



# CREATIVE PLACEMAKING: ARTS-BASED COMMUNITY DEVELOPMENT

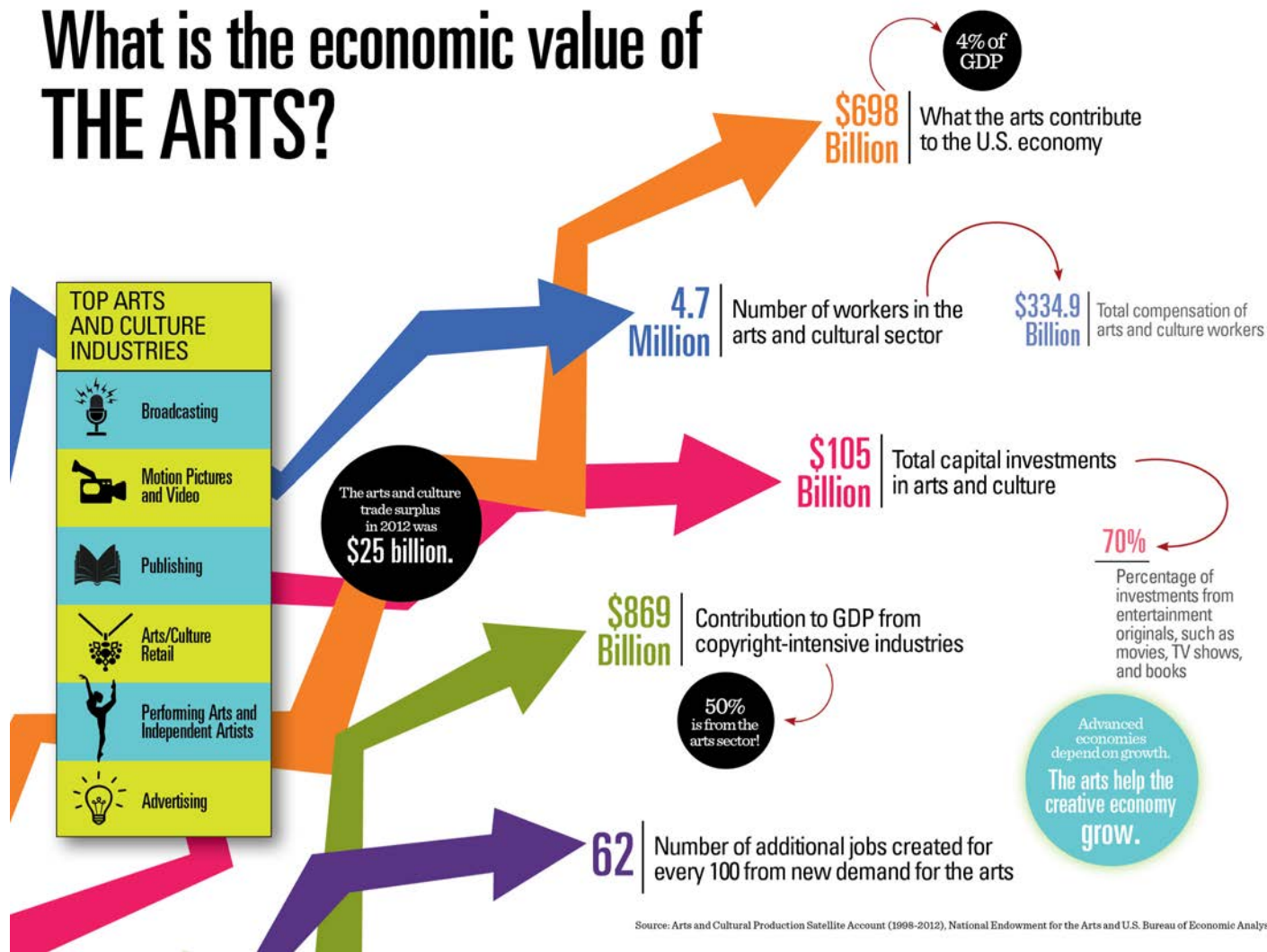
*Photo Credit: Vollis Simpson Whiligig Park*

**Texas Association of Community Development Corporations  
Corpus Christi, March 2, 2020**

**Dr. Lynn Osgood**  
Executive Director  
Civic Arts



# What is the economic value of THE ARTS?



# WHAT IS CREATIVE PLACEMAKING?



Photo Credit: Phoenix Office of Arts and Culture

An aerial photograph of a city skyline, likely Phoenix, Arizona, with mountains in the background. The image is used as a background for a presentation slide. The title 'CREATIVE PLACEMAKING:' is overlaid in large white letters at the top. A semi-transparent white box in the center contains a bulleted list of points.

# CREATIVE PLACEMAKING:

- The intentional integration of **arts and culture strategies**,
- into the process of **equitable community planning and development**.
- It's about artists and culture-bearers **working in partnership** with community planning and development sectors
- to creatively contribute to **community-defined social, physical, and economic outcomes**.

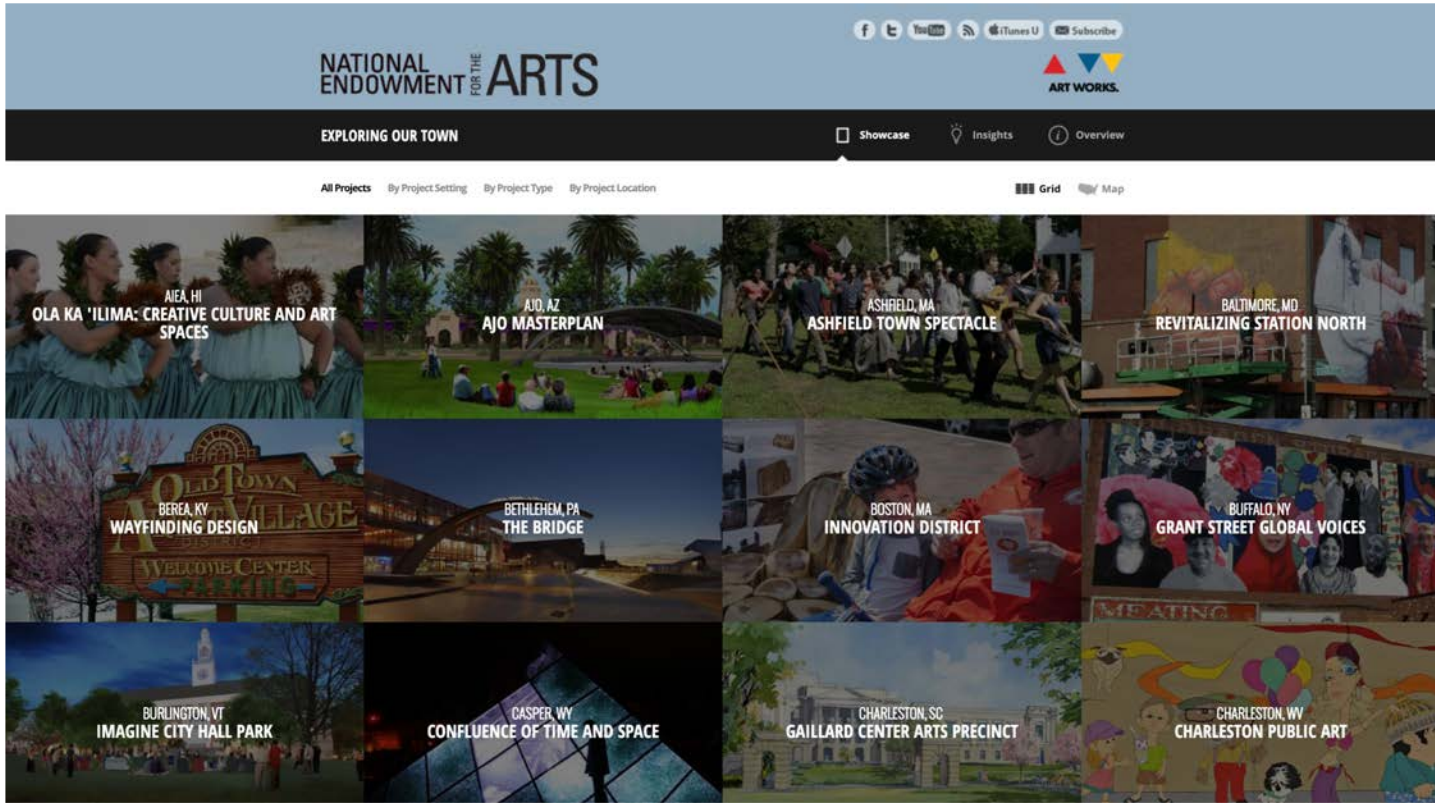


# THE STORY OF AN EMERGING PRACTICE

Photo Credit: Forklift Danceworks



## **Specific Story:** Rocco Landesman NEA Chairman 2009-2012



**NEA Our Town Program: [arts.gov/exploring-our-town](https://arts.gov/exploring-our-town)**

Art is not a  
*flower*, but  
a wrench.

—President's Committee on the Arts and the Humanities



# ArtPlace Matrix

	Civic, Social & Faith	Commercial	Government	Nonprofit	Philanthropy
Agriculture & Food					
Economic Development					
Education & Youth					
Environment & Energy					
Health					
Housing					
Immigration					
Public Safety					
Transportation					
Workforce Development					

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*Whittier Neighborhood Mural Project, Sioux Falls, SC*



*Sitka Fest, Sitka, Alaska*



*The Fargo Project, Fargo North Dakota*



*SPARC: Seniors Partnering with Artists Citywide, New York, NY*





*SPARC: Seniors Partnering with Artists Citywide, New York, NY*



Amanda Lovelee, St. Paul, MN



*Artists Aariah Fine & DA Bullock, Minneapolis, MN*

# Meeting PLACE

NEA Our Town Project

*Creative Placemaking  
with people at the center.  
Strengthening neighborhoods  
and associations by building  
relationships, engaging diverse  
residents, sharing history,  
challenging stereotypes, and  
increasing economic vibrancy.*

## Bayside Art Card Project:

### *The Real Bayside*

Celebrating Bayside Story by Story. Images by Daniel Minter. Stories gathered by the people of the Bayside Community and the Art At Work team.

Partners:  
Portland Buy Local, Portland Trails, Creative Portland, Portland Public Library, Portland Adult Education, Portland Housing Authority, Maine Historical Society, Aserela Sudanese Association, Bayside Neighborhood Association

## Putting Creativity to Work Art At Work/City of Portland,ME

[www.artatworkproject.us](http://www.artatworkproject.us)  
fb: "Meeting Place Bayside"



**Art At Work/City of Portland**  
Putting Creativity to Work  
Strengthening Neighborhoods

Bindiff's

Up the stairs and there he was, my ex-husband, having brunch with his wife, a much younger woman. Him with a version of "happy Alzheimer's"; she in a position to inherit everything we'd worked for. I've gone from living in Back Bay Towers to subsidized housing. And now, I'm a part of a community in a way I never could have imagined. Adults, children, grandchildren, birthday, graduations, funerals. And none of them anyone I am related to, well not in the biological sense.



**Art At Work/City of Portland**  
Putting Creativity to Work  
Strengthening Neighborhoods

Justin Busque  
Salvation Army, Alder Street

My favorite place in Bayside is the Teen Center. I lived there for a year and four months and have lots of memories there. We had this group called Equality Group where sometimes we would go for coffee or have bean bag games. We learned about civil rights and how far equality has come. The neighborhood scares me sometimes but there is an art gallery near the teen center that has a dog that I like.



**Art At Work/City of Portland**  
Putting Creativity to Work  
Strengthening Neighborhoods

Annie Wadleigh, Bayside  
Neighborhood Association

Since meeting my neighbor, Susan, we've rescued a young seagull that got stuck in a plastic bin, drove it to Back Cove, and watched it fly into the air. She brings me mince pie and I help her shovel her driveway in the winter. Doctor's appointments, relocating a woodchuck family, movies, next-door-plots in the Bayside Community Garden, she's the best neighbor in the world.



**Art At Work/City of Portland**  
Putting Creativity to Work  
Strengthening Neighborhoods

Erem Weldemichael, Senior Human  
Services Councilor, City of Portland

I am from Eritrea, a country that won a war of independence from Ethiopia. I had been a guerrilla fighter. Afterwards I went to England to get my Masters in Public Policy at Oxford. My wife and I have six children. I came to Portland in 1992. I see that more and more, immigrants feel they belong to this community, to Portland, to Maine, to the United States. In my culture to work for the common good is very important.



**Art At Work/City of Portland**  
Putting Creativity to Work  
Strengthening Neighborhoods

Bob Clerk,  
United States Postal Service

I've worked at the Post Office for 18 years. I love it. Absolutely love it. Our union's the American Postal Workers Union, Local 458, AFL/CIO. My wife says this job gives me legal permission to be a social butterfly. You really get to know people.

Photo Credit: Art at Work

*Marty Pottenger, Meeting Place, Portland, ME*



Detectives have a dramatic past  
*- on duty, on a team, on a beat -*  
but burdens and stresses remain,  
not jumping out the same way  
the drama's all mental.

Detectives may look more official

*- flashy shirts, fancy ties -*  
but being a specialist sets  
us apart, no longer a part  
of a team in the same way.

My uniforms, relics of a past life,  
hang in the closet with my suits.

*- we all wear the same cuffs -*

I pick the shirt, no Kevlar vest  
I bend to tie my shoes,  
breathing easy.

## *Differer Glory*

"a detective's prey is the truth"

Photo Credit: Art at Work



Plan-It Hennepin – photo credit: Mark Van Cleve



Plan-It Hennepin – photo credit: Mark Van Cleve



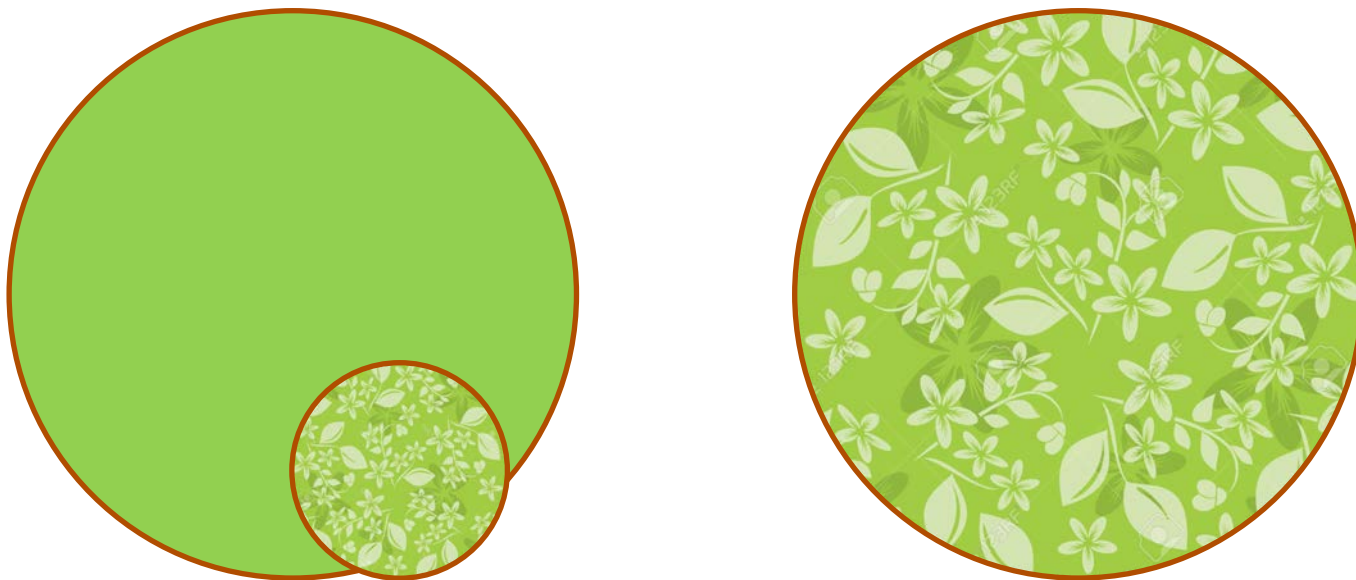
# NATIONAL MODELS

exploring the intersection of the arts..... and everything else

Photo Credit: Eric Leshinski



# Bringing Arts and Culture Strategies to Your Work



**The difference between doing projects ABOUT arts and culture,  
and doing projects WITH arts and culture.**



# FARM / ART DTOUR

Photo Credit: Wormfarm Institute



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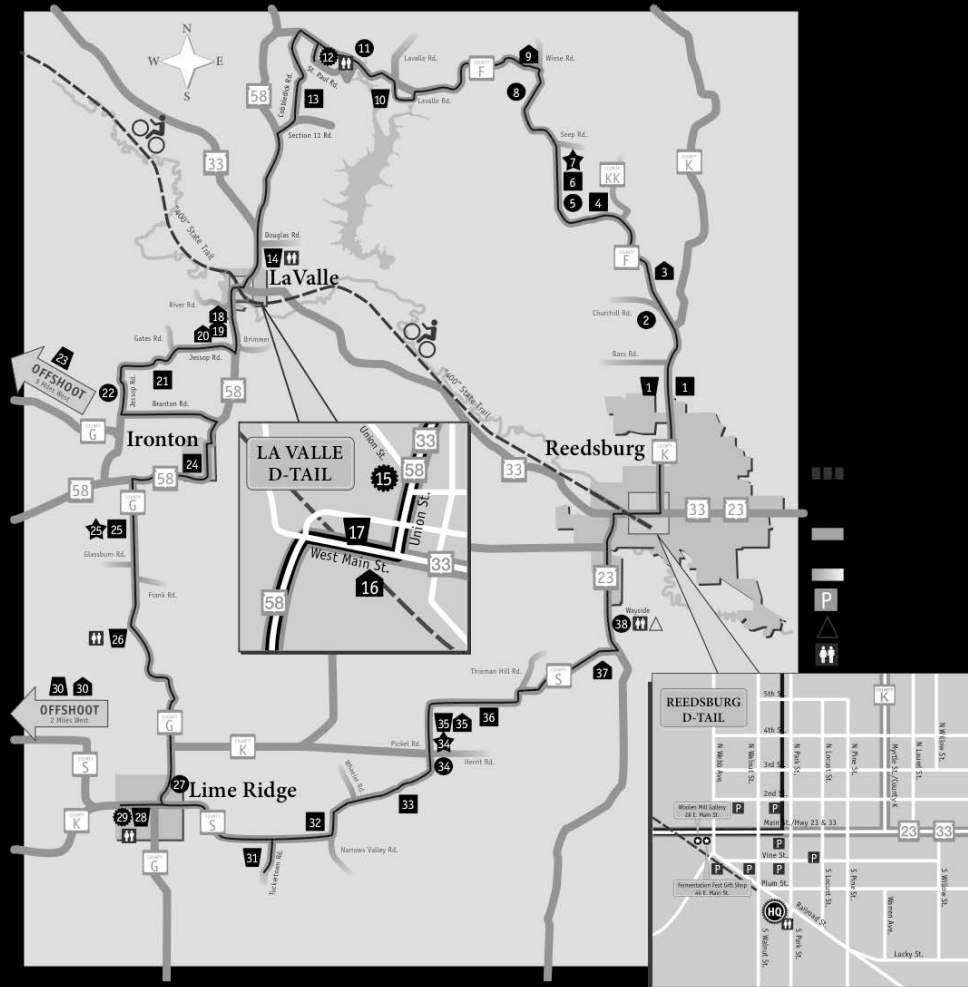


Photo Credit: Wormfarm Institute

# HOMEGROWN

DO NOT PASS WITH CARE



Photo Credit: Wormfarm Institute



Photo Credit: Wormfarm Institute

# CORN

Corn is a common row-crop in Sauk County. In 2010 Sauk County farmers planted 85,000 acres, producing almost 11 million bushels of corn. Originally grown primarily as animal feed, corn is now also used for the production of ethanol and corn sweeteners found in many food products. Farmers harvest the corn kernels, but may also harvest the whole plant and store the chopped "corn silage" for animal feed. Row crops, like corn, can result in soil erosion because the ground is exposed between plants. Conservation practices like strip and contour planting as well as "no-till," when corn seeds are planted by drilling directly into the ground, have reduced soil erosion and improved water quality in the area.



Photo Credit: Wormfarm Institute





Photo Credit: Wormfarm Institute



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Photo Credit: Wormfarm Institute



Photo Credit: Wormfarm Institute



Photo Credit: Wormfarm Institute





Photo Credit: Lynn Osgood



Photo Credit: Wormfarm Institute



**THANK YOU!**

**QUESTIONS?**

**IDEAS?**

**WONDERS?**