

Creative Placemaking & The Arts

As regions, communities and neighborhoods incorporate placemaking into their future plans, it is imperative to integrate the arts into the process of determining current values and future goals. This toolkit provides resources a government or organization can use to integrate the culture and arts community into placemaking initiatives.

Tools

Placemaking

- **Blackbaud for Arts and Culture Organizations**
The Bolz Center for Arts Administration at the University of Wisconsin, Madison is partnering with Blackbaud and the Alliance for Arts Research in Universities (ar2u) to [centralize resources for higher ed institutions](#) interested in engaging with creative placemaking and provide a platform for sharing new stories with the field.
- **National Assembly of State Arts Agencies: Creative Place Making Research and Resources**
NASAA is the professional association of the nation's 56 state and jurisdictional arts agencies. NASAA is a national, not-for-profit, nonpartisan organization that champions public support for the arts in America. [Resources](#) include a section on policy research, measurement & evaluation and case studies. NASAA's website also includes a wide variety of other resources and opportunities for arts agencies and community partners.
- **National Endowment for the Arts: Evaluation as a Tool for Creative Placemaking**
On July 27, 2017, NEA Deputy Director for Research and Analysis Patricia Moore Shaffer led a webinar on how program evaluation can play a role in designing and implementing creative placemaking programs. She was joined by researchers Rachel Engh of Metris Arts Consulting and Lynn Osgood of GO collaborative who highlighted the role of evaluation in three different creative placemaking projects. They also discussed approaches to the development of theories of change, which describe how and why a desired community change is expected to happen and how the arts are linked to the results the projects are expected to achieve. [The webinar is available for online viewing.](#)
- **National Endowment for the Arts: How to do Creative Placemaking**
[An action-oriented guide](#) for making places better. This book includes instructional and thought-provoking case studies and essays from today's leading thinkers in creative placemaking. It describes the diverse ways that arts organizations and artists can play an essential role in the success of communities across America. Published in November 2016 and available for download.

- **Project for Public Spaces: A Lesson on Creative Placemaking**
[This webinar](#) introduces the Placemaking approach for improving public spaces in communities through art and culture, with examples of successful projects from Project for Public Spaces, Inc. Project for Public Spaces is a global leader in pioneering and educating others on strategies for creating healthier neighborhoods, towns, and cities through the practice of Placemaking—completing projects in over 3000 communities in 43 countries and all 50 US states. PPS' Placemaking approach helps citizens transform their public spaces into vital places that highlight local assets, spur rejuvenation and serve common needs.

Rural Community

- **Art of the Rural**
[Platform](#) for building the field of rural arts and contributing to the emerging rural arts and culture movement.
- **Citizens' Institute on Rural Design**
The Citizens' Institute on Rural Design™ (CIRD) provides communities [access to the resources](#) they need to convert their own good ideas into reality.
- **Rural Placemaking: Making the Most of Creativity in Your Community**
This [issue of rural voices](#) highlights a variety of Creative Placemaking initiatives across rural America including economic development in the Mississippi Delta, housing developer collaboration with arts groups and artists, and a tribal development project.

Public Art

- **Americans for the Arts: Public Art for Community Stakeholders**
Community stakeholders, such as residents, neighborhood associations and business owners have questions about the role public art can play in their communities. [The materials included in this section](#) of the Americans for the Arts website are designed to provide information for community stakeholders who are who want to learn more about public art. Resources include educational trainings, frequently asked questions, research and more.
- **Americans for the Arts: Public Art Network**
[Database](#) of awards, funding and opportunities for artists.
- **Best Practice Goals and Guidelines for Public Art**
Published by the Public Art Network Advisory Council, [Best Practice Goals and Guidelines](#) outlines the guidelines for the field in order to ensure a process that is ethical, fair, and reasonable for artists, curators/arts administrators, etc.
- **Forecast Public Art**
This resource provides [information and examples of all aspects of public art](#), from contemporary ideas, to a guide on the entire process.

- **Jackson Hole Public Art: Public Art & Placemaking Toolkit for Rural Communities**
This [guide by Jackson Hole Public Art](#) outlines the nine steps required to set up a successful public art project. Considerations include how to assemble a team, conceptualize a soulful idea that reflects local assets and people, gain resident support, raise funding, commission an artist, and install the art. The resource also provides insight on art stewardship to ensure the art's longevity.

Iowa Arts Council Resources

- **ArtUps**
These [free professional development events](#) presented by the Iowa Arts Council are designed for Iowa's artists, arts organizations, and communities. You can participate in online and in-person learning and networking opportunities to enhance the quality and capacity of the arts in Iowa as well as access the ArtUps archives to view past webinars. Have a topic you would like to see covered in a future ArtUp? Contact Iowa Arts Council staff with your request.
- **Art Directories**
Arts activity is happening in every corner of the state. Use the [Arts Directories](#), including Iowa Art Agencies and Iowa Art Festivals, to connect to resources near you. Contact the Iowa Arts Council with updates and suggestions for directories.
- **Call for Artists**
If you are seeking an Iowan artist, send the details about your opportunity to Iowa Arts Council staff and the [call will be posted for artists](#). Additionally, if you are an artist looking for opportunities to create, exhibit or have your work recognized, check the Iowa Arts Council calendar for upcoming calls for artists.

Creative Solutions, Initiatives & Resources

- **Americans for the Arts: Arts & Economic Prosperity 5**
Americans for the Arts' [fifth study of the nonprofit arts and culture industry's impact](#) on the economy. It documents the economic contributions of the arts in 341 diverse communities and regions across the country, representing all 50 states and the District of Columbia. Nationally, the nonprofit arts and culture industry generated \$166.3 billion of economic activity during 2015—\$63.8 billion in spending by arts and cultural organizations and an additional \$102.5 billion in event-related expenditures by their audiences. This activity supported 4.6 million jobs and generated \$27.5 billion in revenue to local, state, and federal governments (a yield well beyond their collective \$5 billion in arts allocations).
- **Arts Midwest: Creating Connection**
Creating Connection is a [national social change movement](#) focused on advancing the position of arts, culture and creative expression in our nation. It builds on previous efforts to promote arts and culture, but is grounded in new research and a unique approach to building public will that creates change that stands the test of time. Arts Midwest includes on their website what the initiative has learned through a research report, presentations, training programs, workshops, and technical assistance opportunities.

- **National Endowment for the Arts**
The NEA is the only arts funder in America--public or private--that supports the arts in every state and all 435 federal congressional districts. [Resources](#) include facts and figures on the benefits of supporting the arts and recent research.
- **Springboard for the Arts - Community Development**
[Train the trainer curriculum](#) teaches artists how to work with cities/communities and visa versa. Multiple online toolkits are available.
- **Using Arts and Culture to Advance Equity and Inclusion**
[This toolkit](#) highlights successful examples of how arts and culture were utilized in multiple sectors in equity initiatives. Examples from communities both far and near provide a resource for how you could engage the community through arts and culture to make a more welcoming, inclusive community.