



**CREATIVE
PLACEMAKING**

**APPALACHIAN
REGION**

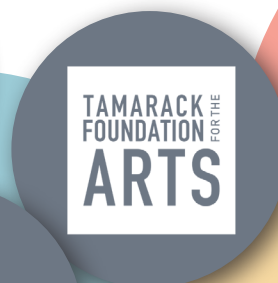
#CPLSUMMIT



**LEADERSHIP
SUMMIT**

**CHARLESTON, WV
JUNE 21&22, 2018**

**THE CLAY CENTER FOR ARTS AND
SCIENCES OF WEST VIRGINIA**



SPONSORS & PARTNERS

THANK YOU TO ALL OF OUR SUPPORTERS



Civic Eye Collaborative



THANK YOU TO ALL OF OUR ADDITIONAL PARTNERS



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THE 2018 CPLS-APPALACHIA PRODUCTION TEAM

LEONARDO VAZQUEZ, AICP/PP | NCCP

ADAM ERICKSON | ArtPlace America

RENEE MARGOCEE | Tamarack Foundation

THOMAS YOUNG | NCCP

EMMAKYLEE RICE | Looking Glass Creative

STEPHANIE KAUFMAN | Looking Glass Creative

SARAH WESTLAKE | ArtPlace America

MARIROSA GARCIA | ArtPlace America

ANDREA ORLANDO | NCCP

KYRILLOS GIRGIS | NCCP

RANJIT WALIA | Civic Eye Collaborative

NICK PIETRONIRO | Civic Eye Collaborative

THE 2018 CPLS-APPALACHIA PLANNING WORKGROUP

TODD DORCAS | The Greater Kanawha Valley Foundation

KATHERYN HEIDEMANN | Carnegie Mellon University

BRITTANY JAVINS | FestivAll Charleston

CAROL MURPHY | SMARTgirl, LLC

Photo Credits | Front Cover (top left to bottom right) - Josh Saul, Greg Sava, Chase Henderson, Greg Sava
Photo Credits | Back Cover (top to bottom) - Chase Henderson, Larry Groce

Welcome to the Creative Placemaking Leadership Summit!



Dear colleague,

Thank you for joining us for the first Appalachian Region Creative Placemaking Leadership Summit. Leadership Summits create a distinct opportunity for a wide variety of people to learn together and share ideas.

You're probably sitting near someone you don't know. He or she may even be from your town or county. Though you may be strangers now, you probably share at least one thing: a belief that creative placemaking can help make communities better through arts and cultural activities. Over these next two days, if you show the confidence to share what you know and the courage to reveal what you don't, you will probably find you have even more in common. And if you don't, there's a lot you can learn from one another.

Creative Placemaking Leadership Summits are great places to learn. They can be fun, stimulating, and validating. You might confirm that you've been doing some of the right things in the right ways for years. But you will probably get new information and skills that you can take back to your community – and that can help you influence the people you need to convince or persuade.

This year's themes are timely: they focus on enhancing economic development and community wellness through creative placemaking, and on building healthy ecosystems for creative expression. We all know of communities that are struggling. Arts and cultural activities can be powerful vehicles to drive and sustain improvements. Good creative placemaking guides those vehicles to help more people more efficiently and effectively.

Summits are also great places to connect with a growing community of people from the worlds of arts, culture, community and economic development and public affairs. I hope you've brought plenty of business cards – you'll probably want to keep in touch with a lot of people you meet at the Summit. Including yourself, more than 850 people around the United States have participated in four regional Creative Placemaking Leadership Summits in 2018. They have been held in Chattanooga, Tennessee (the Southeast regional); Denver, Colorado (Southwest/ Rocky Mountains); and Madison, NJ (Northeast Corridor).

The Appalachian Summit is designed to cover a broad and diverse region that runs from western New York State south and southwest to

northern Georgia and northern Mississippi. You might meet other people here from those areas, or even from Missouri, Florida or several other states.

This program is made possible by the support and partnership of a number of organizations: The National Endowment for the Arts, The Educational Foundation of America, Mortimer and Mimi Levitt Foundation, Glotfelty Foundation, Greater Kanawha Valley Foundation, Plan F Solutions, FestivALL, Metris Arts Consulting, Shelterforce magazine, Appalachian Regional Commission, Parkersburg Area Community Foundation, Heinz College of Carnegie-Mellon University and West Virginia Commission of the Arts of the West Virginia Division of Culture and History. It is co-produced by ArtPlace America, The National Consortium for Creative Placemaking, and the Tamarack Foundation.

Thank you again, and please enjoy the Creative Placemaking Leadership Summit. And when we have it again in 2019, we hope to see you again.

Sincerely,

Leonardo Vazquez, AICP/PP
Executive Director
The National Consortium for Creative Placemaking





THE NATIONAL CONSORTIUM FOR CREATIVE PLACEMAKING

Building Connections, Capacity, & Community

ABOUT NCCP

Creative placemaking is a new way to make communities more livable, equitable and resilient through arts and culture. Hundreds of communities around the United States are pursuing creative placemaking; they are supported by more than a dozen foundations and federal and state government agencies. NCCP is dedicated to building the capacity of artists, public officials, citizen activists, planners, researchers and everyone seeking to do high-quality creative placemaking.



COMMUNITY COACHING

Helping neighborhoods of all kinds creatively strategize their future



STRATEGY LABS

Developing solutions for underused spaces through group design thinking



CERTIFICATE PROGRAM

A challenging program to help you build your career as a creative placemaker



WORKSHOP SERIES

Building the capacity and toolkit of local community leaders



STRATEGIC CONVERSATIONS

Sharing knowledge and ideas about the field of creative placemaking



LEADERSHIP SUMMITS

Convening and networking creative leaders around the United States

ARTSBUILDCOMMUNITIES.COM

CONTACT US!

info@artsbuildcommunities.com

973-763-6352 x2

1021 Stuyvesant Ave, Suite 3b

Union, NJ 07083



REFERENCE GUIDE



WHERE DO I GO?

Please reference the separately printed agenda with room assignments and schedule of the two-day summit.

AICP CERTIFICATION MAINTENANCE CREDITS

All workshops, mobile workshops, roundtables and knowledge exchanges have been submitted for AICP Certification Maintenance credits. Each hour of instruction (or share thereof) equals 1 CM credit.

CONFERENCE VENUE INFORMATION

The Clay Center for Arts and Sciences of West Virginia
1 Clay Square
Charleston, WV 25301

CRAVING MORE CREATIVE PLACEMAKING?

Make sure to check CPLSUMMIT.ORG in the coming weeks for more resources following this regional summit.

WANT TO LEARN MORE ABOUT THE INSTRUCTORS?

Bios, headshots, and more can be found at CPLSUMMIT.ORG/APPALACHIA

QUESTIONS?

Content/Registration: Thomas Young

Creative Project Manager | National Consortium for Creative Placemaking
tyoung@artsbuilcommunities.com
973-763-6352 x2

Logistics: Stephanie Kaufman

Managing Director | Looking Glass Creative
stephanie@lookingglasscreative.net
650.823.4415

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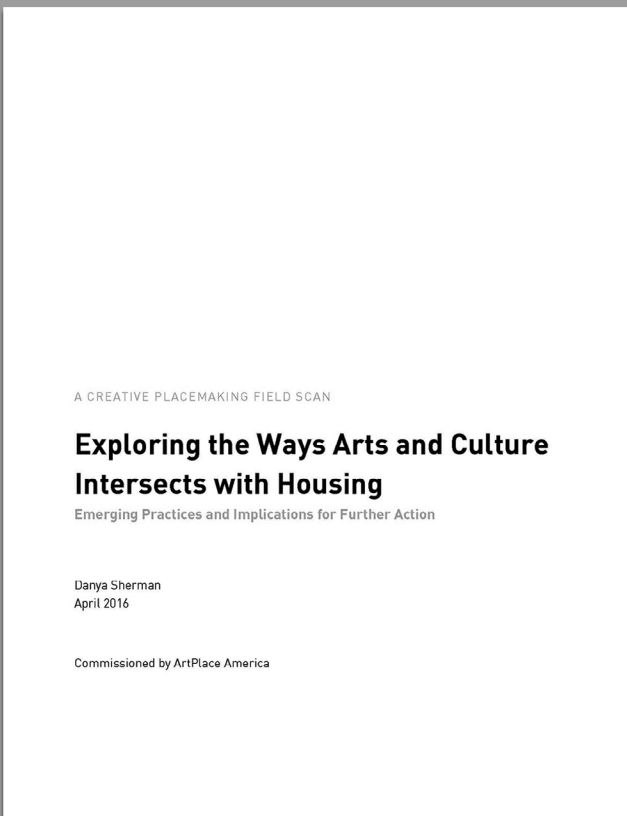
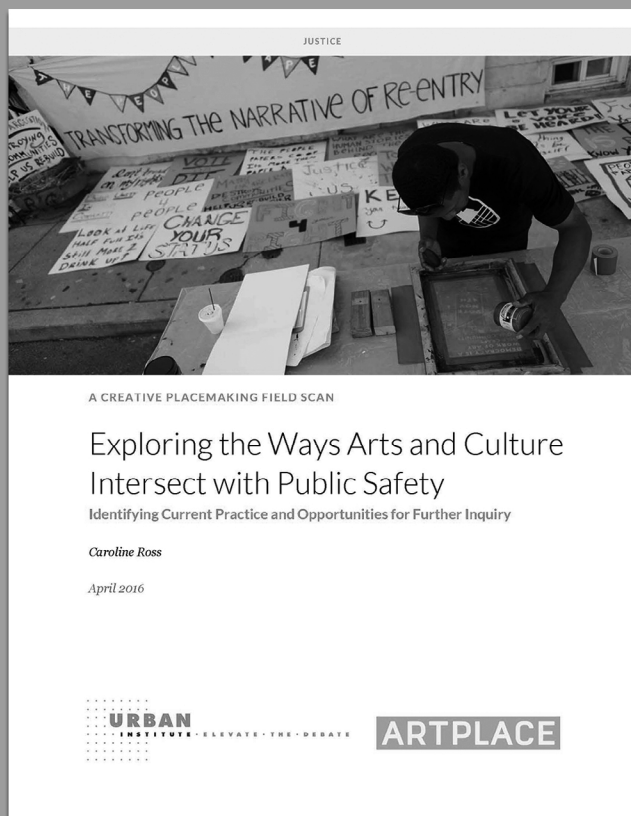
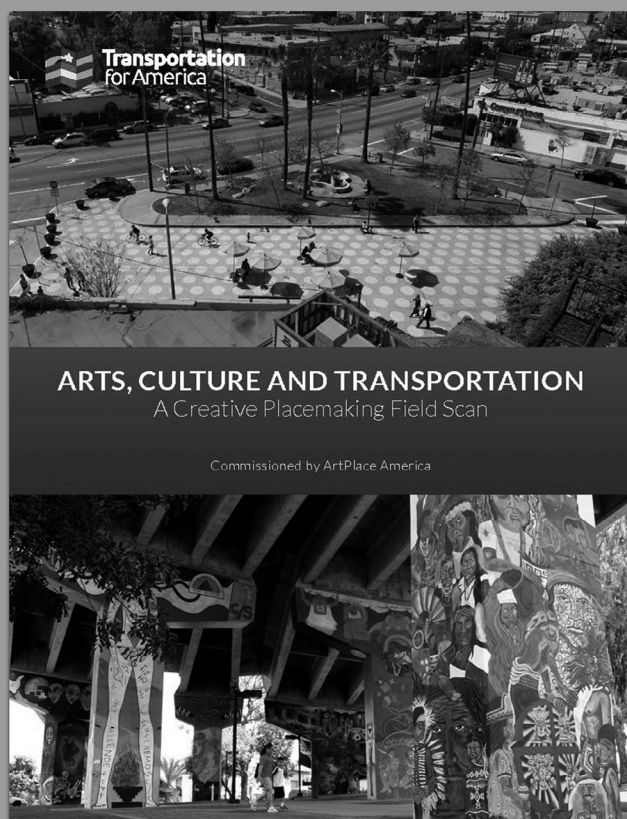
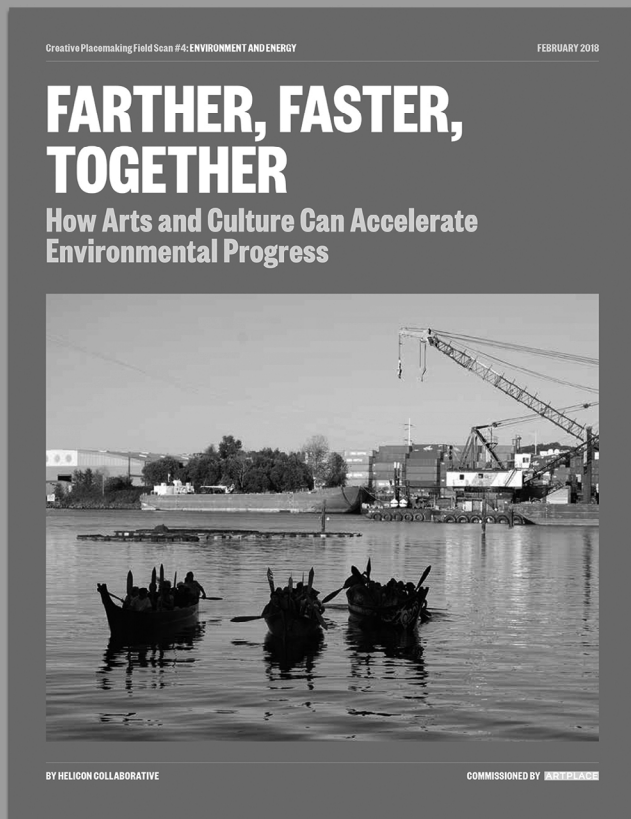
[@cpl_summit](https://instagram.com/cpl_summit)

[#cplsummit](https://twitter.com/cplsummit)



HOW CAN THE ARTS HELP YOUR COMMUNITY?

Learn more in ArtPlace America's series of cross-sector research reports.



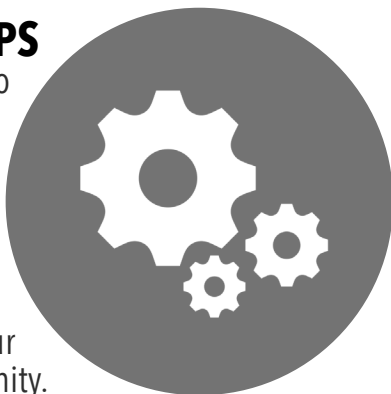
TYPES OF SESSIONS

PERSONALIZE YOUR CREATIVE PLACEMAKING EXPERIENCE THROUGH FOUR DIFFERENT IDEA SHARING PLATFORMS

Prefer hands-on learning? Gaining knowledge of different case studies? Venturing out to see real world examples? How will you engage in a variety of topics with leaders in the field over the two-day summit?

WORKSHOPS

Gain knowledge to enhance your creative placemaking toolbox. These "how-to" oriented workshops will teach skills to address difficult challenges in your community.



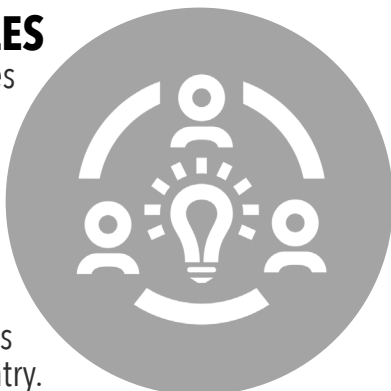
KNOWLEDGE EXCHANGES

Join a conversation with a small group of different organizations and individuals, who will share their experiences and ideas. Short presentations will precede a rich conversation.



ROUNDTABLES

Experience the voices of different leaders in the field of creative placemaking with these diverse discussions on projects and initiatives in communities across the country.



MOBILE WORKSHOPS

Put on your walking shoes and journey into the communities around the summit's venue to engage in real projects in real spaces. These workshops are limited and preregistration is required.





SUMMIT THEMES

JOIN A DIALOGUE ON TOPICS THAT SPEAK TO YOU

Choose your path using the abbreviated session schedule below.

LE

**LOCAL ECONOMIC
DEVELOPMENT AND
COMMUNITY WELLNESS**

LA

**BUILDING LOCAL ARTS
COMMUNITIES**

AE

**BUILDING ARTS
ECOLOGIES IN ISOLATED
AREAS**

EP

**BUILDING EFFECTIVE
PARTNERSHIPS WITH
ELECTED OFFICIALS**

IA

**INVIGORATING ARTS IN
SMALLER COMMUNITIES**

PI

**CP IN INDUSTRIAL/
POST-INDUSTRIAL
COMMUNITIES**

PK

**PLACEKEEPING /
PROTECTING THE ETHOS
OF A COMMUNITY**

CA

**MAPPING CREATIVE
ASSETS**



PERIOD A

THURSDAY JUNE 21
10:00AM - 11:15AM



A1



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BUILDING APPALACHIAN CREATIVE ECONOMIES: ART BUILDS BUSINESS BUILDS ART

Beth Flowers, Director of the AIR Institute of Berea College will provide a toolkit and hands-on training for growing your local Appalachian creative economy and expanding your partners and network of support. The AIR Institute is an empowering ecosystem that is designed to make lasting, systemic change that raises the value of arts and creativity in every community. Learn about the Shift Workshop and Evolve Program and the new Appalachian Creative Economies Network that will launch this fall in eight Appalachian states. The AIR Institute provides communities with field-tested, creativity focused community and economic development workshops and programs. What makes the programs unique is cross sector collaboration; AIR collectively serves artists, businesspeople, educators, and others in the community together. AIR programs teach design thinking, business planning, and entrepreneurial spirit using the latest business development strategies and tactics such as fast prototyping and lean startup principles.



BETH FLOWERS
AIR INSTITUTE OF BEREA COLLEGE

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REAL-TIME CREATIVE PLACEMAKING THAT HONORS APPALACHIAN CULTURE

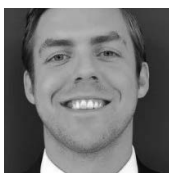
All invited and accepting panelists are Appalachians that study, understand and apply their knowledge of culture. They are also all engaged in creative placemaking initiatives from downtown redevelopment, to spoken word and visual artistry to rural community development to supporting art and farm-to-market to social enterprises across sectors (woodworking, public art, etc.) and helping artists price and sell their creations. They are capable of compelling storytelling and weaving Appalachian values and culture into examples of their work.



LESLIE STONE (MODERATOR)
STONE STRATEGIES, LLC.



JUDY BELCHER
WV SOCIETY OF
ARCHITECTS



TIGHE BULLOCK
ATTORNEY,
ENTREPRENEUR,
& HISTORIC
REAL ESTATE (RE)
DEVELOPER



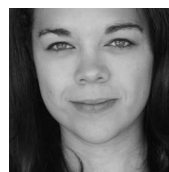
BRANDON DENNISON
COALFIELD
DEVELOPMENT



CRYSTAL GOOD
ARTIST
ADVOCATE
ENTREPRENEUR



MONICA MILLER
M MILLER
DEVELOPMENT
SERVICES



STEPHANIE TYREE
WV COMMUNITY
DEVELOPMENT
HUB

A3



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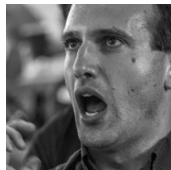
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PERFORMING OUR FUTURE: BUILDING COMMUNITY POWER FROM THE GROUND UP

This hands-on workshop, led by Appalshop staff, east Kentucky residents, and committed regional funders, will invite participants to learn and take part in developing the core methodology of Performing Our Future—a synthesis of asset-based community development, grassroots storytelling and cultural work, and broad-based community organizing, which they call Community Cultural and Economic Development (CCED). They will explore how CCED could open up new possibilities for development in the places we all live and work. Participants will learn techniques and principles through which they and their communities can unbound their imaginations, gain fuller awareness of their cultural assets, and begin turning those assets into community wealth, in the form of new jobs, businesses, markets, and opportunities for synthesis and synergy. Participants will also learn about opportunities to join and shape Performing Our Future as it grows into a new national campaign to support these local efforts and change the conversation about the arts, development, and the possibilities of public life: if residents of our most exploited areas can overcome their deep divides, organize themselves through their intrinsic creativity and create communities where we own what we make—well, then, why can't we all?



BEN FINK
APPALSHOP,
INC.



GWEN JOHNSON
HEMPHILL
COMMUNITY
CENTER



DAVID STOCKS
EDUCATIONAL
FOUNDATION OF
AMERICA

A4



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ARTPLACE SPOTLIGHT: APPALACHIAN STRATEGIES

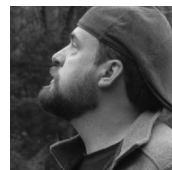
Learn about the region's most innovative creative placemaking work that caught the attention of ArtPlace America. How do people define creative placemaking? What are the barriers to this work locally? What does success look like?



LYZ CRANE (MODERATOR)
ARTPLACE AMERICA



SAVANNAH BARRETT
ART OF THE
RURAL



ROBERT MARTIN
CLEAR CREEK
CREATIVE



ROBERT GIPE
SOUTHEAST KY
COMMUNITY
& TECHNICAL
COLLEGE



PERIOD B

THURSDAY JUNE 21
11:45AM - 1:00PM



B1



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APPALACHIAN CULTURE: OUR HISTORY, BELIEFS AND TRANSITIONING TO THE NEW ECONOMY

Come explore Appalachia; from the formation of her mountains through the development of civilization in the region throughout time. Learn about research on the cultural beliefs that inhibit or expand the ability of individuals and communities to be economically successful. Review the sectors of Appalachia's new economy and think together about the application of this knowledge. How do we support growth that honors Appalachia's rich history and engages her people?



LESLIE STONE
STONE STRATEGIES, LLC.

B2



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HOW REAL ESTATE CROWDFUNDING IS HELPING DEVELOPERS COMPLETE TRANSFORMATIVE PROJECTS

Developers are often faced with numerous hurdles in delivering innovative projects – maybe it's a project in an unproven yet rebounding market, or maybe federal regulations are limiting a proposed mixed-use development, or perhaps it's a lack of comparable projects in a given market. Could real estate crowdfunding help developers meet market demand? A result of the Obama Administration's 2012 JOBS Act (Jump Our Business Start-ups), real estate crowdfunding is a nascent industry that has grown from nothing in 2012 to a market of over \$3.5 billion in 2016. How can this tool and the platforms that use it be utilized to bring meaningful projects to life? This session gives an overview of the current real estate crowdfunding regulations, and highlights how one platform, Small Change, is catalyzing the development of transformative projects by issuing offerings that allow anyone over the age of 18 to invest in building better communities.



KATE GREENE
SMALL CHANGE

B3**LE****LA****EP****IA**

DEMYSTIFYING FUNDING FOR CREATIVE PLACEMAKING

National philanthropy has largely ignored Appalachia for years and local philanthropy has had to out-punch its weight as a result. In a moment where some national attention is turning back to the region, this session will explore how building creative economies by leveraging new investments will strengthen mountain communities. Panelists will include local, regional, and national foundations as they share their funding interests in the field, advice for building relationships, and strategies for tapping into larger systems work.



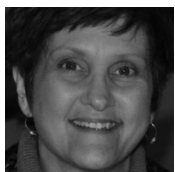
STEPHANIE TYREE (MODERATOR)
WV COMMUNITY DEVELOPMENT HUB



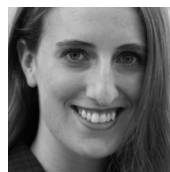
MARY HUNT
CLAUDE WORTHINGTON
BENEDUM FOUNDATION



DAVID STOCKS
THE EDUCATIONAL
FOUNDATION OF AMERICA



GERRY ROLL
FOUNDATION FOR
APPALACHIAN KENTUCKY



LYZ CRANE
ARTPLACE AMERICA

B4**IA****PK**

HOW TO MAKE ACCESSIBLE, IMPORTANT THEATRE FOR AUDIENCES WHO MAY NOT CARE

Gum-Dip Theatre's mission is to celebrate, challenge, and invent community identity in the Rust Belt. Through neighborhood story circles and pay-what-you-can theatrical performances, we aim to enhance civic engagement and participation. Gum-Dip Theatre's process is focused on community building through socially engaged performance. The community is involved in every step of the process to create productions that are a source for reflection and connection. Join us to not only demonstrate our process through fast-paced story telling, but also create a short variety show by the end of the session. Participants will be asked to share, create, and present, demonstrating the months of research and production contributed to every Gum-Dip piece.



KATIE BECK
GUM-DIP THEATRE



NEEMA TAMANG
GUM-DIP THEATRE

PERIOD C

THURSDAY JUNE 21
2:15PM - 3:30PM



C1



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WHY IS YOUR TOWN NOT "THE WORLD"?: RURAL AMERICA'S NEXT BOLD IDEA

Every rural community has the same two problems – workforce development and housing stock shortages. Even if we are successful in convincing someone to move to town, we don't have anywhere for them to live. We love to incentivize companies to move to town – but then why are we not incentivizing people? Mannheimer speaks about his experience running theaters and restaurants in NYC to his 8-week, 22-city trek across the country in 2007. He settled in Des Moines, IA, where he founded the Des Moines Social Club to do his current work in rural America. From the Mississippi Delta to northern Minnesota, utilizing creative placemaking, Mannheimer and his team work to revitalize small towns through cultural and entrepreneurial concepts to create innovative housing, cultural amenities and new jobs through their belief that new technologies like pilot-less cars and 3D printed buildings can leap over urban red-tape to impact rural America in meaningful and economic ways.



ZACHARY MANNHEIMER
MEC PLACEMAKING

C2



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USING THE ARTS TO STRENGTHEN AND SUSTAIN SMALL RURAL COMMUNITIES

This session explores the philosophy, strategies and tools for using creativity and the arts to promote economic development and strengthen and sustain rural communities. The workshop will focus on two case studies spanning 30 years. The first one comes from rural New York Mills, Minnesota, (pop 1,199), twice named one of the 100 Best Small Art Towns in America and cited as a national model for rural arts and economic development work. The second one focuses on Lanesboro, Minnesota (pop 754), which was named one of the Top 12 Small Town Artplaces in America in 2013 and received a Bush Prize for Community Innovation in 2014. Rural arts leader John Davis will present the session, providing eight keys to transforming small-town adversity into success through innovation and the arts. A question and answer period will follow the workshop.



JOHN DAVIS
LANESBORO ARTS

C3



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ARTPLACE DEEP DIVE: CREATIVE WORKFORCE DEVELOPMENT

How can arts and cultural strategies be used to train our workforce? From Appalachia to St. Croix we will present new and innovative strategies to build a sustainable local workforce.



LYZ CRANE
ARTPLACE AMERICA



BRANDON DENNISON
COALFIELD DEVELOPMENT
CORPORATION



CHRISTOPHER HOPE
THE LOOP LAB

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THE WEST SIDE, A WILD AND WONDERFUL TOUR BY DESIGN

**This off-site workshop is 180 minutes and is limited to 20 preregistered attendees*

Your chance to get wild and create some wonderful...

Get your hands dirty exploring how to accelerate change and create desirable places to foster sustainable and vibrant neighborhoods within Charleston's west side. During the workshop we will investigate neighborhoods of past, present and the future by incorporating on-the-go narratives, renderings, and creative solutions applied to urban planning principles. We'll see everything from a niche t-shirt retailer that also features live Indie music, A Bourbon Distillery (under construction) and a residential historic district that used to be an Amusement Park.

On the tour, some of the issues that will be presented are infill development, abandoned structures, vacant Lots, affordable housing, historic preservation and gentrification.



TODD DORCAS
THE GREATER KANAWHA VALLEY
FOUNDATION



MITCHELL RIGGLEMAN
SILLING ASSOCIATES,
INC.



PERIOD D

FRIDAY JUNE 22

10:00AM - 11:15AM



D1



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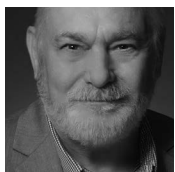
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BUILDING JUST COMMUNITIES: FRAMING THE COMMUNAL STORY THROUGH PLAYBACK THEATRE

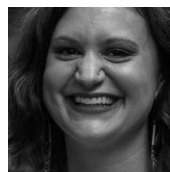
This workshop will acquaint participants with the skills, forms, philosophy, and theory underlying the theatrical improvisation format called Playback Theatre. It will also introduce Playback Theatre as a methodology for "build[ing] awareness, connection, empowerment, and change [by] listening to stories with openness and responding with artistry." (Jo Salas, co-founder of the Playback Theatre form, in "Improvising Real Life."). The workshop will continue to describe Playback Theatre as one method of building community narratives of truth and aspiration, i.e., generating, analyzing, integrating, and sharing community stories. Finally, the workshop will explore the theater as a tool for assessment prior to, during, and following interventions designed for community building, for addressing community and societal conflicts, and for building resilience in the face of psychosocial trauma.



HEIDI WINTERS VOGEL (CONDUCTOR)
INSIDE OUT PLAYBACK THEATRE



JOHN COUNTRYMAN (ACTOR)
INSIDE OUT PLAYBACK THEATRE



AMANDA CHANDLER (ACTOR)
INSIDE OUT PLAYBACK THEATRE



ART STOLTZFUS (ACTOR)
INSIDE OUT PLAYBACK THEATRE



DAVID VOGEL (MUSICIAN)
INSIDE OUT PLAYBACK THEATRE

D2



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CREATING WITH COMMUNITIES: COMMUNITY ENGAGEMENT ACTIVITIES FOR PUBLIC ART DESIGN

The creation of public artwork in any community- particularly underserved or underrepresented communities- is an opportunity for community participants to amplify their voices and tell their stories. In this session, artists and organizers Candida Gonzalez and Greta McLain of GoodSpace Murals will lead participants in a series of activities designed to give communities opportunities to participate in and contribute to the design and making of a public work of art.



GRETA MCLAIN
GOODSPACE MURALS



CANDIDA GONZALEZ
GOODSPACE MURALS



provides planning, research, and evaluation services to reveal arts' impacts and help communities equitably improve cultural vitality

www.metrisarts.com

From *How Creative Spaces Foster Civic Engagement* (Metris and Mukanga-Majachani, 2015). Photo by Fungai Tichawangana.

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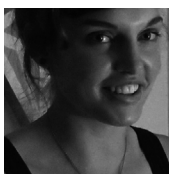
PK

BUILDING BRIDGES BETWEEN POLICY AND PLACEMAKING ON VACANT PROPERTIES

Challenges of vacant, abandoned, and deteriorated property disproportionately affect low-income and minority communities. They have a devastating effect on property values, family assets, crime, psychological and physical well-being, municipal service delivery, and other aspects of community well-being. Entrenched, widespread disinvestment is the result of institutionalized, systemic forces. Most communities however, have no shortage of residents and others who have creative ideas for positive transformation. Too often, however, they run into barriers—financial, bureaucratic, or legal—that snuff out projects before they can begin. At the same time, government agencies, anchor institutions, and philanthropy have the resources and responsibility to support residents' priorities and help communities revitalize. Placemaking is one powerful tool that can bring all of these actors together to support equitable revitalization. This session will highlight public-private placemaking projects in distressed communities where resident voices were heard, creativity flourished, and profound positive change was reached far beyond aesthetic improvements. This session will equip local leaders with the knowledge, systems, and tools to transform vacant properties in ways that support equitable revitalization. Furthermore, this session will highlight an interdisciplinary field of leaders with the will and ability to integrate creative placemaking into vacant property plans.



DANIELLE LEWINSKI
MICHIGAN
INITIATIVES, CENTER
FOR COMMUNITY
PROGRESS



ANNA ROEDER
KALAMAZOO
COUNTY LAND
BANK AUTHORITY



TAYLOR BENNETT
WEST VIRGINIA
COMMUNITY
DEVELOPMENT
HUB



PERIOD D

FRIDAY JUNE 22
10:00AM - 11:15AM



D4



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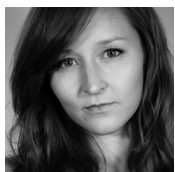
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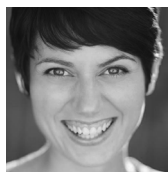
BORED WITH STRANGERS: USING SITE-SPECIFIC MUSEUM THEATRE TO CONNECT CULTURAL INSTITUTIONS, ARTISTS, AND DIVERSE AUDIENCES *

**This workshop starts at 9:30am and is 120 minutes. It is limited to 15 preregistered attendees.*

Participants in this hands-on workshop will learn about a site-specific museum performance piece created in collaboration with the University of Texas at Austin Cohen New Works Festival and the Blanton Museum of Art. Bored with Strangers was created in the spring of 2017 in response to the Blanton's Nina Katchadourian exhibition, *Curiouser*, and consists of a "campus tour," a walk across the university's campus from the Winship Drama Building to the Blanton Museum of Art, during which audience members encounter performative vignettes that utilize the architecture and ambient sounds of the campus space. The piece itself explores several guiding questions: How can experiencing performance in conjunction with visual art utilize the strengths and joys of each art form and an audience member's experience? How can site-specific performance invite us to reconsider elements of our daily environments that we take for granted? Participants will leave the Bored with Strangers workshop with the tools to use experimental performance methods as a means for connecting museums with theatre companies, universities, schools and other cultural institutions. The Bored with Strangers model invites institutions to use theatrical models in conversation with works of art as a mode of generating new audiences and lasting connections between institutions. The model also invites leaders to cast community members as performers, using the rehearsal process as both a rigorous site for artistic development and building meaningful relationships to the site of performance for the performers and audience.



**CHRISTINE
GWILLIM**
UNIVERSITY OF
TEXAS, AUSTIN



**SAMANTHA
PROVENZANO**
ALLIANCE
THEATRE



**LAUREN
SMITH**
TRIAD STAGE

THANK YOU, NEA!



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**National
Endowment
for the Arts**

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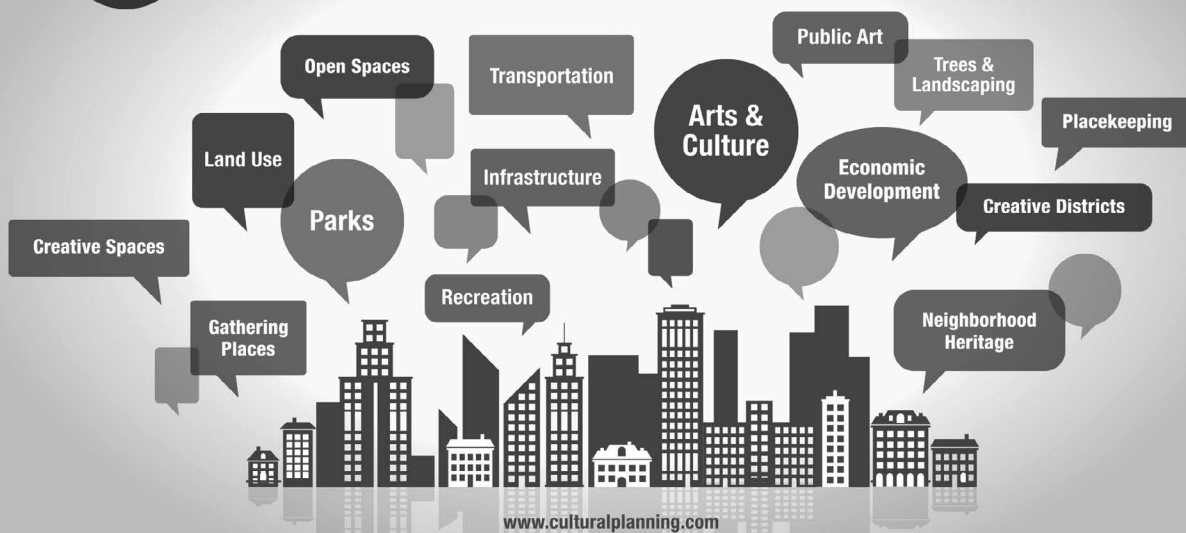
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The Cultural Planning Group

Your Creative Placemaking Partner



PERIOD E

FRIDAY JUNE 22
11:30AM - 12:45PM



E1



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ART-BASED ECONOMIC DEVELOPMENT IN COAL-RELIANT COUNTIES: LESSONS LEARNED IN APPALACHIA

The contraction of the coal industry over the past several years has resulted in tens of thousands of well-paying jobs lost across Appalachia and in the West. As federal and state officials continue to grapple with how best to respond to this downturn, local leaders in traditionally coal-reliant communities are taking bold action. Specifically, many county governments have begun to pursue creative placemaking as a major strategy for ground-up economic diversification. Local officials understand that their community's cultural and artistic assets can be preserved, developed and showcased while also providing a significant return on their investment. This session will highlight the stories of rural counties that have embraced their local arts heritage and have begun to reinvigorate their economies by bringing their communities closer together and fostering a spirit of engagement.



JENNA MORAN
NATIONAL ASSOCIATION OF
COUNTIES



COMMISSIONER CHRIS CHMIEL
ATHENS COUNTY, OH



MAUREEN MCGUIGAN
LACKAWANNA COUNTY ARTS
AND CULTURE DEPARTMENT

E2



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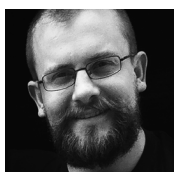
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CREATIVE PLACEMAKING IN PITTSBURGH'S MONONGAHELA VALLEY

In the Spring of 2018 Rivers of Steel Heritage Corporation unveiled a new arts and heritage initiative entitled the Mon Valley Creative Corridor (MVCC) designed to spur economic development and creative placemaking in post-industrial communities across Pittsburgh's Monongahela River Valley. The MVCC concept was developed to help Monongahela Valley communities leverage their historical, cultural, and natural assets into economic opportunities and began re-branding the Mon Valley as an ideal location for artisans and creative businesses being priced out of the city. During the initial phase of MVCC this Spring, Rivers of Steel worked closely with graduate students and faculty from the arts management and public policy and management programs at Carnegie Mellon University on a Systems Synthesis project intended to help Rivers of Steel establish best practices for success in the MVCC. Systems Synthesis is the second-year capstone project for Heinz College graduate students wherein they partner with a select regional organization, under the guidance of specialized faculty, to assist in the realization of a new project or program for the partnering organization. This four-person panel discussion will focus on the development of the MVCC as well as the findings of the systems synthesis project. Chris McGinnis, is Director and Chief Curator for Rivers of Steel Arts will be the panel moderator along with co-presenter Kathryn Heidemann, Director of the Master of Arts Management Program and select student representatives from the project.



CHRIS MCGINNIS
RIVER OF STEEL ARTS



KATHRYN HEIDEMANN
CARNEGIE MELLON
UNIVERSITY



ELIZABETH KANE
CARNEGIE MELLON
UNIVERSITY



PAUL MOSCOSO
RIOFRIO
CARNEGIE MELLON
UNIVERSITY

E3



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PAST IS PRESENT IS FUTURE: HOW COMMUNITY DEVELOPMENT DOES CREATIVE PLACEMAKING

Across the United States, growing movements focused on equitable development and community-centered arts and culture are uniting to strengthen the equity impact of their work. The equitable development movement—which brings a racial and economic equity lens to the community development field—depends on the engagement of communities of color and low-income communities in prioritizing, designing, and implementing their aspirations for the futures of their neighborhoods, cities, and towns. The community-centered arts and culture movement—made up of social justice artists, arts and culture agencies focused on racial equity, and cultural centers that serve communities of color and low-income communities—leads in securing cultural assets, building greater social cohesion, and feeding economic vibrancy. Over the last decade, increasing collaboration between these two movements is yielding transformative and creative change. Arts and culture are critical elements of an equity framework; they reflect the assets of communities and enable cohesion in a pluralistic nation. Without equity, community redevelopment can improve a physical place but leave the people behind, stifle broad creativity, bring economic benefit only to a few, lead to a homogeneous community, or displace many. The tools of arts and culture can accelerate equity, build communities of opportunity, and design for broadly shared prosperity. Listen in on and then participate in a discussion among three long-time community development corporations and how they're incorporating arts and culture into the core of their work.



JEREMY LIU
POLICYLINK



MARIE MASCHERIN
NEW JERSEY COMMUNITY CAPITAL



CHELSEA ALGER
SOUTHWEST MINNESOTA
HOUSING PARTNERSHIP

E4



EP

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YOU'RE WELCOME: FEMINIST PLACEMAKING IN RURAL AMERICA

In the current social and political climate, the story of a bright future for rural places is a story of feminist leadership and creativity. Across the country, in small towns that are typically dominated by white male leaders, women artists are challenging the status quo, creating crucial spaces for marginalized voices, promoting wellness, re-imagining new community narratives and serving as connectors across urban-rural misconceptions. Despite this leadership, and the change and optimism it is influencing, women in rural communities are still vulnerable to sexism, and are under-recognized and underpaid, and the work requires significant resiliency, courage, and strong support networks. Using stories from ArtPlace-funded projects as a launching point, including the Southwest Minnesota Housing Partnership's Partnership Art, and Springboard for the Arts Hinge Arts residency program, this session will explore the common experiences of women artists leading creative placemaking and social justice in rural communities, and will invite participants to co-create a call to action for the future of rural feminist leadership and a new approach to leadership in rural places that employs the arts.



MICHELE ANDERSON
SPRINGBOARD FOR THE ARTS



MARY ROTH LISBERGER
CITIZEN ARTIST



ASHLEY HANSON
PUBLIC TRANSFORMATION



SARINA OTAIBI
PRESERVATION ALLIANCE
OF MINNESOTA/CITY OF
GRANITE FALLS

PERIOD F

FRIDAY JUNE 22
2:15PM - 3:30PM



F1



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THINKING BEYOND THE FESTIVAL: CREATING AN ARTS SERIES

This hands-on workshop will engage participants in the methodology of creating a storytelling or other arts series. The workshop will be 60% lecture/discussion and 40% audience participation. Initial considerations will cover arts voids in small communities, reasons for those absences, and what populations aren't being served or reached. Further considerations will include the trials and errors learned through the first five seasons of the Speak Story Series in Shepherdstown, WV, as well as growth, struggle, and success. All sections of the presentation will include questions and directives for participants to examine these considerations in the context of their own communities. The final considerations will include future plans and goals of the Speak Series as fit for its own community.



ADAM BOOTH
STORYTELLER AND MUSICIAN

F2



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OUR CREATIVE PLACEMAKING JOURNEY IN APPALACHIA

After being inspired by the work of cities like Asheville, NC and Chattanooga, TN, a diverse group in Charleston, WV has been on a journey to transform the city through various creative placemaking strategies. This panel session will include artists, civic leaders, and local government officials who are working together in an unprecedented way. Panelists will share their experiences on the journey and the lessons learned from this grassroots effort that is being convened by a local community foundation.



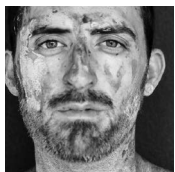
MICHELLE FOSTER
THE GREATER
KANAWHA VALLEY
FOUNDATION



ROD BLACKSTONE
CITY OF
CHARLESTON



SUSIE SALISBURY
CHARLESTON
AREA
ALLIANCE



CHRISTOPHER VINCENT
MUSICIAN



BRITTANY JAVINS
FESTIVALL

F3



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NEW TOOLS FOR COMMUNITY ARTMAKING

A panel of 5 people from Coshocton County Ohio (pop. 36K) representing public education, industry, economic development and community arts will individually share their experiences as contributors to a project-based learning program called ART CONNECTS. ART CONNECTS is a cross curricular community artmaking program led by professional artists embedded in a high school setting that explores local manufacturing materials and processes as a key component. After sharing their stories, panel members will each facilitate a breakout discussion (participants choose a breakout group according to their personal interest). The session will end with a reconvening to share thoughts.



ANNE E CORNELL
POMERENE
CENTER FOR THE
ARTS



DAN ERB
JONES METAL
PRODUCTS



DOROTHY SKOWRUNSKI
COSHOCOTON
PORT
AUTHORITY



MAX CROWN
CITY OF
COSHOCOTON



CHUCK RINKES
RIVER VIEW
HIGH SCHOOL

F4



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NEA OUR TOWN GRANT WORKSHOP

Since 2011, the National Endowment for the Arts has made 538 Our Town grants, investing more than \$41 million in creative placemaking projects that take place in communities of all size across the United States and its territories. In this workshop, we will provide an overview of the program and the application process, examine case studies of successful past Our Town projects, and analyze the components of an excellent Our Town grant application.



JENNIFER HUGHES
NATIONAL ENDOWMENT FOR THE ARTS

PERIOD G

FRIDAY JUNE 22
3:45PM - 5:00PM



G1



SHARING THE MAGIC OF SPECIAL PLACES THROUGH COMMUNITY TREASURE HUNT "QUESTS"

This session explores an award-winning model for place-based education that can be replicated in any community. Building on the English letterboxing tradition and New England's Valley Quest program, we'll explore ways of celebrating special places in our communities through educational community treasure hunts, known as "quests." Each quest helps participants explore a given location—for example, a historic building, cemetery, or nature trail in your community—through a series of rhyming clues. These clues guide participants to a hidden treasure box and teach about sights encountered along the way. Combining poetry, arts and crafts, history, and other subjects with hands-on exploration, questing offers a powerful framework for connecting participants of all ages to both the ordinary and extraordinary places all around us.



SARA COTTINGHAM
DOWNSTREAM STRATEGIES

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G2



NEW VISIONS FOR ECONOMIC DEVELOPMENT

Cultural life and economic well-being are deeply intertwined in low-income communities and communities of color, from successful small businesses in traditional arts and crafts to arts and culture districts that advance equitable local economic development. Never before has it been more important to fully tap and invest in the nation's vast, diverse cultural riches to spur economic growth where it is needed most and to ensure that all families can achieve financial security. Arts and cultural organizations can play an important role in breaking the cycle of poverty. "The arts are a formidable business presence and broadly distributed across our communities," observes Americans for the Arts; the group calculates that 702,771 businesses are involved in creating or distributing the arts, and these businesses employ 2.9 million people. However, these numbers do not include small ethnic restaurants, grocery stores, and countless other businesses that create local jobs, boost neighborhood economies, and enrich cultural life. This discussion will feature representatives from PolicyLink, a leader in the movement for equitable policy, and Appalshop, a leader in community cultural and economic development, who will share their new visions for economic development and how they are devising these approaches.



JEREMY LIU
POLICYLINK

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PI



BEN FINK
APPALSHOP

G3



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KNOWLEDGE EXCHANGE: CONNECTING APPALACHIA

Join a series of mini-presentations and an open discussion with three organization from around Appalachia. MESH Design and Development, Vintage Theater Company, and Black Belt Treasures will share their stories of their work throughout the region. Using underused spaces, cultural programming, and online resources, these organizations work to bridge artists, performers, and hobbyists to a larger network of creative individuals in Appalachia.



MEGAN BULLOCK
MESH DESIGN AND DEVELOPMENT



ELIZABETH TURNER
MESH DESIGN AND DEVELOPMENT



JASON YOUNG
VINTAGE THEATRE COMPANY



SULYNN CRESWELL
BLACK BELT TREASURES
CULTURAL ARTS CENTER

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CPL SUMMIT



EFA

Thank you to The Educational Foundation of America for its support of the 2018 Appalachian Region Creative Placemaking Leadership Summit. The EFA's support not only allows this program to be more accessible to more people, it also provides for 20 full scholarships for organizations and individuals working to enhance quality of life and economic opportunity in Appalachian communities.

Visit theefa.org for more!

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EXPLORE CHARLESTON WITH FESTIVALL! DOWNTOWN ARTWALK JUNE 21 5PM-8PM



Photo by Chase Henderson

Stroll the beautiful streets of downtown Charleston and visit the unique businesses that feature area artists showcasing their diverse talents. Be entertained by street performers as you move through the venues including AIA/Pickering Associates, Aronfield Agency, Art Emporium, Black Sheep Burrito & Brews, Capitol Center Offices, Capitol Conference Center, Chet Lowther Studio, Deacon & Deacon Insurance, Delfine's Jewelry, Dressmaker's Closet, Filmanatix, Gallery 11, Independent Order of Odd Fellows, Ivor's Trunk, Kanawha County Public Library, Masters Law Firm, Property Elite, The Purple Moon, Rigg's Corporation Realty, Rock City Cake Company, Romano & Associates, Stray Dog Antiques, Swiftwater General Store, Taylor Books, The Art Store, The Charleston Ballet, The Clay Center, Tony the Tailor, Top's Off Barber Shop, Uncork & Create, Viking Contracting, and WV Market Gallery. Musical Easels will be at 6:30pm at the Lee Street Triangle. Enjoy street performers, live music and more as you move through the venues.

**MORE INFO AND ADDITIONAL EVENTS AT
FESTIVALLCHARLESTON.COM**

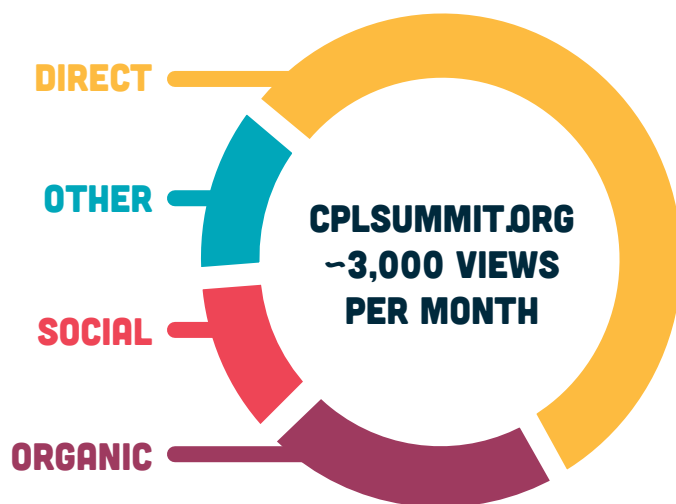
Help us

REACH NEW HEIGHTS!

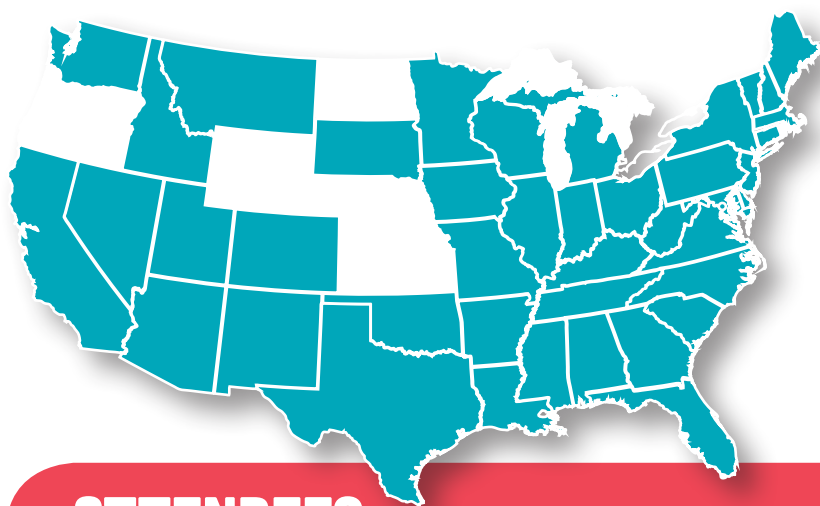
Become a CPLSummit Sponsor



Since 2014, more than 1200 people – many of them community leaders, public officials and organizational decision-makers -- have participated in our Creative Placemaking Leadership Summits. In 2018, the National Endowment for the Arts provided the means to expand our scope to regions across the United States. Surveys show that more than 90% of Leadership Summit and Knowledge Exchange participants enjoy the events, learn a great deal, and make good connections. Creative placemaking is a growing field in the United States. More than 1,400 communities are engaged in creative placemaking, with support from more than a dozen grantmakers and government agencies. NCCP is a leading convener and thought leader in this field. We have more than 10,000 subscribers around the United States, many of which are eager to hear more about our sponsors.



The CPLS website is found through various channels: directly typed/linked in the URL (56%), organically found via Google (21%), social media (11%), and other forms such as email (22%).



**ATTENDEES
FROM 43 STATES**

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JOIN US IN THE DC AREA!



THE NATIONAL CREATIVE PLACEMAKING LEADERSHIP SUMMIT

*National Dialogue,
Local Impact*

Creative Placemaking and Change

Communities around the Washington, DC region are experiencing rapid changes that intersect with concerns for arts and cultural programming. This conference will discuss the ramifications of issues, such as gentrification, environmental instability, and the loss of cultural and historic assets to the region with the aim of developing creative solutions and strong community leadership through an engagement with the arts and design. Interactive sessions will provide attendees with strategies to bring back to their own communities. More details coming soon!

OCTOBER 2018

CPLSUMMIT.ORG/NATIONAL

