How to do Creative Placemaking
Documenting the Process & Communicating Success
WELCOME!

Jennifer Hughes
Director | Design & Creative Placemaking
National Endowment for the Arts

Lynne McCormack
National Program Director, Creative Placemaking
Local Initiatives Support Corporation
Sustainable Little Tokyo

A coalition between:

+ Japanese American Cultural & Community Center
+ Little Tokyo Community Council
+ Little Tokyo Service Center
Mission

Sustainable Little Tokyo is a community-driven initiative working to ensure a healthy, equitable, and culturally rich Little Tokyo for generations to come.

もったいない

*Mottainai* is a familiar Japanese phrase expressing "What a Waste!" and the principle of respect for your environment, community, yourself, and others.
Sustainability as...

- Cultural/Historical
- Economic
- Environmental
Jared Yamahata

WINDOWS OF LITTLE TOKYO
LTSC +LAB

Little Tokyo Service Center (LTSC) is exploring how art and culture can enrich our work. +LAB is a bold new initiative that allows us to join forces with artists and cultural institutions to find imaginative ways to empower the Little Tokyo community.
Asset Mapping

“Asset mapping [...] is an important method used to engage communities in the documentation of their own places.”

“Ability to document both physical and non-physical assets that helped define meaningful places.”

“Asset mapping supports community based development strategies built from community-identified strengths.”

Kofi Boone, “Disembodied voices, embodied places…”
Takachizu | タカチズ

宝 + 地図 = タカチズ

Takachizu is a community “show & tell” gathering space designed to identify and reflect on that which is most valuable, celebrated, and in need of protection in Little Tokyo.
“Show & Tell” Gatherings

For six months in 2016–17, we conducted dozens of workshops. Participants brought in “treasures” that represented Little Tokyo’s values to them.
Gatherings

+ **Staying Home** with Chinatown Community for Equitable Development and LA Tenants Union
+ **Eating Little Tokyo**
+ **Show & Tell** with LT Historical Society
+ **Home Movies** with Visual Communications
Gatherings

+ **Kyūdō Ceremony** with Hirokazu Kosaka, JACCC
+ **Shigen Poetry** with traci kato-kiriyama, Tuesday Night Project
+ **Gardens of Little Tokyo** with SLT & LT Gardeners
+ **Stages of Little Tokyo** with Alison De La Cruz, JACCC

Images: Rudy Espinoza
This brick once held up the Atomic Cafe, witnessing the best of 80's punk. Later it surrounded an eclectic mix of clientele who frequented Señor Fish. For me it is a reminder of forgotten nights that I'll always remember. A constant of Little Tokyo, it adapted through the years before succumbing to eminent domain. Regardless, it was a literal and figurative foundation of Little Tokyo.
#007: Fugetsu-Do

Fugetsu-Do has been a family owned and operated confectionery store in Little Tokyo since 1903. Japanese rice cakes, more commonly known as mochi (rice cake) and manju (sweet bean-filled rice cake), are the staple. The shop, which is currently operated by Brian Kito, is located on East First Street, in the heart of the Historic District of Little Tokyo.
By the mid-late 19th century, citrus groves dominated the landscape in the greater Los Angeles area. William Wolfskill introduced large-scale citrus production to Southern California. Although the growth of industry and suburbanization caused the demise of the citrus industry, Japanese American gardeners had the foresight to save one of the original Wolfskill grapefruit trees. This grapefruit tree represents several layers of Los Angeles' past.
Treasure Hunting

149+ Treasures  
42 Historical Businesses  
4 Theatres  
11 Religious Institutions  
5 Museums

Images: Rudy Espinoza
Documentation & Communication

+ **What are your project goals?** This will determine outreach, communication, etc.
+ **Who is the community and audience?** How do you include them?
+ **What needs to be documented?**
What Are Your Goals?

+ Give guidance and focus to the ongoing Sustainable Little Tokyo Community Vision.
+ Have the Little Tokyo community identify and reflect on that which is most valuable, celebrated, and in need of protection in Little Tokyo.
+ Community members share treasures in a group setting. Treasures are documented and shared in a temporary exhibition and an online archive.
Who is the Community & Audience?

+ Inclusive: residents, workers, business owners, shoppers & visitors to Little Tokyo
+ Intergenerational: youth, adults & seniors
+ Language Accessibility: English, Japanese & Korean
Partnerships & Outreach

Collaborate with and uplift what already exists in the community.

Partnership Coordinator
Eseel Borlasa, Visual Communications

Partners:
SLT coalition, Visual Communications, Zenshuji Soto Mission, Chinatown Community for Equitable Development, KCRW, and more.
Partnerships & Outreach

“Diversity is being invited to the party; inclusion is being asked to dance.”
– Vernā Myers

Outreach Coordinator
Kristin Fukushima, Little Tokyo Community Council

+ Partnership & Outreach Coordinators were paid positions
What Needs to be Documented?

+ Community treasures
+ Community-driven process
Documenting the Treasures

Everything can be a treasure:

+ Photos & documents
+ Objects & artworks
+ Stories & memories
+ And more!

Needed flexible documentation:

+ Scanners
+ Photo station
+ Video/audio recordings
+ Online & offline
Documenting the Treasures

+ Multilingual
+ Online & offline
+ Accessible & engaging design
Documenting the Documenting

Create and document process for:
+ Consistency
+ Training
+ Highlighting community-based process
+ Example for others to use in future
Documenting the
Documenting

+ Built in from the beginning
+ Budgeted for fair wage for artistic labor. Created standard pay rate (e.g. photography is $100-150/hour)
+ Primarily photography
+ Incorporated documentation in ongoing marketing
A gathering space for the treasures of Little Tokyo

Takachizu, meaning “treasure map”, is taken from the Japanese words Takara (“Treasure”) and Chizu (“Map”). Takachizu is a community “show & tell” gathering space designed to identify and reflect on that which is most valuable, celebrated, and in need of protection in Little Tokyo.

All are invited to visit Takachizu and contribute to this growing exhibition of Little Tokyo treasures. Call 213.473.1640 or email takachizu@bt.net for more information or to schedule a time to get your treasures documented.

takachizu.tumblr.com
Multi-faceted Marketing

- Artistic Designer
- Graphic Designer
- Social Media Coordinator
- In-house marketing
- Multilingual flyers
- Online: social media, Tumblr & website

Credit: LTSC
Website: Takachizu.org

**TAKACHIZU** is a community archive that identifies and reflects on that which is most valuable about Little Tokyo. Submit to our growing archive.

A project of Sustainable Little Tokyo initiated by +lab and Little Tokyo Service Center.

<table>
<thead>
<tr>
<th>Item</th>
<th>Category</th>
<th>Dates</th>
</tr>
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<tbody>
<tr>
<td>121. Ondo Dancing Bachi</td>
<td>Art/Culture, Sports</td>
<td>2010-Present</td>
</tr>
<tr>
<td>102. Beard Papa</td>
<td>Business, Food</td>
<td>2010-Present</td>
</tr>
<tr>
<td>119. Mitsu Grill</td>
<td>Art/Culture, Business</td>
<td>2010-Present</td>
</tr>
</tbody>
</table>
Zines

FIRST STREET NORTH

GHOSTS OF LITTLE TOKYO

Credit: LTSC
Build it from the beginning!

+ **Partnerships and community outreach**
+ **Artists and designers** in entire process
+ **Documentation and design** work
+ **Budget** to pay a fair wage for all labor: coordinators, artists, designers, translators, interpreters, etc.
+ **Credit** artists and photographers
+ **Document everything** so you can share your work and experiences at webinars like this!
+ **Plan ahead!** Before, during & after project.
#135: Maiya’s Map

I was 10 years old when I made this map during Nisei Week in August 2015.

Maiya Kuida-Osumi
Little Tokyo Map

By Mayu

1st Street

2nd St

3rd St

Los Angeles St

San Pedro St

Byron St

Weller Court

JITC

JACCC Plaza

Moriuki

Kokyu

Budokan

Fujimoto

Ishikawa

Shinozaki

Kondo

Arai

San Pedro St

Frog Cafe

Cafe

Donut

Tsuji

Takada

Iwamoto

Momokawa

Sendai

Kinkaku

Kamohara

Daiso

$1.50

2015
SLT is funded in part by:

+ ArtPlace Community Development Investments (CDI)
+ Surdna Foundation, Thriving Cultures program
+ The Andrew W. Mellon Foundation

sustainablelittletokyo.org
Objective: Cities adopt cultural equity plans (modeled after Oakland’s community-led process)
Cultural plans help cities:
• Understand their cultural assets
• Structure partnerships within agencies and sectors
• Set cultural equity goals
• Align policies to achieve cultural equity
• Establish timelines and set the table for implementation
Documenting the Process & Communicating Success

Objective
Messages
Audience
Story
Tactics
Channels
Measure

Audience: elected officials, city agencies, arts organizations, equity advocates

Photo credit: Oakland Creative Neighborhoods Coalition
Stories have: characters, a setting, a plot, a moral
Tactics/channels: earned media, social media, in-person events, webinars, email blasts, blogposts + more.
Measurements: reach, engagement, did anything change?
Questions?

Please direct your question to a specific panelist. Type your question in the chat box.

For example:
This question is for Scott: How did you find data on number of jobs created by your project?
Our next webinar

March 13, 2019
Hiring and Contracting Artists: RFPs, Calls for Entry & Commissions

Register
www.lisc.org/our-events/events/how-to-do-creative-placemaking