

THE 2018 NATIONAL CPL SUMMIT

CREATIVE PLACEMAKING & CHANGE



**THE NATIONAL
CREATIVE PLACEMAKING
LEADERSHIP SUMMIT**

National Dialogue,
Local Impact

presented by

**THE NATIONAL CONSORTIUM FOR
CREATIVE PLACEMAKING**

and

ARTPLACE AMERICA

**COLLEGE PARK, MD
OCTOBER 5-7, 2018**

hosted by

THE UNIVERSITY OF MARYLAND
School of Architecture, Planning, and Preservation
and the National Center for Smart Growth



ARTPLACE



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WELCOME

FROM THE NATIONAL CONSORTIUM FOR CREATIVE PLACEMAKING

Dear colleague,

Thank you for joining us for the first National Creative Placemaking Leadership Summit. On behalf of ArtPlace America, The National Consortium for Creative Placemaking, the University of Maryland School of Architecture, Planning, and Preservation, and the National Center for Smart Growth, welcome. If you've participated in other Summits before, welcome back.

Over the next few days, we're exploring how creative placemaking can help address something that happens in every community: change. We can't control it, much less stop it. We can predict change only about as well as a meteorologist can predict the weather 10 years from today. And yet it discomforts so many in our communities, and we're all here because we want to help.

Let's learn together 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 that you can take back to your community – and that can help you influence the people you need to convince or persuade.

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 1000 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); Madison, New Jersey (Northeast Corridor); and Charleston, West Virginia (Appalachia).

In 2019, we will be in Albuquerque, New Mexico; Columbia, South Carolina; Los Angeles, California; Philadelphia, Pennsylvania; and Cincinnati, Ohio.

This program is made possible by the support and partnership of a number of organizations: The National Endowment for the Arts, Mortimer and Mimi Levitt Foundation, Metris Arts Consulting, the Educational Foundation of America, and more. It is co-produced by ArtPlace America, NCCP, and UMD School of Architecture, Planning, and Preservation.

Thank you again, and please enjoy the Creative Placemaking Leadership Summit! And when we host these in 2019, we hope to see you again!

Sincerely,

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

THE 2018 NATIONAL SUMMIT PRODUCTION TEAM

LEONARDO VAZQUEZ, AICP/PP | NCCP
ADAM ERICKSON | ArtPlace America
THOMAS YOUNG | NCCP
ANDREA ORLANDO | NCCP
RONIT EISENBACH | University of Maryland
STEPHANIE KAUFMAN | Looking Glass Creative

PAULA NASTA | University of Maryland
EMMAKYLEE RICE | Looking Glass Creative
SARAH WESTLAKE | ArtPlace America
MARIROSA GARCIA | ArtPlace America
RANJIT WALIA | Civic Eye Collaborative
NICK PIETRONIRO | Civic Eye Collaborative

THE 2018 NATIONAL SUMMIT PLANNING COMMITTEE

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SHANNON SMITH | Comm College of Baltimore City
DAVID STOCKS | Educational Foundation of America
LINDA WALKER | University of Maryland
PATRICIA WALSH | Americans for the Arts
VALERIE WOODALL | College Park Partnership

FRIDAY OCTOBER 5, 2018

10:00AM PRE-SUMMIT INSTITUTE (PRE-REGISTRATION REQUIRED)

- 0A Creative Placemaking 101
- 0B Leveraging the Tools of Creative Placemaking
- 0C Creative Placemaking Values in Practice

12:00PM REGISTRATION OPENS

1:00PM OPENING PLENARY: CREATIVE PLACEMAKING NOW

2:20PM CHAPTER 1 - LEADING CHANGE (BREAKOUT 1)

- 1A Cultivating Local Ecosystems for Creative Placemaking
- 1B Authentic Community Engagement in Creative Placemaking (repeated)
- 1C Creative Place-breaking: How Stories Can Dismantle Unjust Systems (repeated)
- 1D The State of the Creative Placemaking Field

4:00PM CHAPTER 1 - LEADING CHANGE (BREAKOUT 2)

- 1E Telling Your Story: Communicating Creative Placemaking
- 1B Authentic Community Engagement in Creative Placemaking (repeated)
- 1C Creative Place-breaking: How Stories Can Dismantle Unjust Systems (repeated)
- 1F Future Leaders: Teaching Creative Placemaking
- 1G Creative Placemaking: The Journey

5:30PM CLOSING PLENARY: LEADING CHANGE: A REGIONAL LOOK AT CREATIVE PLACEMAKING

7:00PM SOCIAL EVENT AT MILKBOY ARTHOUSE

SATURDAY OCTOBER 6, 2018

8:30AM REGISTRATION OPENS

9:00AM OPENING PLENARY: CIVIC PRACTICE: BUILDING SUCCESSFUL COLLABORATIONS

10:00AM CHAPTER 2 - A CHANGING ECOSYSTEM (BREAKOUT 3)

- 2A Anchoring Communities: Leveraging Public Policy, Land, and Investment to Center Cultural Equity
- 2B Developing Anti-Displacement Strategies through Organizing and the Arts (repeated)
- 2C ...and the Arts: The Significant Role of the Arts in the Economic Development of Your Community (repeated)
- 2D Leveraging the Experience Economy

11:40AM CHAPTER 2 - A CHANGING ECOSYSTEM (BREAKOUT 4)

- 2E Our Changing World: Creative Placemaking and Sustainability
- 2B Developing Anti-Displacement Strategies through Organizing and the Arts (repeated)
- 2C ...and the Arts: The Significant Role of the Arts in the Economic Development of Your Community (repeated)
- 2F ArtPlace Deep Dive: A New Paradigm for Public Safety

1:00PM LUNCH / NETWORKING

2:20PM CHAPTER 3 - CHANGE FROM WITHIN (BREAKOUT 5)

- 3A Creating Places, Activating Spaces
- 3B Citizens as Designers of Community (repeated)
- 3C Arts and Creativity as Change Agents in Reimagining the Future of America (repeated)
- 3D Indigenous Creative Placemaking

3:40PM CHAPTER 3 - CHANGE FROM WITHIN (BREAKOUT 6)

- 3E Creative Placemaking from the Community Up
- 3B Citizens as Designers of Community (repeated)
- 3C Arts and Creativity as Change Agents in Reimagining the Future of America (repeated)
- 3F Measuring Impact: Strategies for Evaluating Creative Placemaking
- 3G ArtPlace Deep Dive: Immigration and Belonging in a Divided America

5:00PM CLOSING PLENARY: INTERSECTIONS: CREATIVE PLACEMAKING & SUSTAINABILITY

6:00PM RECEPTION

SUNDAY OCTOBER 7, 2018

8:30AM REGISTRATION OPENS

9:00AM OPENING PLENARY: ARTS-BASED COMMUNITY LED TRANSFORMATION

10:00AM CHAPTER 4 - MAKING CHANGE (BREAKOUT 7; PRE-REGISTRATION REQUIRED)

- 4A Storytelling the Intersections of Our Identities (2 hour workshop; limit 30 people)
- 4B Designing Together: Community-centered Codesign (2 hour workshop)
- 4C Field Workshop: Washington, DC (3 hours, includes travel; limited capacity)
- 4D Field Workshop: Gateway Arts District (3 hours, includes travel; limited capacity)
- 4E Field Workshop: Silver Spring Arts & Entertainment District (3 hours, includes travel; limited capacity)

12:00PM CLOSING PLENARY: WHAT NEXT?

REFERENCE GUIDE

WHERE DO I GO?

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

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?

We're changing our website! Soon, cplsummit.org will redirect to NCCP's new and robust website CPCOMMUNITIES.ORG. Check there for more about photos, videos, forums, and more.

WANT TO LEARN MORE ABOUT THE INSTRUCTORS?

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

SUMMIT VENUE INFORMATION

The University of Maryland
School of Architecture, Planning, & Preservation
3835 Campus Drive
College Park, MD 20742
301-405-8000

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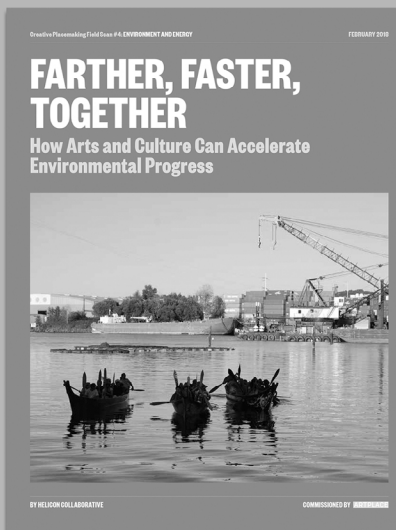
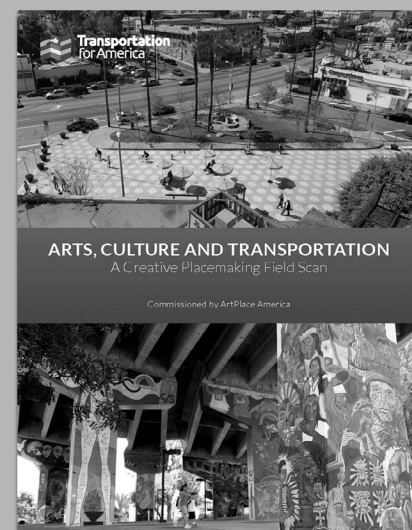
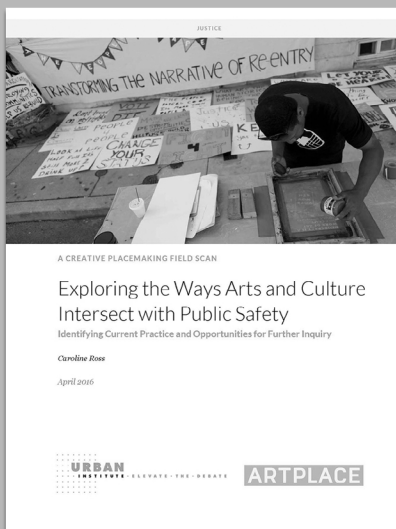
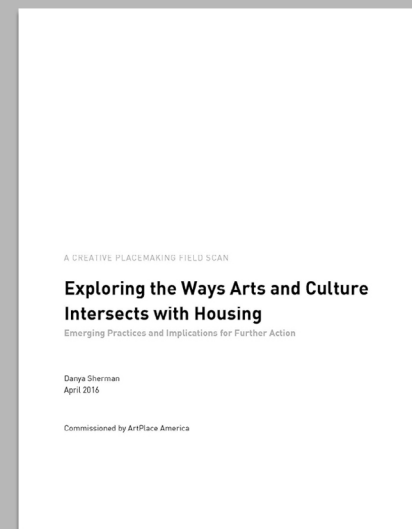
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HOW CAN THE ARTS HELP YOUR COMMUNITY?

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



ARTPLACEAMERICA.ORG

ARTPLACE

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 different 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" oriented 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 in real spaces. These workshops are limited and pre-registration is required.

In order to focus our topics of the National Summit, the three-day program has been divided into a series of "chapters," which center around various facets of the major theme: Creative Placemaking and Change.

PROLOGUE *PRE-SUMMIT INSTITUTE*

This series of three breakout sessions contain extended workshops, focusing participants on the "what," "how," and "why" of creative placemaking. Open to the public, pre-registration required.

CHAPTER 1 *LEADING CHANGE*

Our first chapter takes a look examples of leadership in the field of creative placemaking. It contains lessons learned from experienced voices along with upcoming leaders, who are just now breaking into the field.

CHAPTER 2 *A CHANGING ECOSYSTEM*

This chapter focuses on the world around us and how it has an effect on our communities. This includes not only the natural environment, but challenges with displacement and equity in a changing urban framework.

CHAPTER 3 *CHANGE FROM WITHIN*

How can the individual play a role in a changing community? This chapter showcases artists and community members as they play a role in building relationships, places, and stories around them.

CHAPTER 4 *MAKING CHANGE*

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.

01 CREATIVE PLACEMAKING 101

Friday | 10:00am - 11:45am | Pre-registration Required

Jason Schupbach | Arizona State University (Tempe, AZ)

Designed for those just getting introduced to the field of creative placemaking, this workshop: unpacks essential principles for Creative Placemaking practice, at its best; provides information about origins of the field and its current state; and offers interactive opportunities to examine how arts, culture and community engaged design can be used to help build communities from the inside out.

02 LEVERAGING THE TOOLS OF CREATIVE PLACEMAKING

Friday | 10:00am - 11:45am | Pre-registration Required

Patricia Walsh | Americans for the Arts (Washington, DC)

Leila Tamari | ArtPlace America (Brooklyn, NY)

Arts, culture, and community-engaged design can play a powerful role in creating equitable and sustainable communities when embedded in community planning and development strategies. It contributes to enhancing the vibrancy of a neighborhood, creating enduring and positive changes in spaces, weaving the cultural fabric of a community, and stimulating economic activity. Join Americans for the Arts, and ArtPlace America in this interactive and informative workshop to learn about creative placemaking resources that they have supported and created. Using the 10 Sectors 10 Solutions: Artists and Community Change Exhibition at the University of Maryland as a jumping off point, this session will discuss the intersection of equitable community planning and development and arts, culture and design strategies; share the tools that are available to support the work at this intersection; and discuss challenges participants are facing in their communities.

03 CREATIVE PLACEMAKING VALUES IN PRACTICE

Friday | 10:00am - 11:45am | Pre-registration Required

Margy Waller | Topos Partnership (Cincinnati, OH) - Moderator

Leonardo Vazquez, AICP/PP | NCCP (Union, NJ)

Sarah Calderon | ArtPlace America (Brooklyn, NY)

Maria Rosario Jackson | Arizona State University (Tempe, AZ)

Jennifer Hughes | The National Endowment for the Arts (Washington, DC)

What values should creative placemakers hold as they work to create more equitable, sustainable and healthy communities? What is considered good practice? Designed for more experienced individuals in the field, this interactive discussion will call upon the attendees to discuss creative placemaking values, embedding these values in their practices, and a code of ethics for the field.

OPENING PLENARY - CREATIVE PLACEMAKING NOW

Friday | 1:00pm - 2:20pm

Community development organizations are increasingly enlisting artists as allies in helping to achieve their missions more efficiently, more effectively, and for more of their neighbors. In this session, the presenters will share lessons learned from two national initiatives - ArtPlace America's Community Development Investments (CDI), and the Strong, Prosperous, And Resilient Communities Challenge (SPARCC) - that have enlisted artists as part of comprehensive approaches.



JAMIE BENNETT
ArtPlace America
Moderator



DOMINIQUE MILLER
Little Tokyo Service
Center



STEPHANIE GIDIGBI
National Resources
Defense Council



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Leadership Summit**



The Levitt Foundation empowers communities nationwide to transform unused public spaces into welcoming destinations through the power of free, live music. In 2018, free Levitt concerts have taken place in 26 communities across the country. Learn more at levitt.org.

1A



CULTIVATING LOCAL ECOSYSTEMS FOR CREATIVE PLACEMAKING

Friday | 2:20pm - 3:40pm

Katherine Bray-Simons | The National Endowment for the Arts (Washington, DC)
Jun-li Wang | Springboard for the Arts (Saint Paul, MN)
Omar Hakeem | [bc] WORKSHOP (Washington, DC)
Stephen Sugg | Housing Assistance Council (Washington, DC)
Joseph Kunkel | Sustainable Native Communities Collaborative (Santa Fe, NM)

Through the Our Town Knowledge Building program, NEA has funded projects designed to build creative placemaking capacity through the work of national and regional professional network organizations. In this session, hear how these networks see creative placemaking as complementary to their missions, and how they are working to harness the potential of incorporating arts and culture into their work. Our Town Knowledge Building grantees will share takeaways from their work in the field, and discuss what it takes to seed creative placemaking work in rural, tribal, small town, and suburban settings across the US.

1B



AUTHENTIC COMMUNITY ENGAGEMENT IN CREATIVE PLACEMAKING

Friday | 2:20pm - 3:40pm & 4:00pm - 5:20pm

Paul Singh | NeighborWorks America (Washington, DC)
Ilana Branda | Montgomery Housing Partnership (Silver Spring, MD)
John Angel | Long Branch Business League (Silver Spring, MD)

The long-term success of any creative community development efforts requires authentic engagement and leadership from residents and community stakeholders. Yet securing meaningful participation can be challenging and requires an intentional, up-front strategy. Join us to exchange ideas for promoting community ownership of creative placemaking strategies. This session will draw on the experience of NeighborWorks network organization Montgomery Housing Partnership, which has used arts, culture and creative placemaking to strengthen a business corridor in the Long Branch neighborhood of Silver Spring. Montgomery Housing Partnership has worked intentionally to connect its creative placemaking work to broader community engagement, neighborhood revitalization and economic development goals. The organization, with support from an officer of the Long Branch Business League, will share how it has succeeded in engaging a broad cross-section of the community in informing its work and getting local business owners to take ownership of these efforts. During the workshop, participants will learn techniques for securing meaningful resident and stakeholder engagement and support for their creative placemaking efforts. They will also learn how to plan these strategies from the outset in order to ensure that efforts are responsive to community needs and goals.

1C



CREATIVE PLACE-BREAKING: HOW STORIES CAN DISMANTLE UNJUST SYSTEMS

Friday | 2:20pm - 3:40pm & 4:00pm - 5:20pm

Dare Dukes | Deep Center (Savannah, GA)

Chatham County, GA's challenges with a harmful juvenile justice system mirrors the nation and presents an opportunity for a Southern strategy for change. Chatham has nearly twice the number of court-involved youth as other Georgia counties (including Atlanta), and the system—which fosters punishment over restoration without accounting for history or context—disproportionately and alarmingly harms African American boys. Deep uses creative writing, art, and culture to create fissures in this pipeline where the humanity of Savannah's youth and their families can flower. This workshop will describe Deep's cross-silo partnerships with the juvenile court and schools within a deeply conservative culture to center youth and low-income communities, disrupt negative narratives, create transformative moments, and foster creative leadership for social justice. Session will provide a brief overview of the work, centering youth writing, then engage attendees in hands-on activities. Breakouts will allow attendees to apply Deep's transformational advocacy model to help identify systemic harms and creative solutions for change in their own communities.

1D



THE STATE OF THE CREATIVE PLACEMAKING FIELD

Friday | 2:20pm - 3:40pm

Donald Yeh | Bridgespan Group (Boston, MA)

ArtPlace was set up to further encourage a world in which arts and cultural strategies are used in solving community planning and development challenges. To realize this challenge we believe that a critical mass of organizations and individuals must be aligned and working effectively as a field. That's why field building is a key component of our work to create this social change. To understand how to focus our field building investments and activities moving forward, we needed a comprehensive and cohesive map of the strengths and weaknesses of our field. In December 2017, ArtPlace, in partnership with Arizona State University, the Kresge Foundation, and the National Endowment for the Arts, decided to study the strength of the creative placemaking field. We asked The Bridgespan Group to assess this using their Strong Field Framework. Bridgespan will share their findings and learnings from how other fields have developed. They will also facilitate an exchange with session participants on what the findings mean for the field moving forward.

CHAPTER 1 | LEADING CHANGE

1E



TELLING YOUR STORY: COMMUNICATING CREATIVE PLACEMAKING

Friday | 4:00pm - 5:20pm

Sarah Westlake | ArtPlace America (Brooklyn, NY)
John Carlin | Red Hot / DIY Doc (New York, NY)
Christopher Hope | The Loop Lab (Cambridge, MA)
Chandler Griffin + Allison Fast | Blue Magnolia Films (Los Angeles, CA)
Andrea Orlando | NCCP (Union, NJ)

Join a interactive workshop about how creative placemaking is communicated using various forms of media. From an innovative DIY Doc app to podcasting, social media, filmmaking, and media resources, learn how your story can be told through different channels.

1F



FUTURE LEADERS: TEACHING CREATIVE PLACEMAKING

Friday | 4:00pm - 5:20pm

Sarah Calderon | ArtPlace America (Brooklyn, NY) - Moderator
Heidi Bulich | University of Maryland (College Park, MD)
Laura Briggs | Rhode Island School of Design (Providence, RI)
Andrew Zitcer | Drexel University (Philadelphia, PA)
Maria Rosario Jackson | Arizona State University (Tempe, AZ)

Join a discussion about how the future creative placemaking leaders of America and the world are learning and engaging in the field through a series of techniques and experiences presented in this panel discussion.

1G



CREATIVE PLACEMAKING: THE JOURNEY

Friday | 4:00pm - 5:20pm

Jennifer Hughes | The National Endowment for the Arts (Washington, DC)
Lynne McCormack | Local Initiatives Support Corporation (Providence, RI)
Lyz Crane | ArtPlace America (Brooklyn, NY)
Leila Tamari | ArtPlace America (Brooklyn, NY)

In 2010, the National Endowment for the Arts commissioned a white paper titled, "Creative Placemaking," featuring case studies and research that demonstrated the ways that creative initiatives were animating places and sparking economic development. This research laid the foundation for a national creative placemaking movement; seeding a new federal grant program - Our Town, philanthropic collaborations - ArtPlace, and new cross-sector partnerships that positioned arts and culture as a key player in community development. In this session, panelists will reflect on larger field trends from local and community development investments and share stories about the creative placemaking journey from their various perches as an artist, funder, urban planner, and city government leader. Join us for this reflective session featuring pivotal moments from creative placemaking's recent history.

CLOSING PLENARY

LEADING CHANGE: A REGIONAL LOOK AT CREATIVE PLACEMAKING

Friday | 5:30pm - 6:30pm

Join a conversation that takes a look back at the 2018 CPL Regional Summits. Hear voices from exemplary projects and organizations from around the country.



LEONARDO VAZQUEZ
 NCCP
 Moderator



ALLIE O'NEILL
 NEIGHBORHOOD
 DESIGN CENTER
 Hyattsville, MD



RONDELL CRIER
 STUDIO EVERYTHING
 Chattanooga, TN



DARYL SHACK
 ZUNI ARTIST
 Zuni Pueblo



NELLIE DAVIS
 TEXTILE ARTIST
 Thomas, WV



AVIVA KAPUST
 VILLAGE OF THE ARTS
 Philadelphia, PA

SOCIAL EVENT: MILKBOY ARTHOUSE

Friday | 7:00pm - 8:30pm

Please join us at the MilkBoy ArtHouse, located a short walk from the summit venue. A creative partnership with MilkBoy Philadelphia and The Clarice, MilkBoy ArtHouse is a local crossroads for dynamic entertainment, social gathering and creative dining. The only campus-community arts venue of its kind in the nation, MilkBoy ArtHouse is where Emerging Art and Pop Culture collide and where campus and community come together to celebrate!

The home-grown design of MilkBoy ArtHouse was inspired by UMD students and community through a series of community "think-a-thons" that envisioned an enlivened College Park of the future. Graduate scenic design students from UMD's own School of Theatre, Dance, and Performance Studies also assisted in the thoughtfully chosen colors, furnishings and lighting to provide the perfect setting to absorb artistic experiences.

CHAPTER 2 | A CHANGING ECOSYSTEM

PLENARY - CIVIC PRACTICE: BUILDING SUCCESSFUL COLLABORATIONS BETWEEN ARTISTS/DESIGNERS & COMMUNITY/MUNICIPAL PARTNERS

Saturday | 9:00am - 10:00am

Artists and designers have been working with communities on responsive, public good projects for years. Within the growing body of creative placemaking and cross-sector collaboration, relationship-building and outcome driven tactics demand thoughtful, shared process and collective agreement on values and intent. This workshop session shares Civic Practice as an approach that supports artists and designers engaging ethically with community residents and organizations. The workshop explores how to build healthy partnerships and how to devise a collaborative process based on communication, iteration and community-defined goals.



REBECCA MARTINEZ
THE CENTER FOR PERFORMANCE
AND CIVIC PRACTICE

2A



ANCHORING COMMUNITIES: LEVERAGING PUBLIC POLICY, LAND, AND INVESTMENT TO CENTER CULTURAL EQUITY

Saturday | 10:00am - 11:20am

Maria Rosario Jackson | Arizona State University (Tempe, AZ) - Moderator

Kalima Rose | PolicyLink (Oakland, CA)

Danielle Lewinski | Center for Community Progress (Flint, MI)

Brytane Brown | Oakland Creative Neighborhoods Coalition (Oakland, CA)

How can the levers of the public sector help to anchor a community? How can we use public policy, land use, and public investment to perform creative placemaking and placekeeping that root communities in cultural equity and diversity? Join a conversation with PolicyLink, the Center for Community Progress, and Oakland Creative Neighborhoods Coalition as they share tools and techniques that tackle challenges from disinvestment to displacement. Learn from local community members and hear how they use cultural equity advocacy to change the world around them.

2B



DEVELOPING ANTI-DISPLACEMENT STRATEGIES THROUGH ORGANIZING AND THE ARTS

Saturday | 10:00am - 11:20am & 11:40 - 1:00pm

Eli Moore | Haas Institute for a Fair and Just Society (Berkeley, CA)

Ciera-Jevae Gordon | RYSE Center (Richmond, CA)

An innovative policy strategy developed through arts-integrated programs are helping Richmond, California move towards a more equitable future. Join Eli Moore (Haas Institute for a Fair and Inclusive Society at UC Berkeley) and Ciera-Jevae Gordon (RYSE Center), two of the artists and organizers behind Staying Power for a learning and working session. Attendees will learn approaches to integrating arts, organizing, and policy development, with practical examples from the work in Richmond, and participate in a conversation about how to move anti-displacement work forward.

2C



... AND THE ARTS: THE SIGNIFICANT ROLE OF THE ARTS IN THE ECONOMIC DEVELOPMENT OF YOUR COMMUNITY

Saturday | 10:00am - 11:20am & 11:40 - 1:00pm

Sean King | Cultural Coalition of Allentown (Fogelsville, PA)

For decades, communities across the country have listed benefits to court new businesses, residents and guests. These lists invariably include amenities, physical attributes, great schools, affordable cost of living... and the arts. Unfortunately, the phrase "and the arts" tends to be a postscript on many lists. We are here to change that thinking. Through the "...and the Arts" session, attendees will learn how the revitalization of Pennsylvania's third largest city has incorporated the arts and its role in economic development. Learn how arts, business and government leaders have created a blueprint to follow for the arts in revitalization as a case study for communities to follow and setbacks to avoid through the first stages of the process.

2D



LEVERAGING THE EXPERIENCE ECONOMY

Saturday | 10:00am - 11:20am

Sharon Yazowski + Vanessa Silberman | Levitt Foundation (Los Angeles, CA)

We live in the age of the experience economy, where memorable, shareable and unique experiences have become the most valuable commodity. People of all generations are changing their behavior and expectations. What does this mean for artists, designers, arts organizations, city planners, community-based nonprofits and more when developing creative placemaking projects? In this open format peer exchange, participants will explore ideas and discuss approaches to leverage this changing cultural and consumer landscape. They will discuss community attachment through murals, festivals, public art installations, and free outdoor concerts. Whether it's taking a risk artistically, reaching new audiences, attracting new partners or securing more support (or all of the above), come away with a deeper understanding of today's experience economy and demographic data to strengthen your case, as well as best practices and strategies to effectively harness the potential of the experience economy to meet your creative placemaking goals.

THANK YOU, NEA!



ART WORKS.

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NATIONAL ENDOWMENT FOR THE ARTS**

CHAPTER 2 | A CHANGING ECOSYSTEM

2E OUR CHANGING WORLD: CREATIVE PLACEMAKING AND SUSTAINABILITY

Saturday | 11:40am - 1:00pm

Jana VanderGoot | University of Maryland (College Park, MD) - Moderator
Phoebe Crisman | University of Virginia (Charlottesville, VA)
Adrián Cerezo | City as a Living Laboratory (New York, NY)
Brad Kik | Crosshatch Center for Art and Ecology (Bellaire, MI)
Ronit Eisenbach | University of Maryland (College Park, MD)

How can creative placemaking affect our rapidly changing environment? What about the other way around? Join this panel as they discuss different ways in which this field can have an impact on the world around us.

2F ARTPLACE DEEP DIVE: A NEW PARADIGM FOR PUBLIC SAFETY

Saturday | 11:40am - 1:00pm

Jamie Bennett | ArtPlace America (Brooklyn, NY) - Moderator
Captain Marty Neideffer | Alameda County Sheriff's Office (San Leandro, CA)
Hilary Bass | Alameda County Sheriff's Office (San Leandro, CA)
Deputy Charles Joe | Alameda County Sheriff's Office (San Leandro, CA)
Cameron Okeke | Urban Institute (Washington, DC)

The Alameda County Sheriff's Office (ACSO) and Deputy Sheriff's Activities League (DSAL) are non-traditional recipients of arts funding, yet their redefined approach to policing that incorporates arts and cultural practices has completely transformed their relationship with the communities they serve -- unincorporated neighborhoods outside of Oakland, CA with high rates of poverty, chronic illness, reentry impact, and crime. Strong partnerships with community developers, artists, and cultural organizations have contributed to shifts in agency mission and priorities, choices about officer deployment and special projects, and norms for engaging with youth, justice-involved people, and other community members.

EFA

A Family Foundation est. 1959

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!

CHAPTER 3 | CHANGE FROM WITHIN

3A CREATING PLACES, ACTIVATING SPACES

Saturday | 2:00pm - 3:20pm

Garth Rockcastle | University of Maryland (College Park, MD) - Moderator
Jeffrey Parks | Pennsylvania Council on the Arts (Harrisburg, PA)
Phillipa Hughes | Pink Link Project (Washington, DC)
Lee Edgecombe | The Edgecombe Group (Hyattsville, MD)

How can creative placemaking be used to revive a story? A place? A community? Explore three examples of how industrial relics, forgotten places, and unheard stories are revived through creative processes. Through programming activities to designing built works, learn different methods of revitalizing communities.

3B CITIZENS AS DESIGNERS OF COMMUNITY

Saturday | 2:00pm - 3:20pm & 3:40pm - 5:00pm

Elizabeth MacLaren + Emily McGinnis | Business Innovation Factory (Providence, RI)

In a society that often treats citizens as beneficiaries, customers, or consumers of services, the Citizen Experience Lab at the Business Innovation Factory (BIF) seeks to enable citizen agency by making community members the designers and co-creators of community change. This intentionally changes the citizen narrative from one of passive recipient, to one of active participant. In this session, participants will analyze strategies and learn about BIF's tools for creating conditions that deeply engage citizens and leverage their expertise, allowing for more reciprocal relationships with community leaders in community development and creative placemaking initiatives.

3C ARTS AND CREATIVITY AS CHANGE AGENTS IN REIMAGINING THE FUTURE OF AMERICA.

Saturday | 2:00pm - 3:20pm & 3:40pm - 5:00pm

John P Davis | Lanesboro Arts (Lanesboro, MN)

This session explores the philosophy, strategies and tools for strategically implementing change; while using creativity, the arts and collaborations to strengthen and sustain communities. The session will focus on two rural case studies dealing with change spanning 30 years, as well as explore the collaborative opportunities of rural and urban placemaking strategies. The first case study 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 tools for negotiating change, reimagining the future, and transforming small-town adversity into success through innovation and the arts. A question and answer period will follow the workshop.

CHAPTER 3 | CHANGE FROM WITHIN

3D INDIGENOUS CREATIVE PLACEMAKING

Saturday | 2:00pm - 3:20pm

Theodore Jojola, Michaela Shirley, + Chelsey Begay | UNM iD+Pi (Albuquerque, NM)
Angelo Baca + Honor Keeler | Utah Diné Bikéyah (Southern UT)
Daryl Shack | Zuni Artist (Zuni, NM)

Two projects will be showcased, the Utah Diné Bikéyah's "Traditional Arts of Bears Ears – Hopi, Zuni, Dine, and Ute" and iD+Pi's "Solving Real Places for Real People: Revitalizing Zuni MainStreet". There will be a facilitated breakout discussion on how the Indigenous Creative Placemaking work can be initiated and supported. ArtPlace America has funded 23 indigenous creative placemaking projects that are leading the charge of raising hope and empowering indigenous communities with exciting, innovative, and original placemaking strategies. Out of this, an interest group of like-minded folks has emerged and they are interested in sharing their ideas and approaches.

3E CREATIVE PLACEMAKING FROM THE COMMUNITY UP

Saturday | 3:40pm - 5:00pm

Caron Atlas | NOCD-NY (Brooklyn, NY)
Karen Mack | LA Commons (Los Angeles, CA)

Many communities across the nation have been torn apart. Highways cut through urban neighborhoods and mountain top removal destroys rural homes. Social and economic inequities, the loss of vital community institutions, and political dysfunction magnify the physical destruction and erosion of civic life. Yet communities are resourceful, drawing on deep cultural reserves to stay strong. This idea was at the core of our Creative Placemaking from the Community Up project, which explored examples from different localities in which the power of arts and culture has been leveraged to reweave the social fabric and build healthy communities. The lessons from this peer learning process are documented in a resource that identifies key values, exemplary practices, examples, and recommendations. This session will share this information as the starting point for a discussion about how to undertake creative placemaking that is deeply rooted in, and led by, our communities.

3F MEASURING IMPACT: STRATEGIES FOR EVALUATING CREATIVE PLACEMAKING

Saturday | 3:40pm - 5:00pm

Susannah Laramée Kidd | Metris Arts Consulting (Easton, PA)
Patricia Moore Shaffer | NEA (Washington, DC)

How much have your projects impacted communities? How do we know if our creative placemaking efforts are succeeding? What approaches can be used to engage stakeholders in evaluation? What are strategies for evaluating short and long term impacts? Facilitated by leading researchers in the field from the National Endowment for the Arts and Metris Arts Consulting, this engaging workshop will provide a practical discussion for those wanting to learn more about measuring impact in their own communities. Learn tools, tactics, and strategies that are tailored to your own challenges and leave with a better understanding of how the evaluation of creative placemaking can promote sustainable and impactful initiatives.

3G ARTPLACE DEEP DIVE: IMMIGRATION AND BELONGING IN A DIVIDED AMERICA

Saturday | 3:40pm - 5:00pm

Rachel Peric | Welcoming America (Washington, DC)
Other Panelists TBA

How can arts and cultural strategies support the creation of cohesive communities where all residents – including immigrants – can thrive and belong in this turbulent environment? Panelists will showcase innovative creative placemaking work in both rural and urban communities that are experiencing rapid demographic shifts, and invite participants to reflect on the role that the arts can play in establishing more welcoming communities across the U.S. Participants will leave with inspiration, an understanding of the goals and outcomes for these projects, and tools and tactics to use to integrate this type of work into their work.

CLOSING PLENARY INTERSECTIONS: CREATIVE PLACEMAKING AND SUSTAINABILITY

Saturday | 5:00pm - 6:00pm

Experience a dynamic conversation with environmental artist and designer Mary Miss and Executive Director of the Sweet Water Foundation, Emmanuel Pratt. Explore how art, community, and the environment can intersect and interweave to create a rich sense of place and discovery for the world around us.



JAMIE BENNETT
 ArtPlace America
 Moderator



MARY MISS
 CITY AS A LIVING
 LABORATORY



EMMANUEL PRATT
 SWEET WATER
 FOUNDATION

RECEPTION AND NETWORKING EVENT

Please join us immediately following the plenary discussion for light appetizers and beverages outside of the auditorium.

CHAPTER 4 | MAKING CHANGE

PLENARY - ARTS-BASED COMMUNITY LED TRANSFORMATION

Sunday | 9:00am - 10:00am

Start your day looking at local Impact, the different creative tools people bring to their work in place, and at who we are in this room as we begin a day of learning together.



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4A



STORYTELLING THE INTERSECTIONS OF OUR IDENTITIES

Sunday | 10:00am - 12:00pm
Limit 30 people | pre-registration required

Shalini Agrawal | Pathways to Equity (Oakland, CA)
Rashmi Ramaswamy | SHED Studio (Chicago, IL)

This interactive workshop begins with building an understanding of our identities relative to each other to be reflected on regularly. With an emphasis on sharing stories, participants draw upon their lived experiences and discuss their identities relative to a spectrum of various societal privileges and distributions of power. Through active listening, the goal of this workshop is to establish context and reference vocabulary for personal introspection. This begins to lay the groundwork of an on-going self-reflective practice essential when building relationships and an understanding of the communities we are part of and work with. Participants are asked to be available for the entirety of workshop.

4B



DESIGNING TOGETHER: COMMUNITY-CENTERED CODESIGN

Sunday | 10:00am - 12:00pm
Pre-registration required

Briony Hynson + Allie O'Neill | Neighborhood Design Center (Baltimore, MD)

Ethical and effective engagement practices are at the heart of successful, community-led design practices. The Neighborhood Design Center has spent 50 years building relationships and testing a variety of public participation methods. Authentic community engagement is a craft that takes time and practice to gain proficiency at, and a lifetime to master. The end result of a strong and successful participatory design process can bring surprise, transformation, healing, and joy to the work as well as produce design outcomes that truly reflect community values. NDC seeks to share our passion for codesign, to infuse the demonstration of practice with discussion of theory, and to temper it with well tested, best practices in order to provide a well-contextualized and ethical framework upon which participants can build.

4C



FIELD WORKSHOP: WASHINGTON, DC TEMPORARY INTERVENTIONS AND COMMUNITY CHANGE

Sunday | 10:00am - 1:00pm (includes travel)
Limit 15 people | pre-registration required

Ronit Eisenbach | UMD & StudioRED (College Park, MD)
Philippa Hughes | The Pink Line Project (Washington, DC)

In what ways can Temporary Creative Placemaking works contribute to processes of neighborhood change? This DC workshop will tour and discuss ephemeral interventions on sites-in-flux both above and below ground, exploring how such projects can offer spaces of rehearsal, spark public dialogue and proffer possible futures that can lay the groundwork for relationship building and partnerships critical for confronting, envisioning and creating lasting change. In DC, the group will be joined by planner Josh Silver, from the DC Office of Planning. First stop, The Golden Triangle, a rapidly transforming business district. Led by Karyn Miller, the BID's public space coordinator, the group will visit six temporary sculptures installed throughout the BID in partnership with the Renwick Gallery's exhibit, "No Spectators: the Art of Burning Man." Second stop, the Dupont Underground, a subterranean former streetcar station undergoing a rebirth as an experimental cultural venue. Once inside, participants will have a chance to explore the space and workshop leaders will present examples of their own ephemeral practice in changing communities: Eisenbach, Placeholders and WaterLines; Hughes, SEE/CHANGE and If You Lived HERE; and Silver, Crossing the Street. Finally, the group will participate in a brief interactive experience in the Dupont Underground creating both spatial and relational shifts with one another.



CHAPTER 4 | MAKING CHANGE

10 SECTORS, 10 SOLUTIONS: ARTISTS AND COMMUNITY CHANGE

4D



FIELD WORKSHOP: GATEWAY ARTS DISTRICT CONNECTING COMMUNITIES AND CULTURES

Sunday | 10:00am - 1:00pm (includes travel)
Limit 15 people | pre-registration required

Rhonda Dallas | Prince George's Arts and Humanities Council (Largo, MD)
Steven Skeritt-Davis | Maryland State Arts Council (Baltimore, MD)
Erica Bondarec Rapach | The Clarice Smith Performing Arts Center (College Park, MD)

Join a dynamic and participatory tour of the Route 1 Arts and Entertainment Corridor that connects local communities like College Park, Hyattsville, Brentwood, and Mount Rainier. This bus ride will stop at cultural gems and cornerstones such as the MilkBoy ArtHouse, Red Dirt Studio, Joe's Movement Emporium, Washington Glass Studios, and more! Have an opportunity to hear from local leaders and artists about how these cultural organizations have learned from and continue to impact their surrounding communities along the corridor. Each stop will include short, but intensive brain storm sessions, where participants will have a chance to apply their knowledge learned at the CPL Summit to real world challenges. Discover new ways to implement creative placemaking tactics to help strengthen and connect an already thriving cultural district.

4E



FIELD WORKSHOP: SILVER SPRING ARTS & ENTERTAINMENT DISTRICT

Sunday | 10:00am - 1:00pm (includes travel)
Limit 15 people | pre-registration required

Elizabeth Gallauresi + Reemberto Rodriguez | Silver Spring Arts & Entertainment District (Silver Springs, MD)

The Silver Spring Arts and Entertainment district has more than 600 events each year, with festivals every weekend from May through October. Many of these festivals and events are hosted by cultural organizations from around the DC area with the intent of celebrating and educating others about their culture. As one of the nation's most welcoming communities, Montgomery County has become a magnet for talented people from across the country and around the world. One-third of Montgomery County's population of more than one million residents were born in other countries. Tour a few of the arts venues and attractions of the Silver Spring A&E District and learn about the evolution of the district from almost slum-like conditions in the year 2000 to the thriving economy that currently exists. Tour venues include the American Film Institute, Fillmore Silver Spring, Silver Plaza, Veterans Plaza and Silver Spring Civic Building and public art within the district. Learn Silver Spring's strategies for making a mountain out of a mole hill, encouraging a diverse population through placemaking programming and policies, and explore some of the drawbacks of the district.

**Presented by ArtPlace America and
the UMD School of Architecture, Planning, and Preservation**

Exhibition Design: Manuel Miranda
Curators: Adam Erickson and Ronit Eisenbach

Check out the creative placemaking exhibition at UMD's Kibel Gallery! "10 Sectors, 10 Solutions: Artists and Community Change" highlights 10 creative placemaking projects from across the country that are delivering equitable, healthy, sustainable outcomes in communities. The exhibition opens October 5, and the gallery is near all the summit sessions.

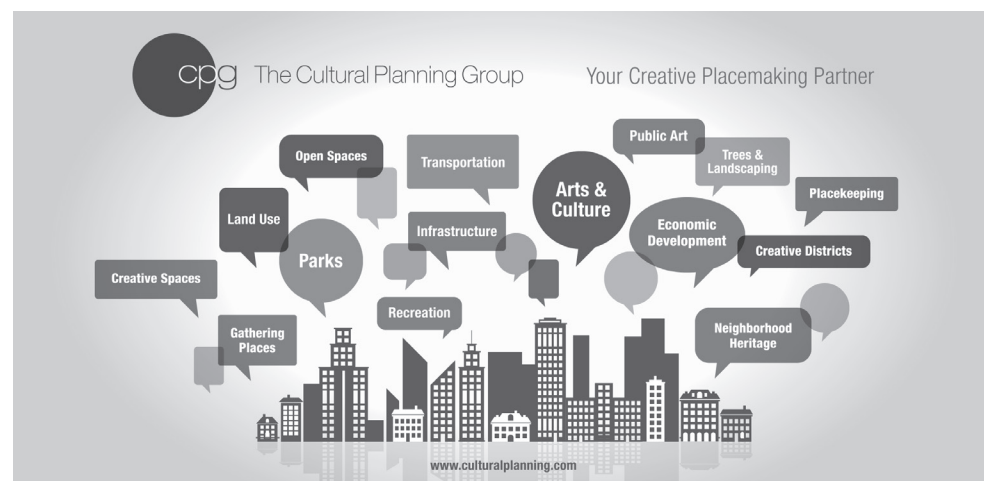
Many traditional planning and development efforts have fallen short of delivering equitable, healthy, sustainable outcomes in communities.

In response, artists and arts organizations across the United States are developing the kinds of human-centered, contextual, adaptive solutions that can strengthen their communities from within.

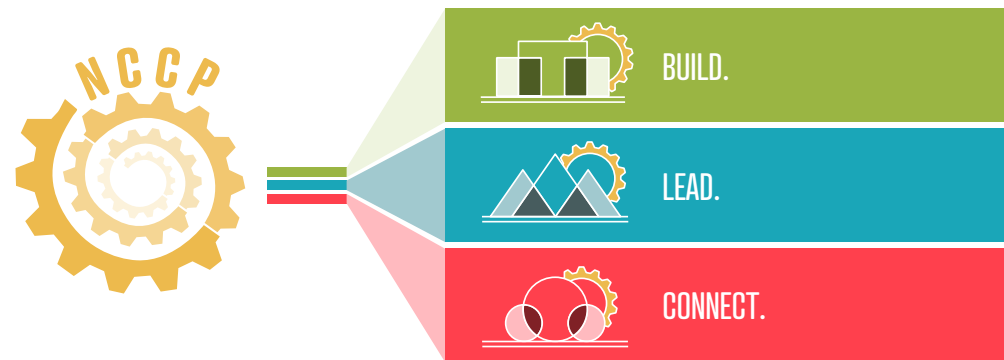
This exhibition highlights 10 creative placemaking projects from across the country, each supported by ArtPlace America, each addressing a community need, and each working within a traditional community planning and development sector: Agriculture & Food, Economic Development, Education & Youth, Environment & Energy, Health, Housing, Immigration, Public Safety, Transportation, and Workforce Development.

CLOSING PLENARY - WHAT NEXT?

Sunday | 12:00pm - 12:20pm



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

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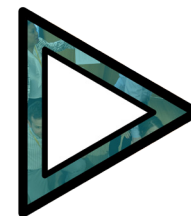
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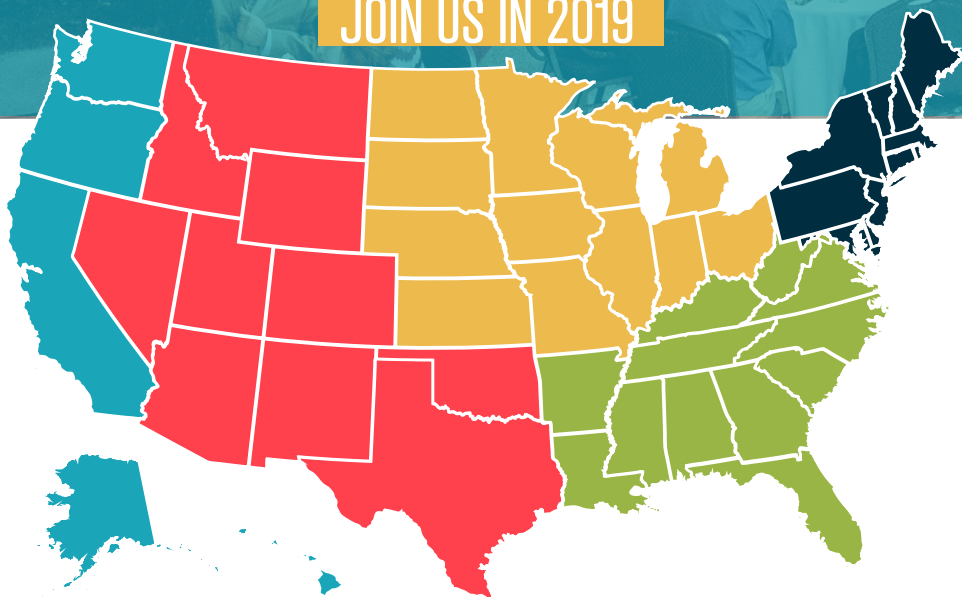
Help support NCCP and its mission and get connected to fellow placemakers

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