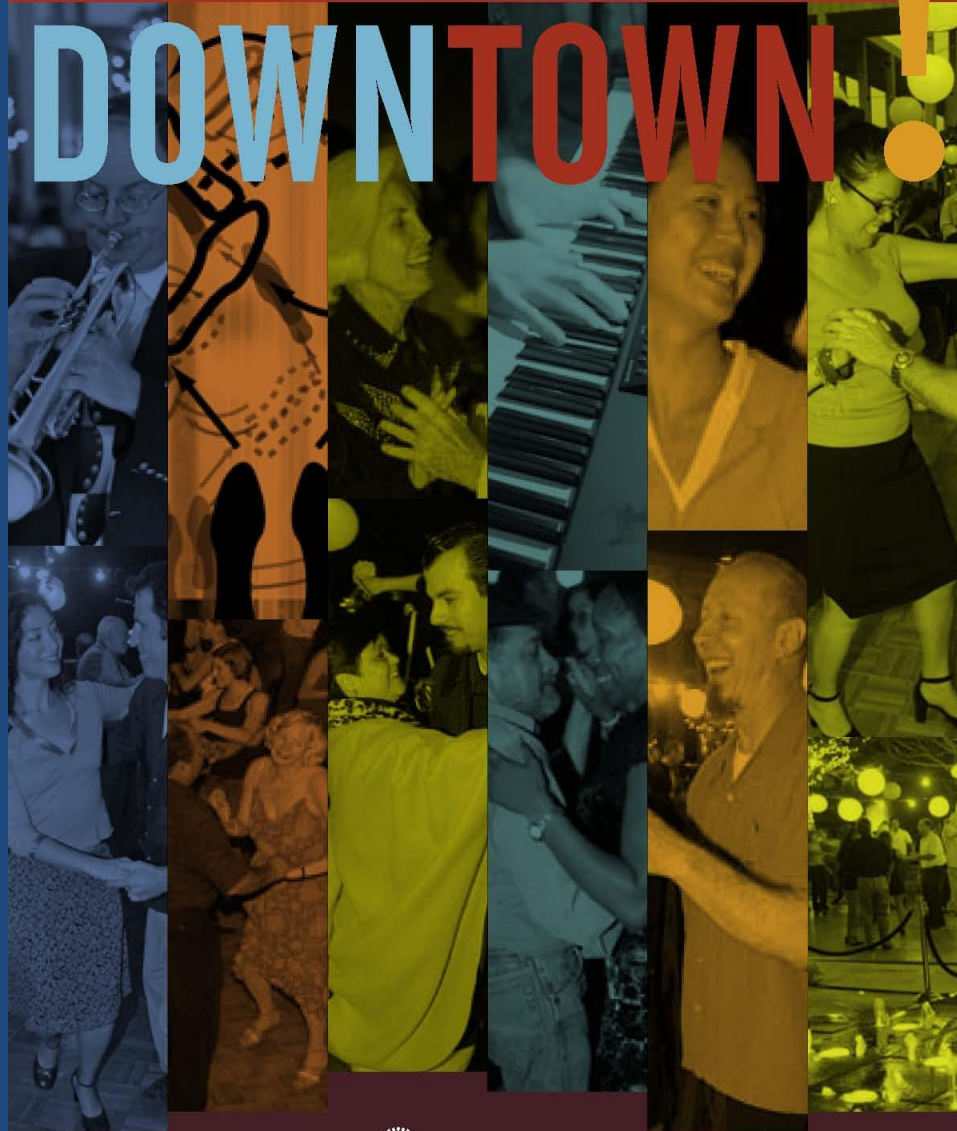








DANCE! DOWNTOWN!



MUSIC CENTER
PERFORMING ARTS CENTER
OF LOS ANGELES COUNTY



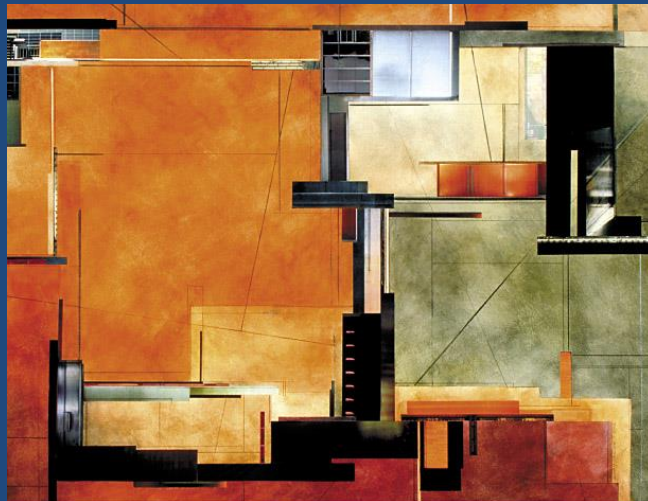
Creative Placemaking Outcomes:

Economic development

Livability

Intrinsic arts values

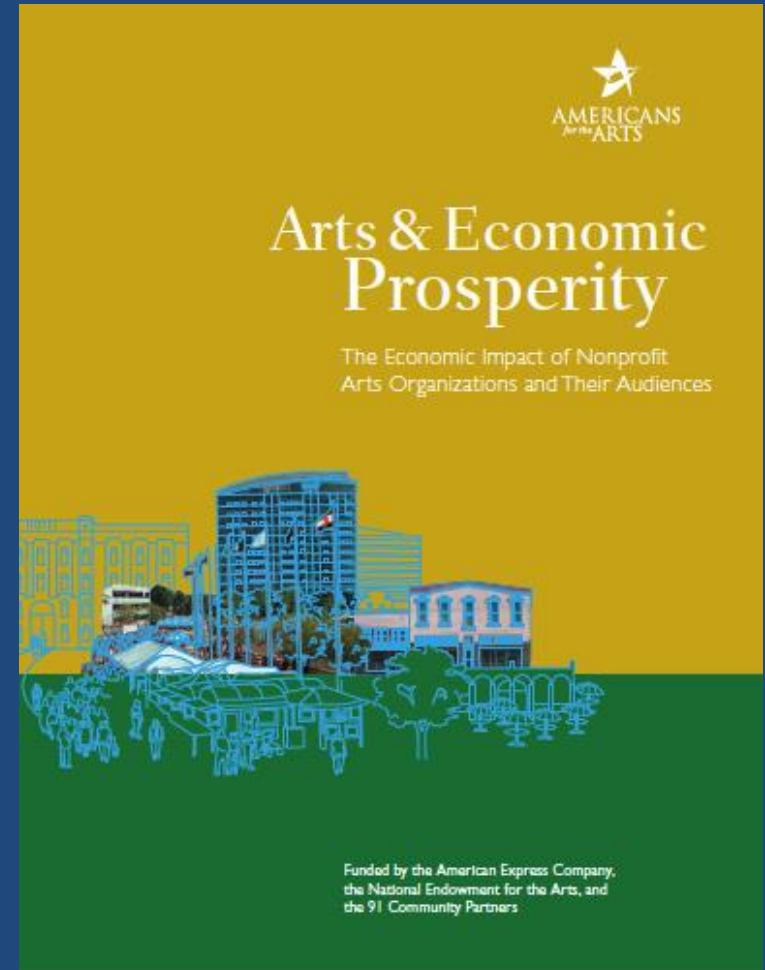
Economic impact of the arts: rampant



The Artistic Dividend:

The Arts' Hidden Contributions to Regional Development

Ann Markusen and David King



How can we evaluate creative placemaking?



How Artist Space Matters



Impacts and Insights
from Three Case Studies drawn from
Artspace Projects' Earliest Developments

March 2010



Three Minneapolis & Saint Paul Buildings,
20 year evaluation:

Artists' incomes stable, but able to put
more time into their work

Regional art community benefits from
Two art "crawls" a year

Neighborhood safer – eyes on the street –
crime rates down

Commercial business improved

Farmer's market re-opens

Tax revenues to the city go up

Empty residential buildings slowly
improved, filled up

Little displacement

How Art Spaces Matter II



July 2011

The Riverside, Tashiro Kaplan and Insights from
Five Artspace Case Studies and Four Cities



Evaluation of three Artspace live/work buildings in Seattle and Reno

Similar findings

Fuzzy Concepts, Proxy Data: Why Creative Placemaking Indicators won't Track Creative Placemaking Success

By [Ann Markusen](#) | Published: November 9th, 2012



"There is nothing worse than a sharp image of a fuzzy concept." -Ansel Adams
Photo by beast love

Ann Markusen, *Createquity Blog*, November 9, 2012.

<http://createquity.com/2012/11/fuzzy-concepts-proxy-data-why-indicators-wont-track-creative-placemaking-success.html>.

Beyond instrumental outcomes:

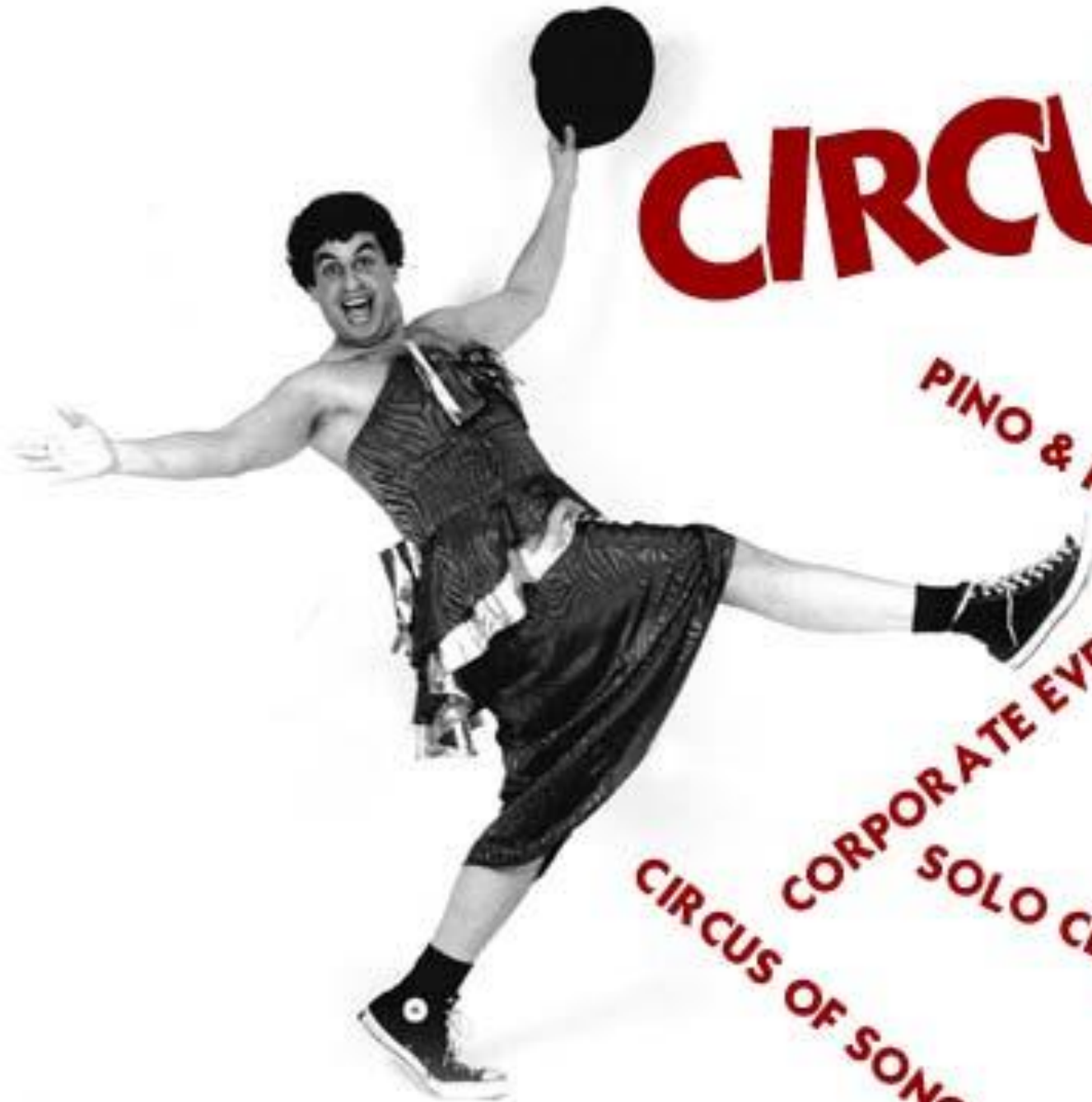
intrinsic contributions of the arts

Beauty





Delight



CIRCUS

PINO & RAZZ

CORPORATE EVENTS

SOLO CLOWNING

CIRCUS OF SONG

Humor

My vices were magnificent



David Rathman

Highpoint Center
for Printmaking

Minneapolis

Innovation



Challenge



Political/social critique,
protest

(Th)ink

BY
KEITH
KNIGHT

keef@kchronicles.com ©2006 K.KNIGHT www.kchronicles.com



Writell! P.O. Box 591794 San Francisco CA 94159

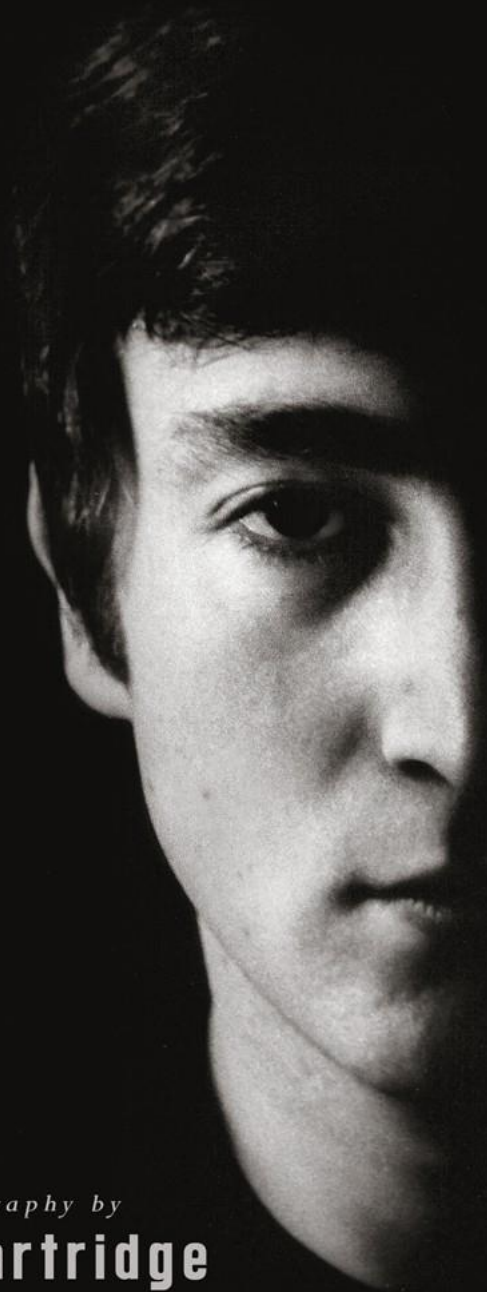
Mirrors on ourselves and society

JOHN LENNON

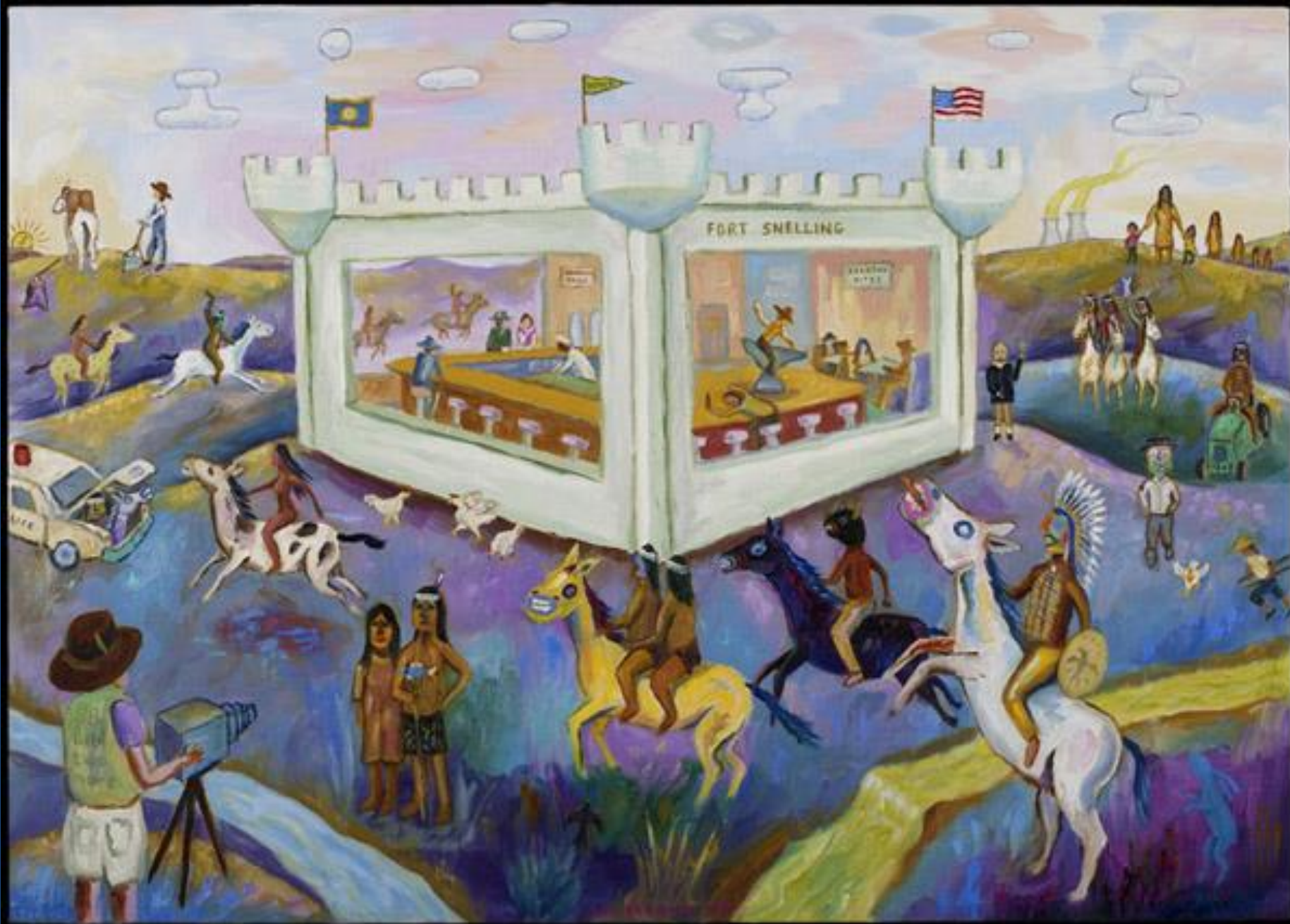
ALL I WANT IS THE TRUTH



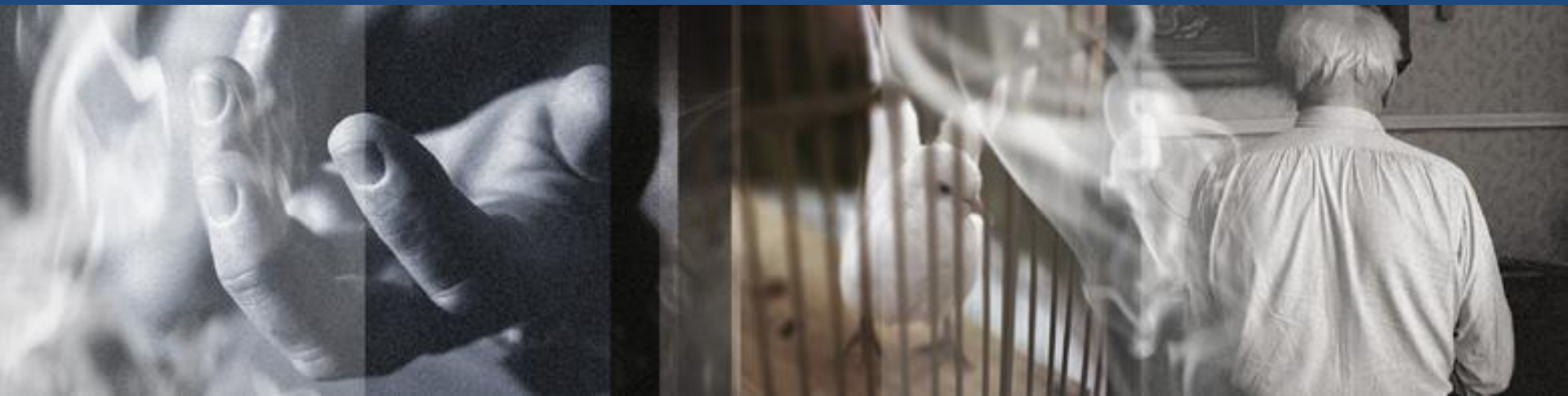
a photographic biography by
Elizabeth Partridge



Remembering our history



Jim Denomie, *Fort Snelling Bar and Grill*



Carol Charney *Remembering Poland 6*

Intrinsic value of the arts

Kevin McCarthy, Elizabeth Heneghan Ondaatje, Laura Zakaras, and
Arthur Brooks

Gifts of the Muse:

Reframing the Debate about the Benefits of the Arts

Santa Monica, CA: RAND Corporation, 2004

www.rand.org/content/dam/rand/pubs/.../RAND_MG218.pdf

Evaluating the intrinsic value of the arts

Alan Brown and Jennifer Novak

Assessing the intrinsic benefits of a live performance

San Francisco: WolfBrown, January, 2007.

<http://www.ifacca.org/publications/2007/01/22/assessing-intrinsic-impacts-live-performance/>

Assessing the intrinsic benefits of a live performance (Brown and Novak-Leonard)

Part 4: Intrinsic Impacts

Captivation

Intellectual Stimulation

Emotional Resonance

Spiritual Value

Aesthetic Growth

Social Bonding

Comparing Impacts Across Disciplines

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<http://www.hhh.umn.edu/centers/prie/index.html>

Principal, Markusen Economic Research

annmarkusen.com

One major flap, debate since : Indicators

Metrics: area indicators based on secondary data sets

ArtPlace. (2012a). Vibrancy indicators.
<http://www.artplaceamerica.org/articles/vibrancy-indicators/>

ArtPlace. (2012b). Vibrancy definitions.
<http://www.artplaceamerica.org/loi/>

National Endowment for the Arts. *Validating Arts and Livability Indicators in Selected Communities and Developing a User's Guide with Case Examples and Local Data Sources*, August 23, 2012.

FUZZY CONCEPTS, PROXY DATA....

The indicator impetus

Fuzzy concepts

Difficulties in designing operational indicators

Difficulties in specifying spatial scales

Dearth of good secondary data and proprietary data problems

Causality: other things happening in the area

Few arts and cultural indicators

Political dangers of relying on indicators

FUZZY CONCEPTS, PROXY DATA....

Charting a better path:

Commit to real evaluation

Build cooperation and learning among grantees

Provide technical assistance to creative placemaking grantees

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Upshot:

Indicators not used by ArtPlace to evaluate outcomes

NEA commissioning of the Urban Institute to test series of indicators:

- most abandoned for either conceptual or operational reasons

- some reflect desirable community characteristics

- but great skepticism that *change* in the indicators can be used to gauge creative placemaking interventions



Sage Gateshead International Jazz Festival Photo credit: Mark Savage



Sage Gateshead Summer Rock and Roll Photo credit: Mark Savage

Organizations

Public

NEA: Our Town
State Arts Board
Metropolitan Regional Arts Council
City of Minneapolis: ED, parks

Non-Profit

Foundations
Artist organizations
Artists' centers
Theatre, music organizations
Springboard for the Arts
Artspace

Commercial

Architecture, design firms
Publishing, advertising firms
Theatres
Live music clubs
Artist studios: California, Northrup
King

Community



Artists' Centers

Evolution and Impact on Careers,
Neighborhoods and Economies

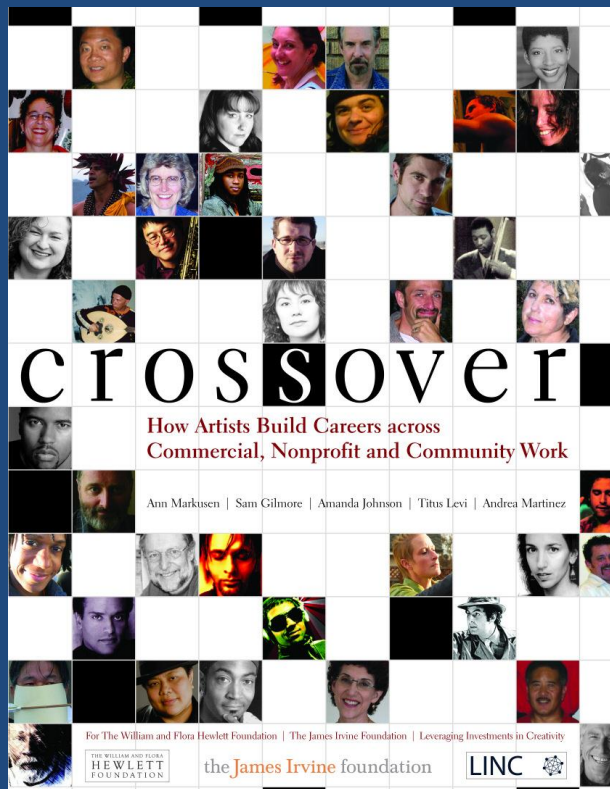
Ann Markusen Amanda Johnson



Native Artists' Livelihoods, Resources, Space, Gifts | Ann Markusen

Native Artists: Livelihoods, Resources, Space, Gifts

Marcie Rendon | Ann Markusen






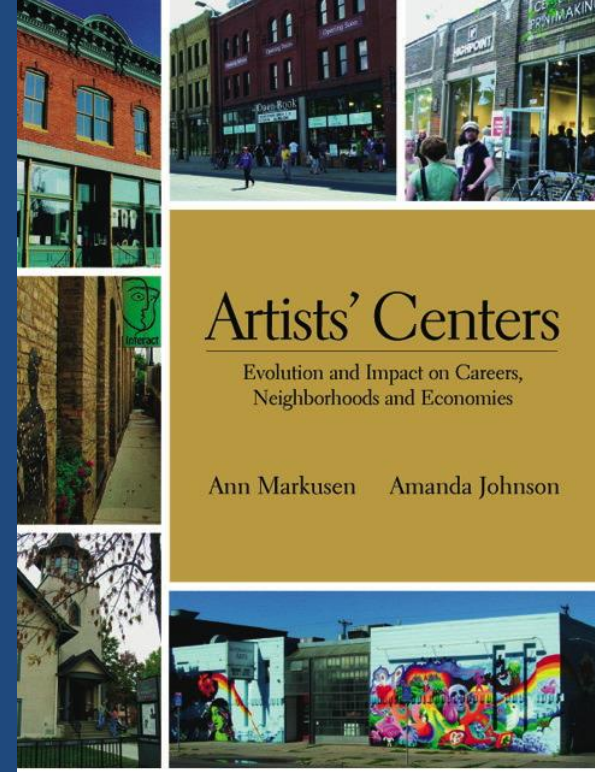
Crossover

How Artists Build Careers across
Commercial, Nonprofit and Community Work

Ann Markusen | Sam Gilmore | Amanda Johnson | Titus Levi | Andrea Martinez

For The William and Flora Hewlett Foundation | The James Irvine Foundation | Leveraging Investments in Creativity





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How to convince your Mayor of the value of creative placemaking?

invite him/her to accompany you to a performance, exhibit, festival, art space!