



How to do Creative Placemaking

Setting the Table: Developing Partnerships and Shared Values



Courtesy of the Cheyenne River Youth Project

Welcome!

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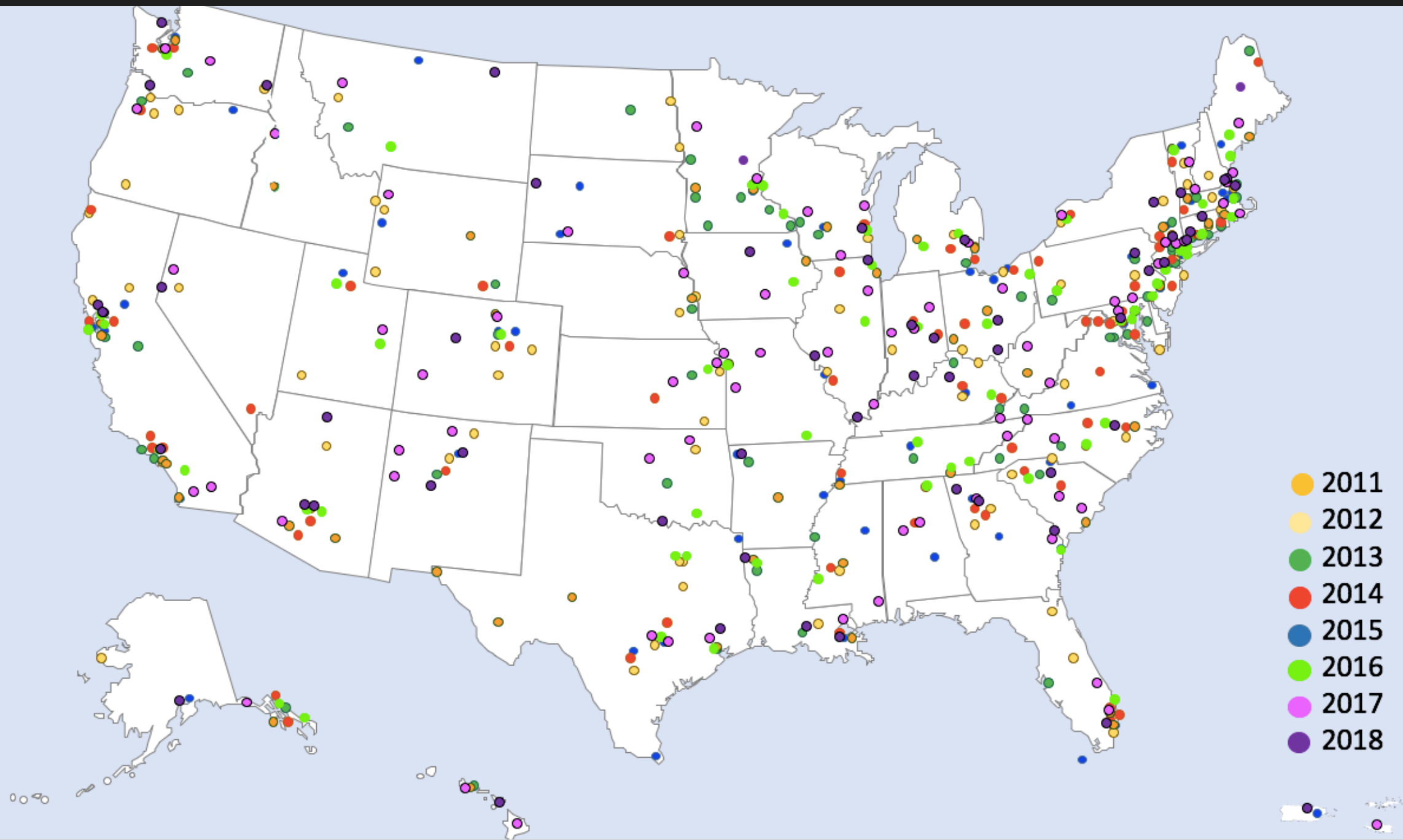




OUR TOWN

Creative Placemaking at the National Endowment for the Arts

These grants support projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes. Matching grants range from \$25,000 to \$200,000.



Our Town

PROBLEM STATEMENT: American communities everywhere face a distinctive set of local economic, physical, and/or social challenges. Yet community leaders are often unaware of solutions that stem from the successful adoption and integration of arts, design, and cultural strategies.

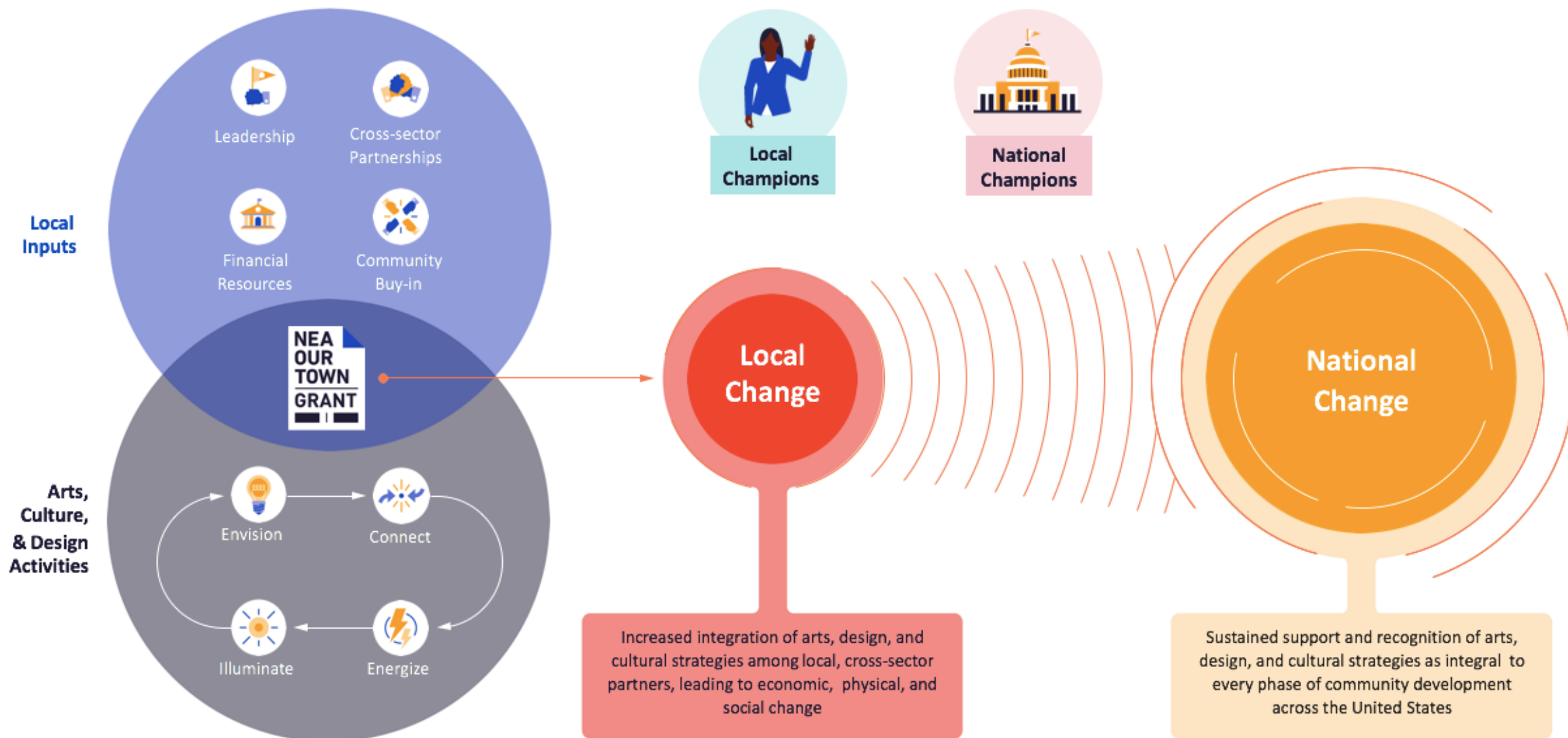




Photo courtesy of Forklift Danceworks

Technical Assistance Initiative

Background

- Led by LISC, with support from the Kresge Foundation and the National Endowment for the Arts, Policy Link
- Delivered tailored assistance to 16 creative placemaking initiatives across the US
- Assistance included:
 - Needs Assessment
 - Engagement of consultants
 - Mentorship & coaching
 - Trainings and workshops
 - Peer exchange webinars and site visits
- Continues to inform creative placemaking capacity-building initiatives

Setting the Table - Progress Moves at the Speed of Trust





UNDERSTANDING & APPRECIATING YOUR PARTNERS

- Why are you here?
- What do you and your partners bring to the project? (Expertise, skills, networks, access to resources, etc.)
- What expectations do you have for each other? What assumptions?
- What limits need to be respected?
- What gaps suggest a need for more partners?

WHAT DIFFERENCES NEED TO BE NAVIGATED?

- Professional perspective and expertise
- Jargon
- Stereotypes
- Cultural norms
- Power dynamics
- History
- What else?



SOME PREDICTABLE CHALLENGES

Ready, fire, aim! (We solved the wrong problem)

Divergent goals (My unstated agenda....)

Unexpressed expectations (You expected me to raise money?)

Ambiguous responsibilities (Who was supposed to publicize?)

Ambiguity about money (Who authorized that expense?)

Inadequate or wrong resources (I thought you were volunteering staff time)

Unequal power (My money, my way)

Lack of respect (You people...)

No written agreements (I don't remember saying that)

Responsibility without authority (I'll check with the board)

Conflicts of loyalty (Hey, that's my donor!)

Reality intrudes (Life goes on...)

Unappreciated differences (You didn't speak up)



ESTABLISHING SHARED VALUES

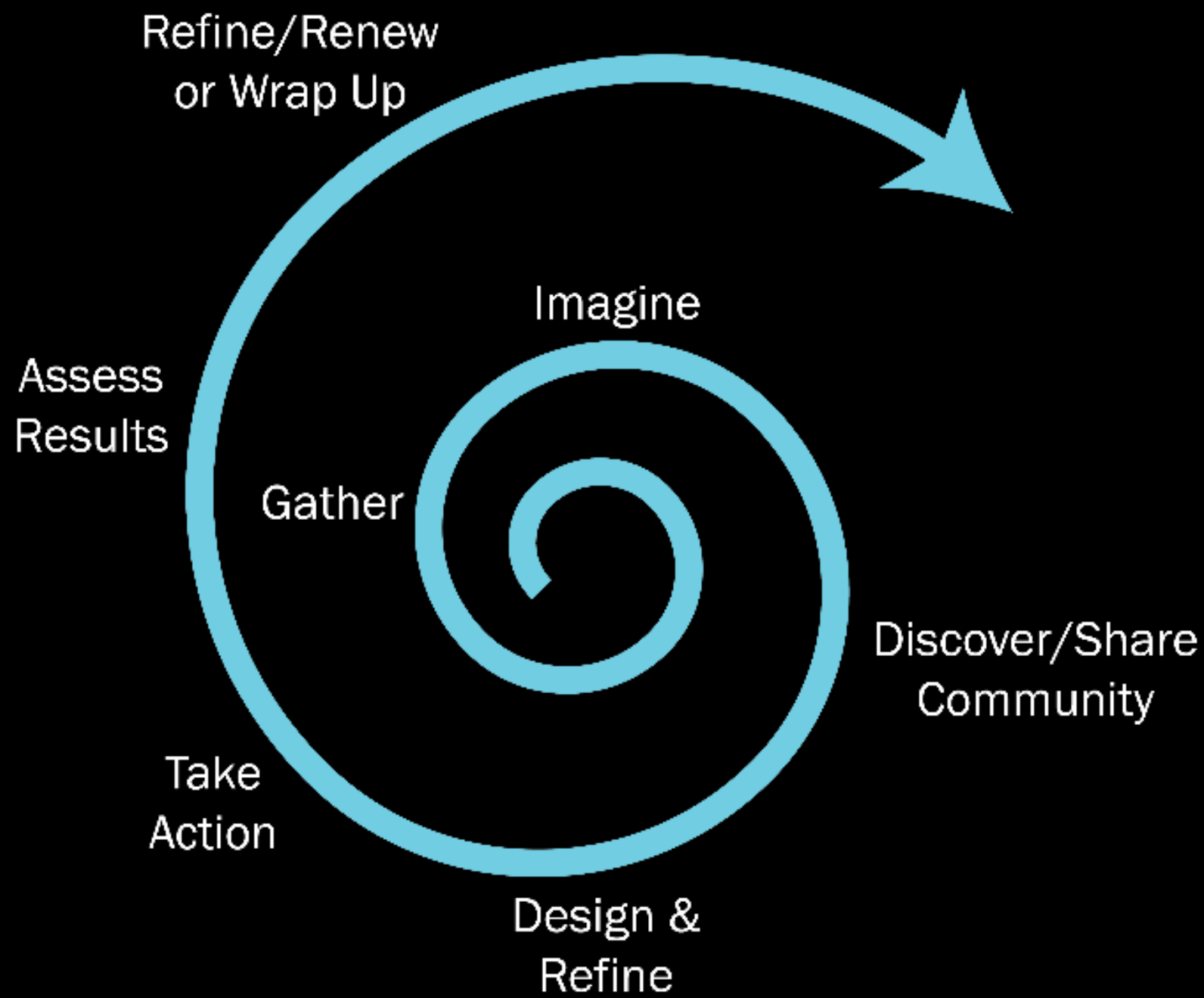
- What values do you bring to the work? Your organization? The community?
- Where are we aligned?
- What will make this project a successful one for us, collectively?
- What will we fall back on when we hit a bump in the road?



Annie O'Neill Photography

EXAMPLES OF SHARED VALUES

- Residents will drive the process
- Local artists and visiting artists are equals
- This project is for and by the community





Julie Garreau

Executive Director, Cheyenne River Youth Project



Courtesy of the Cheyenne River Youth Project



Courtesy of the Cheyenne River Youth Project







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Questions?

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

For example:

This question is for Julie, How do you invite artists to participate?

Our next webinar

Digging Deep:
Community Engagement Methods & Techniques

Register

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