Dear colleague,

Welcome to *Shifting Tides*, the first Pacific Creative Placemaking Leadership Summit. Over the next three days, we’ll explore how creative placemaking — that is, strategically engaging arts and local culture to enhance communities — can help us address the opportunities and challenges of social and environmental change.

Let’s learn with, and from, one another.

You’re probably sitting near someone you don’t know. They 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 three 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.

Creative Placemaking Leadership Summits 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 to influence the people you need to persuade in your community.

Summits are also great places to connect with a growing community of people from the worlds of arts, culture, public affairs, and community and economic development. I hope you’ve brought plenty of business cards — you’ll probably want to keep in touch with a lot of people you meet. You can also find each other through the Guidebook app, which we hope you will download to navigate the event.

Sincerely,

Leonardo Vazquez, AICP/PP

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This program is produced by ArtPlace America, Mortimer and Mimi Levitt Foundation, and The National Consortium for Creative Placemaking. It is made possible through the support and partnership of a number of organizations: Annenberg Foundation, California Endowment, The Cultural Planning Group, James Irvine Foundation, Los Angeles Department of Cultural Affairs, MEC Creative Placemaking, and Metris Arts Consulting. We also want to thank our organizational partners and donors, as well as members of the Summit planning and executive teams. You can find out more about them in this program.

If this is your first Creative Placemaking Leadership Summit, thanks for being here. If you’ve participated in other Summits before, we’re happy to see you back.

---

**THE 2019 PACIFIC SUMMIT EXECUTIVE COMMITTEE**

| VICTORIA BRIDENSTINE | Levitt Foundation |
| ADAM ERICKSON | ArtPlace America |
| STEPHANIE KAUFMAN | Looking Glass Creative |
| MAGDALENA MYSLIWIEC | NCCP |
| ANDREA ORLANDO | NCCP |

| VANESSA SILBERMAN | Levitt Foundation |
| LEONARDO VAZQUEZ, AICP/PP | NCCP |
| SARAH WESTLAKE | ArtPlace America |
| SHARON YAZOWSKI | Levitt Foundation |
| THOMAS YOUNG | NCCP |

---

**THE 2019 PACIFIC SUMMIT PLANNING COMMITTEE**

| ROBERTO BEDOYA |
| JASON BLACKWELL |
| ANASTASIA BREWSTER |
| GLENDIA CARINO |
| ANGELA CARRIER |
| KIM COOK |

| SHANNON DAUT |
| JULIE DECKER |
| BRUCE FARNSWORTH |
| ILISA GOLDMAN |
| ANDREW HORWITZ |
| THERESA HWANG |

| ANGIE MILANOVIC |
| ANNETTE ROTTH |
| MIMI SELLS |
| JEN SONG |
| TARYN STROOP |
| GRANT SUNDO |
## SCHEDULE

### THURSDAY JUNE 20, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>9:00AM</td>
<td>REGISTRATION / COFFEE &amp; BREAKFAST SNACKS</td>
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<tr>
<td>9:30AM</td>
<td>PROLOGUE - PRE-SUMMIT INSTITUTE</td>
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<tr>
<td></td>
<td>OA Place It Workshop</td>
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<td></td>
<td>OB Government Perspectives on Sustaining and Funding Creative Placemaking</td>
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<td></td>
<td>OC The Art of Communication and Documentation for Creative Placemakers</td>
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<td></td>
<td>OD Creative Placemaking Values in Practice</td>
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<tr>
<td>11:30AM</td>
<td>REGISTRATION / LIGHT SNACKS</td>
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<tr>
<td>12:00PM</td>
<td>OPENING PLENARY - CREATIVE PLACEMAKING AND CULTURAL EQUITY AND INCLUSION</td>
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<tr>
<td>1:30PM</td>
<td>CHAPTER 1 - KEEPING PLACES (BREAKOUT 1)</td>
</tr>
<tr>
<td></td>
<td>1A Finding Common Ground: PlaceKeeping, PlaceMarking, PlaceMaking through Arts and Cultures</td>
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<tr>
<td></td>
<td>1B Mindful Placekeeping on Indigenous Land (Repeated)</td>
</tr>
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<td></td>
<td>1C Using Data Science in Cultural Asset Mapping (Repeated)</td>
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<td></td>
<td>1D Perpetuating and Celebrating the Art of the Makah Tribe</td>
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<tr>
<td>3:00PM</td>
<td>BREAK</td>
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<tr>
<td>3:30PM</td>
<td>CHAPTER 1 CONTINUED - KEEPING PLACES (BREAKOUT 2)</td>
</tr>
<tr>
<td></td>
<td>2A Collaborative Design and Development in Los Angeles</td>
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<tr>
<td></td>
<td>2B Mindful Placekeeping on Indigenous Land (Repeated)</td>
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<td></td>
<td>2C Using Data Science in Cultural Asset Mapping (Repeated)</td>
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<tr>
<td></td>
<td>2D Discovering Authenticity in Rural Communities</td>
</tr>
<tr>
<td>5:15PM</td>
<td>CLOSING PLENARY - RECLAIMING BLACK LA WITH DESTINATION CRENSHAW</td>
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### FRIDAY JUNE 21, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30AM</td>
<td>REGISTRATION / COFFEE &amp; BREAKFAST SNACKS</td>
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<tr>
<td>9:00AM</td>
<td>OPENING PLENARY - AMPLIFYING MARGINALIZED VOICES AT LEVITT PAVILLION LOS ANGELES</td>
</tr>
<tr>
<td>10:15AM</td>
<td>CHAPTER 2 - WEATHERING STORMS (BREAKOUT 3)</td>
</tr>
<tr>
<td></td>
<td>3A A New Vision for Community Empowerment</td>
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<td></td>
<td>3B Artists at the Forefront of Anti-displacement</td>
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<td></td>
<td>3C Art as a Communication Tool in Planning for Climate Change</td>
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<tr>
<td></td>
<td>3D Combating Gentrification and Displacement Through Cultural Districts</td>
</tr>
<tr>
<td>11:45AM</td>
<td>LUNCH</td>
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<tr>
<td>1:00PM</td>
<td>CHAPTER 3 - SUPPORTING MOVEMENT (BREAKOUT 4)</td>
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<td></td>
<td>4A Mapping Culture to Initiate Change</td>
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<td></td>
<td>4B Re-thinking Infrastructure</td>
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<td></td>
<td>4C The Ancient Art of Indigenous Creative Placemaking (Repeated)</td>
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<tr>
<td></td>
<td>4D Fit to Scale: Right-sized Community Engagement in Mobility Projects (Repeated)</td>
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<tr>
<td>2:30PM</td>
<td>BREAK</td>
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<tr>
<td>3:00PM</td>
<td>CHAPTER 4 - LIFTING VOICES (BREAKOUT 5)</td>
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<td></td>
<td>5A In Support of Creative Placemaking: A Funder’s Perspective</td>
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<td></td>
<td>5B Art and Design in Equitable Community Solutions</td>
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<tr>
<td></td>
<td>5C The Ancient Art of Indigenous Creative Placemaking (Repeated)</td>
</tr>
<tr>
<td></td>
<td>5D Fit to Scale: Right-sized Community Engagement in Mobility Projects (Repeated)</td>
</tr>
<tr>
<td>4:45PM</td>
<td>CLOSING PLENARY - AT THE NEXUS OF ARTS AND HEALTH: ACTIVATING COMMUNITY STORYTELLING TO ENVISION WELL-BEING</td>
</tr>
<tr>
<td>7:00PM</td>
<td>RECEPTION &amp; CONCERT AT LEVITT PAVILION LOS ANGELES</td>
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### SATURDAY JUNE 22, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00AM</td>
<td>REGISTRATION / COFFEE &amp; BREAKFAST SNACKS</td>
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<tr>
<td>9:30AM</td>
<td>CHAPTER 5 - COMMUNITY DAY (BREAKOUT 6)</td>
</tr>
<tr>
<td></td>
<td>6A Telling the Story of a Community (2 hours, In-house)</td>
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<td>6B Place-based Experiments in Cultural Equity (2 hours, In-house)</td>
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<td></td>
<td>6C Playful Engagement Strategies that Build Community Power (2 hours, In-house)</td>
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<td></td>
<td>6D Engaging Youth in Designing Their Public Spaces (2 hours, In-house)</td>
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<tr>
<td></td>
<td>6E Leimert Park: A Study in Neighborhood Change (3 hours, Field Workshop) *</td>
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<td></td>
<td>6F Saving Little Tokyo: Creative Placekeeping in LA’s Japantown (3 hours, Field Workshop) *</td>
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<td>6G Placekeeping on Skid Row with the L.A. Poverty Department (3 hours, Field Workshop) *</td>
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<td></td>
<td>6H Cultural Anchors and Evolving Neighborhoods (3 hours, Field Workshop) *</td>
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<tr>
<td>11:30AM</td>
<td>IN-HOUSE SESSIONS END (6A, 6B, 6C,6D)</td>
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<tr>
<td>12:30PM</td>
<td>FIELD WORKSHOPS END (6E, 6F, 6G,6H)</td>
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</tbody>
</table>

*PRE-REGISTRATION IS REQUIRED FOR ALL FIELD WORKSHOPS. PLEASE SIGN UP AT CPCCOMMUNITIES.ORG/PACIFIC*
WHERE DO I GO? / APP DOWNLOAD
Please reference the Guidebook App with room assignments and schedule of the three-day summit.

Download the “Guidebook” app and search for “CPL Summit Pacific.”

AICP CERTIFICATION MAINTENANCE CREDITS
All seminars, workshops, peer exchanges, and field workshops have been submitted for AICP Certification Maintenance credits. Each hour of instruction (or share thereof) equals 1 CM credit.

CRAVING MORE CREATIVE PLACEMAKING?
Check out our website for more photos, videos, past programs, and more at cpcommunities.org/summit

WANT TO LEARN MORE ABOUT THE INSTRUCTORS?
Bios, headshots, and more can be found on the Guidebook App.

SUMMIT VENUE INFORMATION
The L.A. Grand Hotel Downtown
333 S Figueroa St
Los Angeles, CA 90071

FOLLOW US!
facebook
twitter
instagram
@cpcommunities
#cplsummit

QUESTIONS?
Content/Registration: Thomas Young
Creative Director | NCCP
thomas@cpcommunities.org
973-763-6352 x2

Logistics: Stephanie Kaufman
Managing Director | Looking Glass Creative
stephanie@lookingglasscreative.net
650-923-4415

REFERENCE GUIDE
#cplsummit
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 three-day summit?

SEMINARS
Designed for people with all levels of experience in the field. Seminars showcase the voices of leaders working in creative placemaking. This presentation/discussion format addresses the “what” of the field.

WORKSHOPS
Geared towards those who are currently working on creative placemaking projects, these “how-to” workshops will teach skills to address difficult challenges in your community.

PEER EXCHANGES
These are designed for those with more experience in the field, as they open up the dialogue to the participants in the room. Peer exchanges get at the “why” of creative placemaking with these rich conversations.

FIELD WORKSHOPS
Put on your walking shoes and journey into the communities around the Summit’s venue to engage in real projects. These workshops are limited, and pre-registration is required.

In order to focus our topics of the 2019 Pacific CPL Summit, the three-day program has been divided into a series of “chapters,” which center around various facets of the major theme:

SHIFTING TIDES
The future of the Pacific region is shaped by a booming economy, shifting demographics, and climate change. How can creative placemaking play a role in shaping this future to ensure equitable, inclusive, sustainable communities while giving voice and ownership to the people who live there?

PROLOGUE
PRE-SUMMIT INSTITUTE
This series of three breakout sessions contain extended workshops, focusing participants on fundraising, values, storytelling, and more with respect to creative placemaking.

CHAPTER 1
KEEPING PLACES
Neighborhoods increasingly grapple with how much agency people have in their community. How can creative placemaking embrace the people and cultural assets already in a place while welcoming newcomers, and on the flip side, how could creative placemaking potentially contribute to displacement or cultural erasure?

CHAPTER 2
WEATHERING STORMS
Our climate is rapidly changing, generating more frequent and severe storms, droughts, and fires. How can the Pacific region leverage creative placemaking to strengthen social bonds, making communities more resilient during times of crisis through creative approaches to disaster relief, sustainability, and regeneration?

CHAPTER 3
SUPPORTING MOVEMENT
Coastal regions are places of movement across international borders, across socioeconomic silos, and throughout the built environment. How can creative placemaking address issues related to immigration, class mobility, and public transit?

CHAPTER 4
LIFTING VOICES
Communities here are home to people of all beliefs, ethnicities, and socioeconomic backgrounds with extreme disparities in opportunity. How can creative placemaking amplify all voices by fostering equity, diversity, and inclusion?

CHAPTER 5
COMMUNITY DAY
Our final chapter provides an opportunity to apply the knowledge gained from the Summit. We invite local community members in and bring the Summit leaders out into the world to work toward real impact in real time.
**PROLOGUE | PRE-SUMMIT INSTITUTE**

**PLACE IT WORKSHOP**

**Thursday | 9:30am - 11:30am**

James Rojas | Place It

Place It uses art-making with objects as an innovative community engagement and visioning urban planning tool to help individuals and communities uplift their stories and encourage self-determination. Using objects helps participants articulate their connection to landscapes, and transform their ideas, emotions, and experience in the tangible and negotiable urban planning outcomes through the one hour workshop. This approach removes barriers to planning and integrates planning into the everyday social, and civic life of residents.

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**GOVERNMENT PERSPECTIVES ON SUSTAINING AND FUNDING CREATIVE PLACEMAKING**

**Thursday | 9:30am - 11:30am**

Anji Gaspar-Milanovic | Los Angeles County Arts Commission
Rebecca Ehemann | City of East Hollywood
Joe Smoek | Dept of Cultural Affairs, City of Los Angeles

How is creative placemaking work funded and sustained in large, diverse regions that cover both urban and rural areas and communities? Hear from representatives from the City of West Hollywood’s Economic Development Department/Arts Division, the City of Los Angeles Department of Cultural Affairs and the Los Angeles County Arts Commission about approaches to and opportunities for funding the work in a vast region. Each agency’s approach to funding how arts and cultural strategies will be discussed, along with case studies of innovative recent projects. Local, regional, statewide, and national resources will also be shared with participants.

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**THE ART OF COMMUNICATION AND DOCUMENTATION FOR CREATIVE PLACEMAKERS**

**Thursday | 9:30am - 11:30am**

Pauline Kamayama | Los Angeles County Arts Commission

Telling the story of a creative placemaking project can be challenging. Not only are these efforts complex, but different audiences require telling the story in different ways. In this hands-on workshop, we start by looking at one community’s creative placemaking project and explore the types, methods, and platforms for storytelling; how they built a case for creative placemaking using communications strategies and platforms to engage various stakeholders, documented the story of the work in process and products, and shared the story with the community through various media. Then, we’ll consider your own communities and stories, so you can leave inspired with new ways to share with different audiences.

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**CREATIVE PLACEMAKING VALUES IN PRACTICE**

**Thursday | 9:30am - 11:30am**

Margy Waller | CP Partners (ArtPlace, Kresge, NEA, ASU)

Participate in an interactive session led by Margy Waller, of Creative Placemaking Partners, to help create a shared definition and principles of creative placemaking. What are the values and goals of creative placemaking? How do we talk about them to others? Together we’ll review a draft statement articulating these ideas and test a new document designed to strengthen the work of all creative placemaking partners.

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**OPENING PLENARY – CREATIVE PLACEMAKING AND CULTURAL EQUITY AND INCLUSION**

**Thursday | 12:00pm - 1:15pm**

Kristin Sakada & Pauline Kamiyama | Los Angeles County Arts Commission
Isabelle Lutterodt | Los Angeles Municipal Art Gallery and Barnsdall Art Park
Jean Armbuster | Los Angeles County Department of Public Health

In a region of over 10 million people, 4,000 square miles, 88 cities, 140 unincorporated areas and over 200 languages spoken, how does Los Angeles County approach creative placemaking work and cultural equity and inclusion? Innovative creative placemaking projects will be discussed, including the Creative Strategist Artist-in-Residence (AIR) Program, embedding artists in a County department to develop, strategize, and implement artist-driven solutions to real life problems, the Vision Zero Traffic Safety Initiative to eliminate traffic related fatalities in the region by 2035 as well as some Place Chronicles, a series of creative placemaking projects set in five unincorporated communities in South Los Angeles County.

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**FINDING COMMON GROUND: PLACEKEEPING, PLACEMARKING, PLACEMAKING THROUGH ARTS AND CULTURES**

**Thursday | 1:30pm - 3:00pm**

Emily Laskin (Moderator) | Art Center College of Design
Annie Calkins | Juneau Arts and Humanities Council
Franco Imperial & Wisa Uemura | San Jose Taiko

How do two distinct, distant communities use the arts and their legendary cultural traditions to make a place in the local community, the state, and the world? How do they use and celebrate the arts articulate cultural values and support community development? By sharing case studies from the Juneau Arts and Culture Center in Juneau, Alaska, and the San Jose Taiko in San Jose, California, fascinating similarities and differences emerged, as each group worked to make a space/place for themselves. Discovery of common ground fueled strategies for sustainability and support. Participants will discuss their own similarities and differences with San Jose and Juneau as the whole group unearths common ground that may feed the artistic landscapes of other communities across the West.

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**MINDFUL PLACEKEEPING ON INDIGENOUS LAND (REPEATED)**

**Thursday | 1:30pm - 3:00pm**

Michael Jon Garcés, Larissa FastHorse, & Peter Howard | Cornerstone Theater

Learn how to integrate the traditions and values of diverse indigenous communities into community-engaged artistic practice from Cornerstone Theater’s artistic director Michael Jon Garcés and playwright Larissa FastHorse. Participants will receive hands-on training in Cornerstone’s newly-evolved methodology while learning how the company developed and refined its process by working with Native American communities on indigenous land to create its current touring project, “Native Nation.”
Collaborative Design and Development in Los Angeles

Thursday | 3:30pm - 5:00pm
Emma Howard | LA Council District 4
Other Panelists TBA

What benefits can a creative placemaking process offer to citizens, neighborhood councils, and other stakeholders in asserting community control and input over constant development projects? Join a planner for an LA councilmember in discussing how she is involving multiple stakeholders at key points in the development cycle.

Perpetuating and Celebrating the Art of the Makah Tribe

Thursday | 1:30pm - 3:00pm
Crystal Hottowe | Makah Tribe

Hear the story of the design and making of a venue that celebrates and perpetuates the art of the Makah Tribe in the northwest tip of the contiguous United States. The name of the venue is the Makah word for Beach House, “Be.Is” (pronounced Buh-is), Master artists and apprentices built the structure in the style of a traditional Makah longhouse and incorporated tribal art at every turn, so that the structure not only houses the art, but IS the art. Learn how volunteers helped make the project a true community effort.

Break

Thursday | 3:00pm - 3:30pm
Use this opportunity to meet someone new, visit our exhibit tables, or decompress.

Using Data Science in Cultural Asset Mapping (Repeate)

Thursday | 1:30pm - 3:00pm
Jeny Amaya | 18th Street Arts Center
Betty Marin | ACTA
Annette Kim | University of Southern California

Learn how to combine data and visual storytelling to create equitable asset maps. Representatives from the 18th Street Arts Center, the ACTA, and the Spatial Analysis Lab at University of Southern California will use the Culture Mapping 90404 project as a case study. Explore how artists and activists can collaborate with academic institutions to develop quality plans. Presenters will share a full digital tool kit with participants.

Mindful Placekeeping on Indigenous Land (Repeate)

Thursday | 3:30pm - 5:00pm
Michael Jon Garcés, Larissa FastHorse, & Peter Howard | Cornerstone Theater

Learn to integrate the traditions and values of diverse indigenous communities into community-engaged artistic practice from Cornerstone Theater’s artistic director Michael Jon Garcés and playwright Larissa FastHorse. Participants will receive hands-on training in Cornerstone’s newly evolved methodology while learning how the company developed and refined its process by working with Native American communities on indigenous land to create its current touring project, “Native Nation.”

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Discovering Authenticity in Rural Communities

Thursday | 3:30pm - 5:00pm
Annette Roth | Washington State Arts Commission

Learn techniques for bringing together diverse stakeholders to address changes and challenges in rural communities. Explore strategies to begin those conversations to get everyone aligned toward a common vision. The goal is to create coalitions of artists, civic leaders, and community members to identify arts, cultural activities, and values that make each community unique.

Closing Plenary - Reclaiming Black LA with Destination Crenshaw

Thursday | 5:15pm - 6:15pm
Join us for a conversation with Joanne Kim, Senior Advisor to Councilmember Marqueece Harris-Dawson, who conceived Destination Crenshaw: a 1.3-mile-long outdoor art and culture experience celebrating Black Los Angeles. This community-driven creative placemaking project was conceived as a response to Metro’s decision to put a section of the new rail line at ground level instead of underground. Learn how LA’s iconic Crenshaw Boulevard will become a canvas and anchor for community gathering spaces, pocket parks, streetscape improvements, and hundreds of locations for public art. Built for, by, and in honor of Black L.A., Destination Crenshaw will celebrate the historical and contemporary contributions of Black L.A. and the Crenshaw community—the largest black community west of the Mississippi River.
CHAPTER 2 | WEATHERING STORMS

OPENING PLENARY - AMPLIFYING MARGINALIZED VOICES AT LEVITT PAVILION LOS ANGELES

Friday | 9:00am-10:00am
Sharon Yazowski | The Mortimer & Mimi Levitt Foundation
Carla Contreras Cabrera & Oliver Delgado | Levitt Pavilion Los Angeles
Matthew Himes & Allegra Padilla | Levitt Pavilion Los Angeles

A deep dive on creative placemaking in one of the country’s most densely populated and poorest Latino immigrant enclaves. Levitt Pavilion in LA’s MacArthur Park presents 50 free outdoor concerts each summer and is a neighborhood cultural gem and citywide destination. Learn how an inclusive approach to programming is amplifying marginalized voices, and explore how identifying community dynamics to build trust and inspire engagement with vulnerable populations can effectively break perceived and actual barriers to participation.

LUNCH

Friday | 11:45am-1:00pm
Time to eat! Use this opportunity to refuel, meet someone new, visit our exhibit tables, or decompress.

ARTISTS AT THE FOREFRONT OF ANTI-DISPLACEMENT

Friday | 10:15am - 11:45am
Hanmin Liu & Jennifer Mei | Wildflowers Institute

Explore why resident artists are a vital force and a counterbalance to gentrification. Instructors will share their experiences in the Tenderloin District in the past five years. They uncovered a critical mass of local artists who live and/or work there. Many have survived adversity with uncanny insights into resiliency. They know how best to communicate this understanding to others. At the session, staff will describe how they came to these realizations and offer an alternative approach to local development. The session will start and end with open discussions on how to shift the balance of power in the crucible of the community.

COMBATTING GENTRIFICATION AND DISPLACEMENT THROUGH CULTURAL DISTRICTS

Friday | 10:15am - 11:45am
David Plettner-Saunders | The Cultural Planning Group
Kristin Fukushima | Little Tokyo Community Council
Rachel Lastimosa | SOMA Pilipinas

Learn from the stories of cultural districts of Little Tokyo in downtown Los Angeles and SOMA Pilipinas in San Francisco. Both districts have been placekeeping and placemaking for more than a century, and their hard-won experience contains lessons on combating gentrification and displacement. Their stories provide an essential toolkit of strategies to prevent unwanted development and to proactively shape positive development and decision-making. Expect to share stories of challenges and triumphs from your own communities in this peer exchange.

ART AS A COMMUNICATION TOOL IN PLANNING FOR CLIMATE CHANGE

Friday | 10:15am - 11:45am
Johanna Hoffman | Shiftworks

When people see what climate change means for their lives, families and communities, they’re more motivated to take action. Learn science-backed methods for using multi-sensory experiences to engage people in understanding the ramifications of climate data. Gain an overview of creative climate change planning and a more focused exploration of Climate Stories, a multi-sensory installation that imagines the world 50 years from now.

BUILDING HEALTHY COMMUNITIES

Making neighborhoods safer, schools better, and healthcare coverage accessible so all children and families can live healthy, safe, and productive lives.
CHAPTER 3 | SUPPORTING MOVEMENT

4A MAPPING CULTURE TO INITIATE CHANGE
Friday | 1:00pm - 2:30pm
Amy Kitchener & Quetzal Flores | Alliance for CA Traditional Arts
Scott Oshima | Japanese American Cultural & Community Center
Umi Hsu | Department of Cultural Affairs, City of Los Angeles

Some of the most important aspects of human culture are contained in the intangible aspects of cultural practices and knowledge systems. Cultural asset mapping is one way to transform the often intangible and invisible into a medium that can broadly be applied to arts and cultural planning, policy and community development. This session shares distinctive approaches, learnings, and outcomes from three innovative Los Angeles initiatives.

4B RE-THINKING INFRASTRUCTURE
Friday | 1:00pm - 2:30pm
Michael Ogilvie | City of San José
Felicia Filer | City of Los Angeles

Transportation infrastructure can present psychologically daunting spaces for pedestrians to traverse. These spaces can also be a detriment to a neighborhood from an economic and sociological standpoint. The City of San José and the City of Los Angeles have developed unique and innovative approaches that remediate such spaces with arts and culture. Learn how arts and culture can activate inactive zones, heighten environmental awareness, and create new platforms for placemaking activities.

4C THE ANCIENT ART OF INDIGENOUS CREATIVE PLACEMAKING (REPEATED)
Friday | 1:00pm - 2:30pm
Queen Muhammad Ali & Hakeem Khaliq | Manuia Samoa

Creative placemaking has been a part of indigenous cultures for centuries. Community development and planning has always been centered around the arts and culture that exist within our communities. Learn how you can apply creative placemaking to benefit indigenous communities by going back to their roots. Engage in a focused discussion with indigenous artists on connecting place with indigenous culture through art and community development. Discuss broad concepts and the group-focused ideas needed to make things happen.

4D FIT TO SCALE: RIGHT-SIZED COMMUNITY ENGAGEMENT IN MOBILITY PROJECTS (REPEATED)
Friday | 1:00pm - 2:30pm
Lauren Elachi, Ross Hansen, Naria Kiani, & Paola Mendez | Kounkuey Design Initiative

Learn why community engagement strategies - particularly for mobility-based projects - should be tailored to the scale of the project. Explore the different considerations, contexts, and constraints that are common when applying creative placemaking solutions at the site level, the city level, and the regional level. The goals of this session are to help participants navigate the different considerations, contexts, and constraints that are common when scaling up creative placemaking solutions, and provide techniques and best practices that can apply to the communities that they call home.

BREAK
Friday | 2:30pm-3:00pm
Use this opportunity to meet someone new, visit our exhibit tables, or decompress.

THANK YOU, NEA!
The creative placemaking leadership summits are made possible in part through the support of the National Endowment for the Arts.

RURAL IS THE NEXT PLACE TO PIONEER.
It’s time to invest in the future of rural America with creative placemaking.

Workforce + Child Care + Nightlife + Housing + Cultural Amenities + Recreation + Restaurants + Marketing + Makerspaces + Public Art + Education = Placemaking

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CHAPTER 4 | LIFTING VOICES

5A

IN SUPPORT OF CREATIVE PLACEMAKING: A FUNDER’S PERSPECTIVE

Friday | 3:00pm - 4:30pm
Sharon Yazowski | The Mortimer & Mimi Levitt Foundation
Patti Diou | Levitt Pavilion Arlington
Gina Lopez Hill | Brewery Arts Center; Levitt AMP Carson City

For more than 15 years, the Levitt Foundation has empowered communities to come together through free, live music to transform underused public spaces into thriving destinations open to all. As a grantmaker, the foundation holds a unique position with its hands-on approach—providing grantees and city leaders with robust toolkits, resources, and program guidance in addition to financial support to help realize the full potential of its creative placemaking programs. In this session, learn how this hands-on approach has opened doors to cross-sector public/private partnerships in communities across the country, from rural towns to large metro regions. How does this approach inspire transparency on both sides to build trust and strengthen the funder/grantee relationship? How have the Levitt Foundation’s funding priorities evolved through close relationships with grantees and cities? Explore hands-on funding models to deepen impact.

5B

ART AND DESIGN IN EQUITABLE COMMUNITY SOLUTIONS

Friday | 3:00pm - 4:30pm
Julie Becker | Anchorage Museum
Bodil Kjelstrup | Northern Norway Art Museum

Peers from across the sector will come together for an exchange of ideas, experiences, and practices for conversation with creative practitioners. Explore how creative placemaking can redefine traditional ideas of public art and explore the role of art and design in equitable community solutions. Instructors will use the Anchorage Museum’s SEED Lab as a prototype and examine opportunities to pair the creative sector with community change agents and cross-sector teams for aspirational, tangible, and empowering prototypes and visions for the future.

5C

THE ANCIENT ART OF INDIGENOUS CREATIVE PLACEMAKING (REPEATED)

Friday | 3:00pm - 4:30pm
Queen Muhammad Ali & Hakeem Khaliq | Manuia Samoa

Creative placemaking has been a part of indigenous cultures for centuries. Community development and planning has always been centered around the arts and culture that exist within our communities. Learn how you can apply creative placemaking to benefit indigenous communities by going back to their roots. Engage in a focused discussion with indigenous artists on connecting place with indigenous culture through art and community development. Discuss broad concepts and the group-focused ideas needed to make things happen.

5D

FIT TO SCALE: RIGHT-SIZED COMMUNITY ENGAGEMENT IN MOBILITY PROJECTS (REPEATED)

Friday | 3:00pm - 4:30pm
Lauren Elachi, Ross Hansen, Naria Kiani, & Paola Mendez | Kounkuey Design Initiative

Learn why community engagement strategies—particularly for mobility-based projects—should be tailored to the scale of the project. Explore the different considerations, contexts, and constraints that are common when applying creative placemaking solutions at the site level, the city level, and the regional level. The goals of this session are to help participants navigate the different considerations, contexts, and constraints that are common when scaling up creative placemaking solutions, and provide techniques and best practices that can apply to the communities that they call home.

CLOSING PLENARY - AT THE NEXUS OF ARTS AND HEALTH: ACTIVATING COMMUNITY STORYTELLING TO ENVISION WELLBEING

Friday | 4:45pm - 5:30pm
Raymond Diaz | Community Health Councils
Beth Peterson | LA Commons
Liliana Orta | The LA Trust
Amani Holbert | Artist

Healthy Kids Zone, a concept designed by Community Health Councils, brings community members within a ½ mile radius of South LA’s John C. Fremont High School to work collaboratively with organizations to identify community challenges and health-promoting policy solutions. Key to the success of the project is LA Commons’ Neighborhood Story Connection program, led by local artists and youth, with the aim of activating students and residents by gathering their stories and transforming them into works of art destined for sites throughout the neighborhood that reflect the commonly shared vision of better health for everyone.

RECEPTION & CONCERT AT LEVITT PAVILION LOS ANGELES

Friday | 7:00pm - 9:00pm

Join us at Levitt Pavilion Los Angeles for an outdoor concert, featuring The Slackers, a ska, reggae, and rock band. Experience sonically-charged creative placemaking in action in one of LA’s most diverse neighborhoods, while enjoying dinner al fresco in MacArthur Park! Shuttles to/from music venue will be provided. Private food set-up for our group available behind the venue.
CHAPTER 5 | COMMUNITY DAY

NOTE ABOUT COMMUNITY DAY

We offer four In-house Workshops/Peer Exchanges and four Field Workshops. Each participant may attend one of the following eight options.
Registration includes travel (if any) and a light breakfast.
Pre-registration is required for Field Workshops only (seating is limited).
Pre-registration is available at cpcommunities.org/pacific.

IN-HOUSE WORKSHOPS AND PEER EXCHANGES (2 HOURS)

TELLING THE STORY OF A COMMUNITY

Saturday | 9:30am - 11:30am
Sophie Constantinou, Tamara Walker, & Meseka Garcia | Citizen Film Inc
Community-based storytelling can help residents threatened by gentrification and displacement shape a vision for their neighborhood and guard against cultural erasure. But what does it look like when artists and creative placemakers use public art, film, murals, and other media to engage residents in storytelling? And how, and where can this kind of storytelling have an impact? Citizen Film will address these questions using examples from their community storytelling initiative to remake a public park in San Francisco. Instructors will screen short films produced mostly by low-income residents and lead a discussion on lessons learned from the films. Topics will include partnering with trusted community-based organizations to identify stories and engage audiences; maximizing inclusivity through an iterative storytelling cycle; balancing professional storytelling expertise with community vision; and telling stories that support local entrepreneurship and job creation.

PLACE-BASED EXPERIMENTS IN CULTURAL EQUITY

Saturday | 9:30am - 11:30am
Demone Carter | School of Arts and Culture at MHP
Adam Fong | William and Flora Hewlett Foundation
Instructors will present cases of lower-income, ethnically diverse communities around the country that are experiencing displacement, cultural erasure, and gentrification. Panelists will then offer both a hyper-local and regional perspective that offers potential interventions that the school has implemented in its own neighborhood — an innovative cache of place-based and programmatic arts interventions that it implements at the Mexican Heritage Plaza. They will also talk about the importance of authentic placemaking in communities like Mayfair and how summit-goers can use their roles to tackle pressing issues in their own communities.

PLAYFUL ENGAGEMENT STRATEGIES THAT BUILD COMMUNITY POWER

Saturday | 9:30am - 11:30am
Richard Aviles | University of Southern California
Daniel Klein, EcoDistricts AP | evolve environment :: architecture
The economic, social, and environmental challenges that our communities face today can feel impossible to address when some types of power are out of reach. We'll explore the dynamics of power, and explain how building community capacity is crucial for elevating community power. We will also learn how to adapt mapping exercises, simulations, games, toolkits, and collaborations for impactful placemaking and find out how to use the power of play.

ENGAGING YOUTH IN DESIGNING THEIR PUBLIC SPACES

Saturday | 9:30am - 11:30am
Ilisa Goldman | Rooted In Place Landscape Architecture and Consulting
Learn tips for working directly with youth in underserved communities on designing outdoor spaces for children. Learn how cross-sector collaboration can transform neglected spaces into thriving gathering places, gain insight into the methodology used to engage communities and their youth, and examine strategies for building community strength and capacity. Explore different techniques and participate in discussions about which ones might be the right fit for your community. The instructor specializes in creating neighborhood public spaces and dynamic outdoor learning environments in San Diego.

THANK YOU, EFA!

Thank you to The Educational Foundation of America for its support of the 2019 Creative Placemaking Leadership Summits. The EFA was established in 1959 to preserve the lifelong altruistic commitment of its founders, Richard Prentice Ettinger and his wife, Elsie P. Ettinger.
Today, descendants of the founders in generations three and four lead the Foundation. Together, they direct efforts to fund nonprofits working on efforts related to creative placemaking, climate, democracy, and reproductive health and justice. Much of their work is focused in the Appalachian region, as well as the South and the Pacific Northwest. Outside of this work, the Foundation makes modest discretionary grants by invitation only.
Visit theefa.org for more!
CHAPTER 5 | COMMUNITY DAY (CONTINUED)

Pre-registration is required for Field Workshops only (seating is limited). Pre-registration is available at cpcommunities.org/pacific.

FIELD WORKSHOPS (3 HOURS, INCLUDES TRAVEL)

6E
LEIMERT PARK: A STUDY IN NEIGHBORHOOD CHANGE
Saturday | 9:30am - 12:30pm
Karen Mack | LA Commons
Take a walk through Leimert Park in one of Los Angeles’ most vibrant cultural districts. Learn about work happening to preserve its distinct character as it anticipates the threat of gentrification and displacement. Pressures include plans to build new Metro stations along a main artery through the area as well as a city-wide lack of affordable housing. The mostly African-American neighborhood has coalesced to develop a dynamic response to preserve the unique role of the park. Deepen your knowledge of strategies to preserve diverse neighborhoods by discussing challenges and opportunities as you go.

6F
SAVING LITTLE TOKYO: CREATIVE PLACEKEEPING IN LA’S JAPANTOWN
Saturday | 9:30am - 12:30pm
Scott Oshima | Japanese American Cultural Community Center  
traci kato-kiriyama | LTSC +LAB Artist in Residence
Little Tokyo is one of three remaining historic Japantowns left in the nation, and it is fighting for its future. Sustainable Little Tokyo and Little Tokyo Service Center invite you to “take off your shoes” and meet Little Tokyo community organizers on-site in their historic neighborhood. This interactive session explores arts-based strategies and arts organizing in the #MyFSN campaign, a community-driven campaign for control of the First Street North block. This interactive session includes a historical tour of Little Tokyo; a presentation of arts-based strategies; an art workshop with LTSC +LAB Artist-in-Residence traci kato-kiriyama; and a group discussion to learn from shared experiences, struggles, and successes in creative placekeeping.

6G
PLACEKEEPING ON SKID ROW WITH THE L.A. POVERTY DEPARTMENT
Saturday | 9:30am - 12:30pm
John Malpede & Henriette Brouwers | LA Poverty Department
Founded in 1985, Los Angeles Poverty Department was the first performance group in the nation made up principally of un-housed and formerly un-housed people. Through performances, exhibitions, and programs such as the Festival for All Skid Row Artists and Walk the Talk parade, LAPD has worked to increase the visibility of the Skid Row neighborhood and its residents’ concerns. Visit the Skid Row History Museum and Archive for a presentation and interactive discussion about the company’s work and evolving best practices for working with homeless populations.

CULTURAL ANCHORS AND EVOLVING NEIGHBORHOODS

Saturday | 9:30am - 12:30pm
Betty Avila | Self Help Graphics
As rapid development takes over the City of Los Angeles and all major urban centers in the United States, how do anchor cultural organizations stay sustainably rooted to continue to serve the community members who need spaces and programming that represents them now more than ever? Learn about how Self Help Graphics & Art, a 46-year legacy organization in Los Angeles’ historically Latino eastside neighborhood, has approached this question in a time when some claim art has become synonymous with gentrification.

THANK YOU, CULTURAL PLANNING GROUP!

CPG has developed cultural plans in diverse communities, ranging from rural towns, such as Los Alamos and Santa Cruz, to major metropolitan regions, such as Houston, Boston, and Washington, DC. Their practice is grounded in the real-world experience of deep community engagement—a hallmark of our work—and a deep knowledge of the local arts agency. While there are commonalities among cultural plans, each community poses its own vision, politics, aspirations, history, and potential. CPG embraces the work of identifying what each community seeks to become and creating the best plan to achieve their goals.

Visit culturalplanning.com for more!
Wallis Annenberg &
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National Consortium for
Creative Placemaking

on the occasion of the
2019 CPL Summit Pacific
Welcome to Los Angeles!

The Levitt Foundation empowers communities nationwide to transform underused public spaces into welcoming destinations through the power of free, live music. This year, 550+ free Levitt concerts are taking place in 26 towns and cities across the country, including Los Angeles. levitt.org

50 FREE CONCERTS! ¡CONCIERTOS GRATIS!
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This Summit was presented by

The National Consortium for Creative Placemaking

NCCP helps grow more sustainable, prosperous, equitable, inclusive, and resilient communities through creative placemaking.

We build connections, capacity, and communities within the creative placemaking field and influence the levers of power in communities.

Visit CPCCommunities.org for more about

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Engage in hands-on community building workshops for local impact.

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Gain free knowledge about the field from the comfort of your home.

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