



A Collaborative Approach to Building Communities through Arts and Culture

National Association of REALTORS®

Policy, Practice, Process: Transforming Neighborhoods through Equitable Revitalization

Liz Kozub – Associate Director of Leadership and Education, Center for Community Progress

Tuesday, September 21, 2021; 2:00-3:00pm ET

What is Creative Placemaking



“In creative placemaking, partners from public, private, nonprofit and community sectors strategically shape the physical and social character of a neighborhood, town, city or region around arts and cultural activities.”

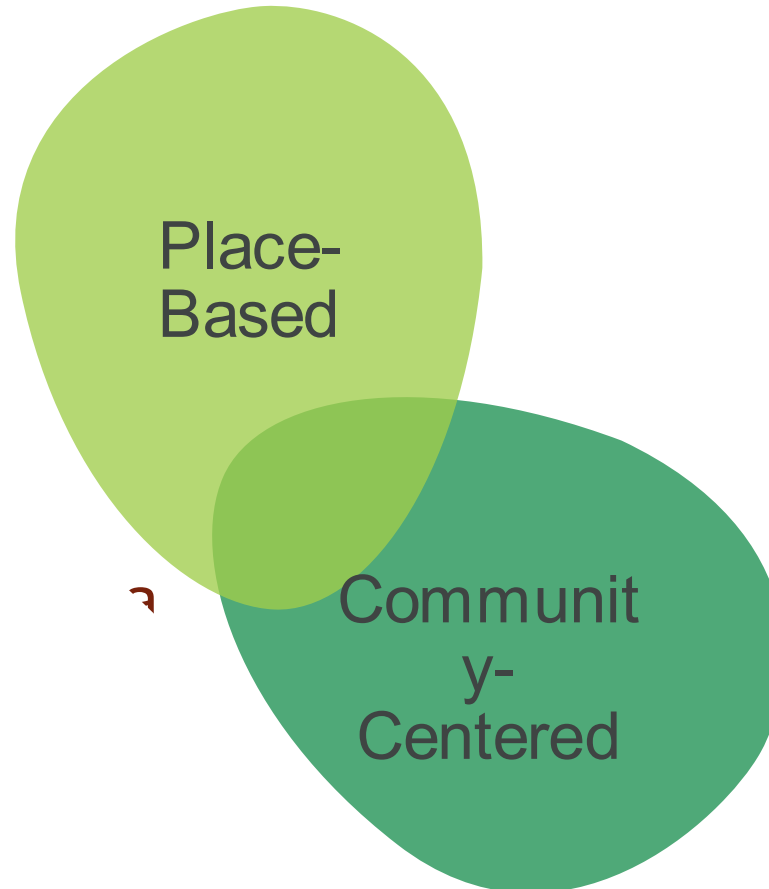
It “animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.”

<https://www.arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf>

Essential Elements

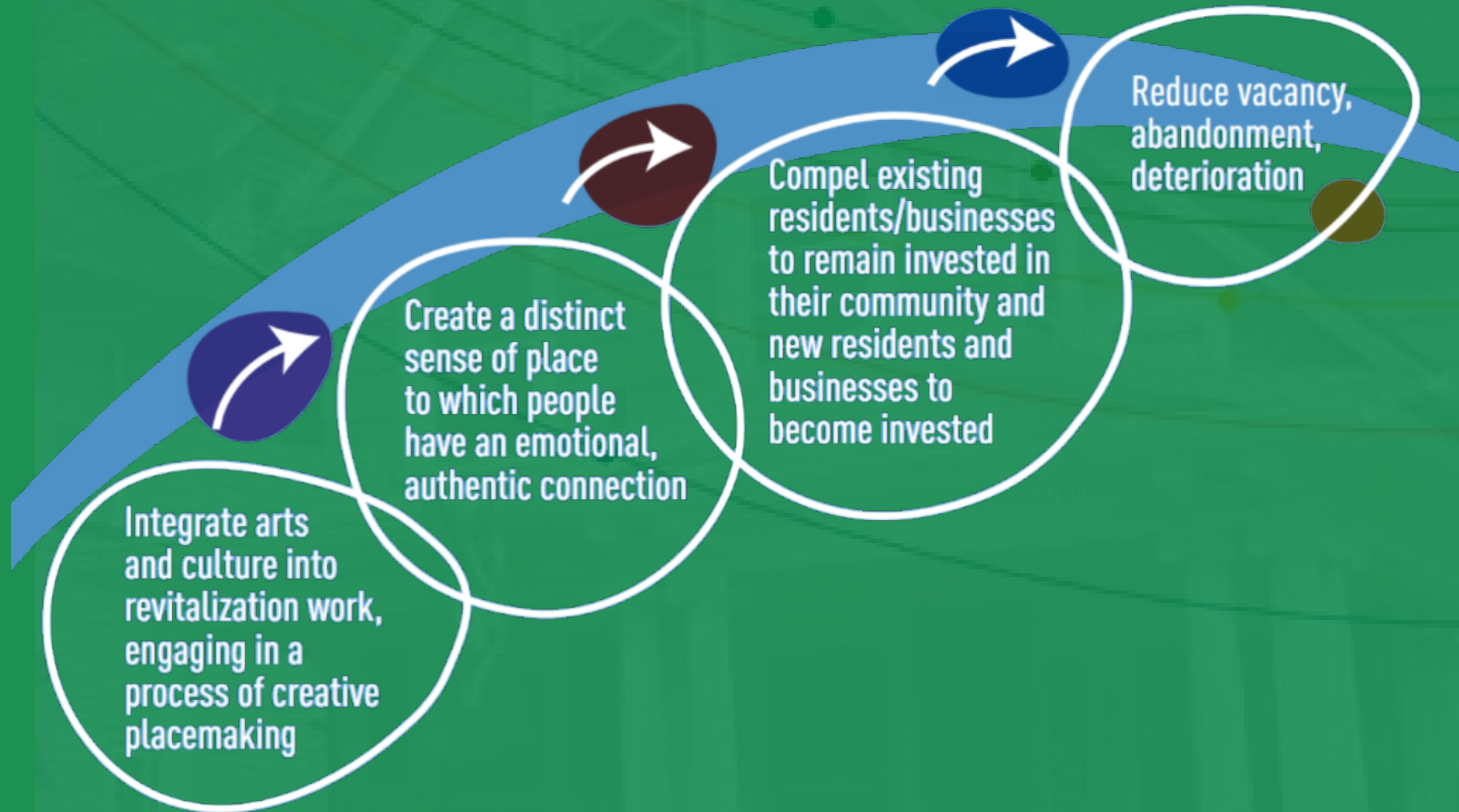


Essential Elements



Essential Elements







**“Working collaboratively can be challenging
– arts and cultural activities provide
experiences for positive, shared
relationship-building and sophisticated,
creative communication strategies.”**

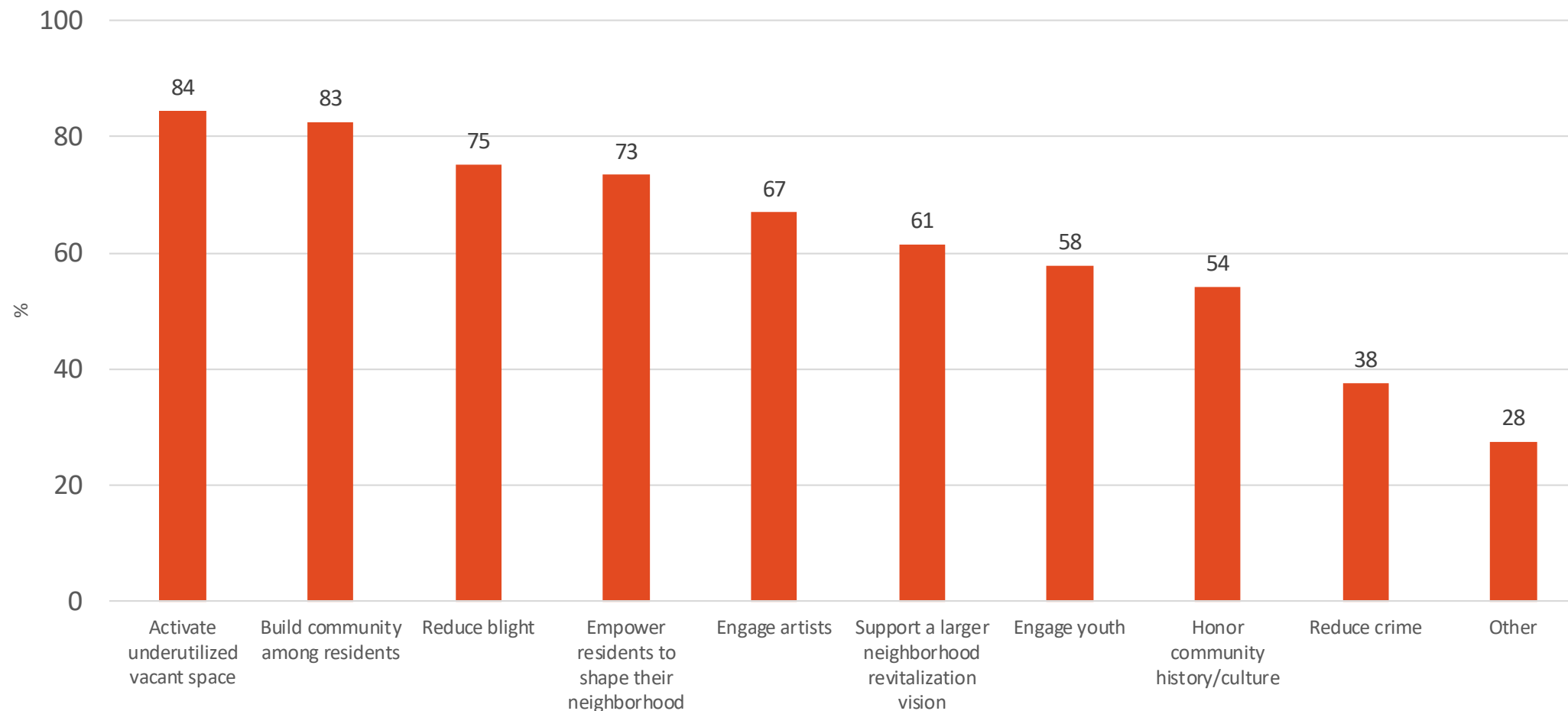
ArtPlace

Trends in Creative Placemaking

From a National Perspective

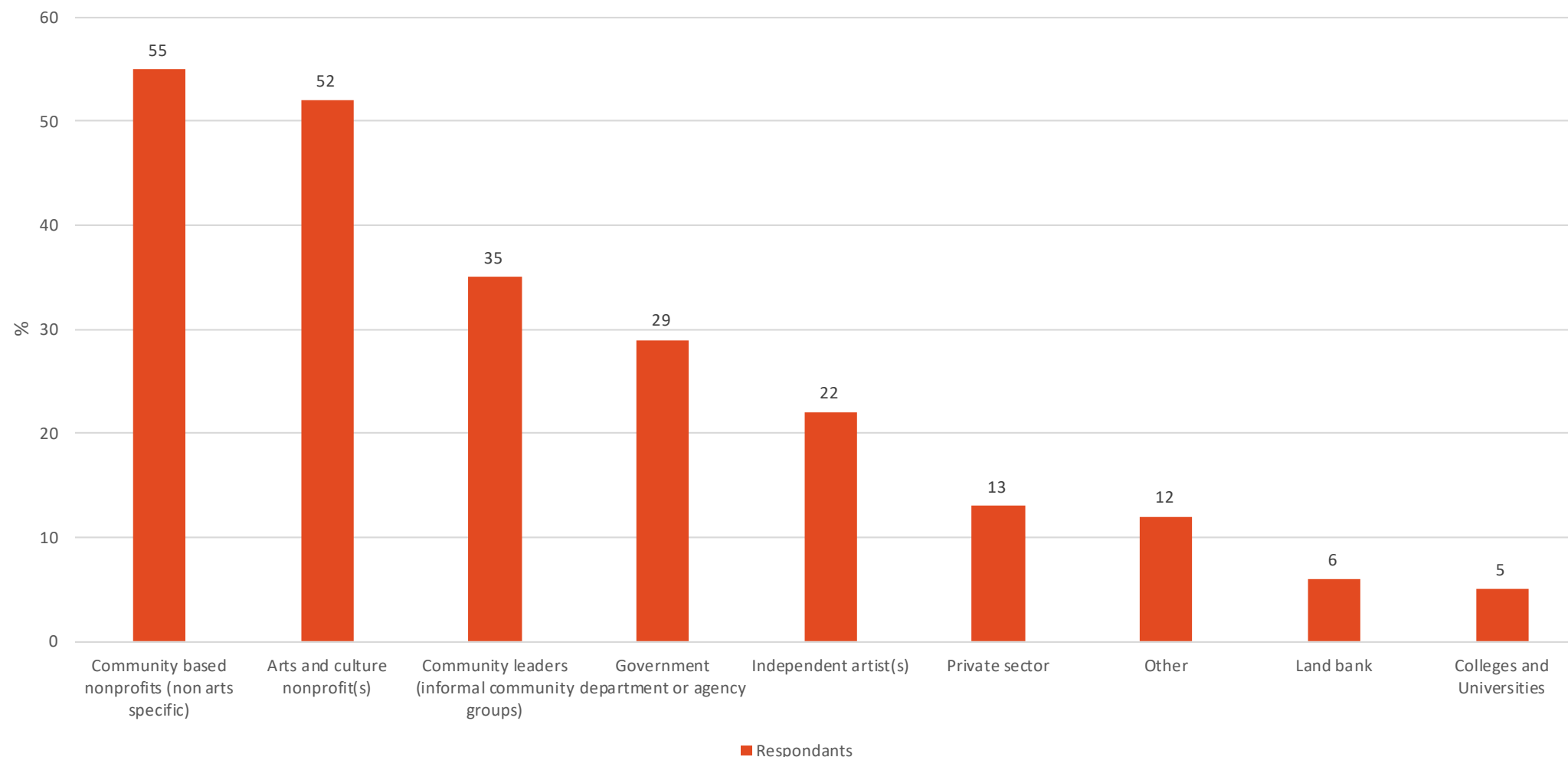


Goals of Creative Placemaking on Problem Properties



N=109 respondents

Leaders of Creative Placemaking on Problem Properties



N=109 respondents

Type of Property Used

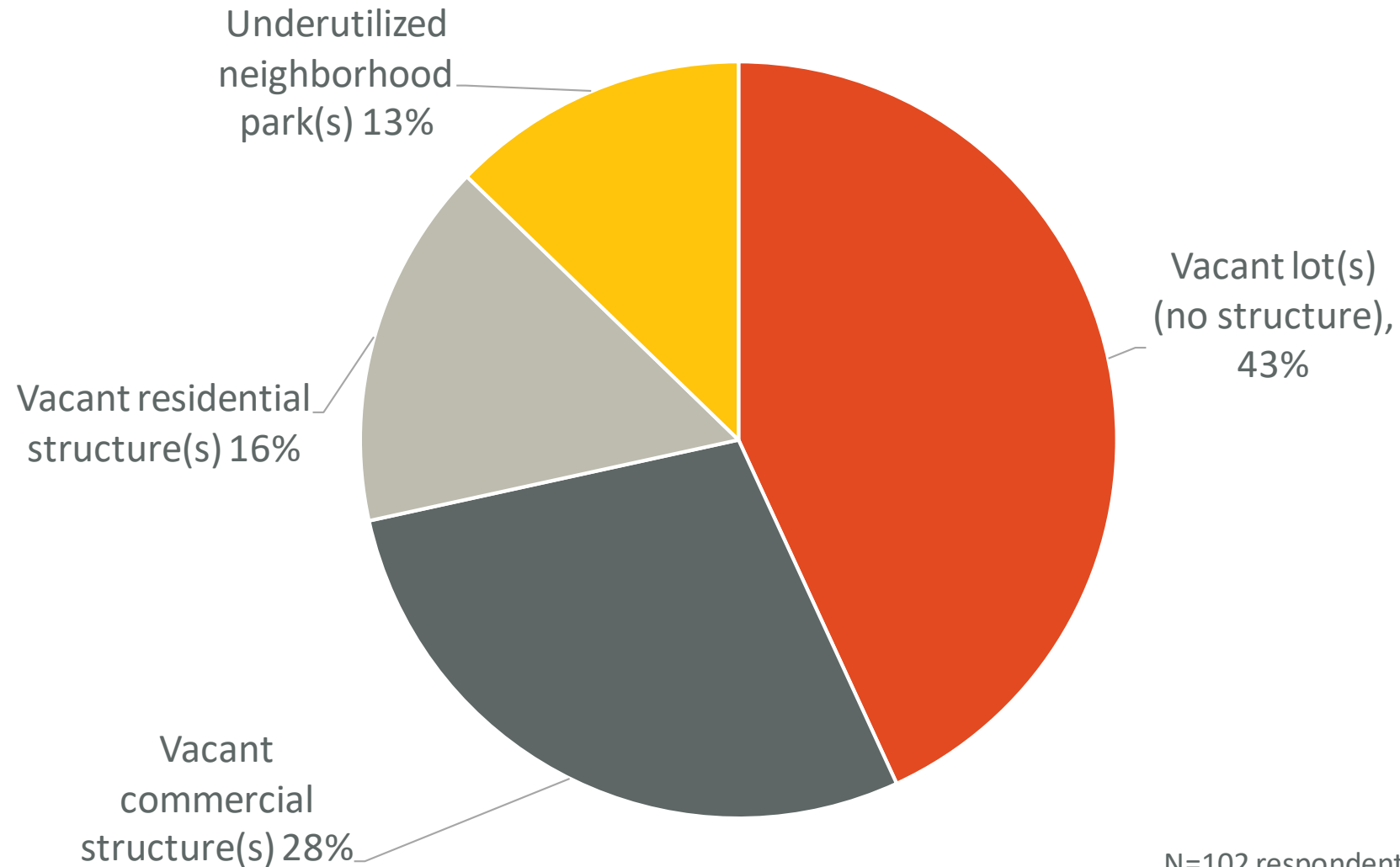




Photo credits: Hinge Collective

Photo credits: Hinge Collective, Sahar Coston-

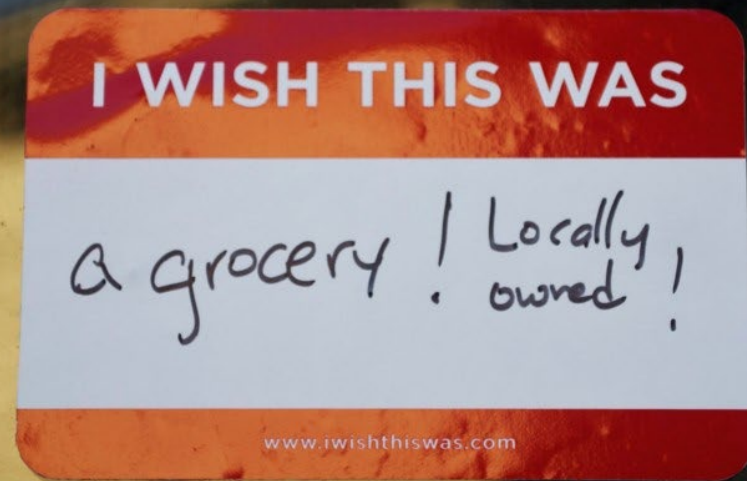




Photo credits: Sullivan County Planning

Big Zipper Project,

Meadville, PA



Photo credits, Meadville Neighborhood Center

Activate Mill Street Fitchburg MA



How we plan to make it happen on Mill Street!



Activate Mill Street Fitchburg
from Patronicity





\$50,296

funded of \$40,000 goal

111

patrons

Project Closed

Success!



SUCCESS!

This campaign reached its goal on Jun 29, 2019 11:45 PM.





Photo credits: Activate
Mill Street



Creative Placemaking in Crisis Response



CREATIVE RESPONSES TO CRISIS



- **Maintaining engagement and relationships**
- **Pivoting activities to meet immediate needs**
- **Protecting health and well-being**

BEYOND THE PANDEMIC:

Recognizing the Critical
Role of Arts and Culture
in Revitalization



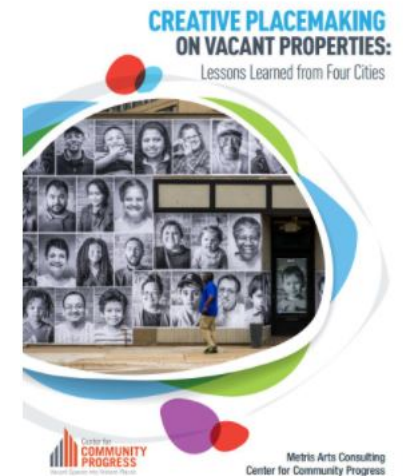
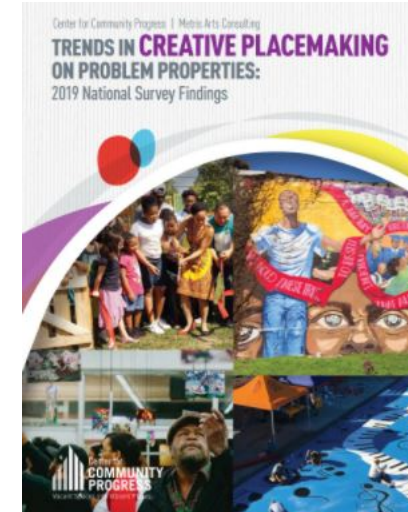
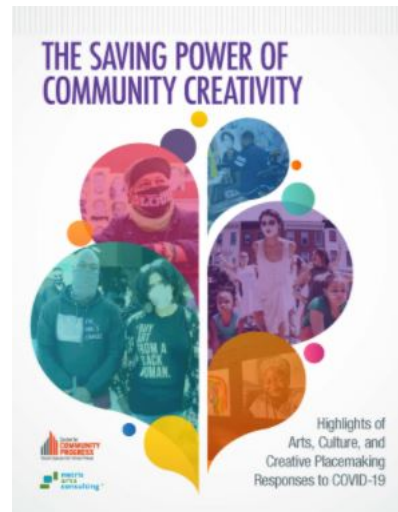
- **Connect neighbors to resources**
- **Assist with proactive information gathering**
- **Lead community visioning and planning efforts**

Additional Resources

National Resources

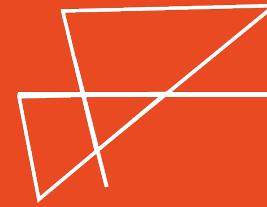
- [National Endowment for the Arts](#)
- [ArtPlace](#)
- [Kresge Foundation](#)
- [LISC](#)
- [Project for Public Spaces](#)

Community Progress Publications





Questions?!



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