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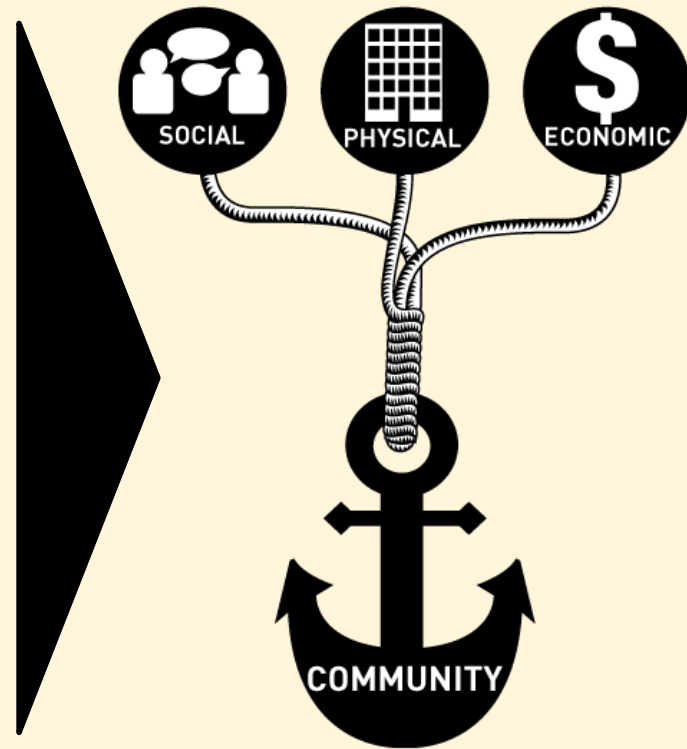
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About ArtPlace

10-year collaboration

14 foundations + 8 federal agencies + 6 financial institutions



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Key Definitions

- **Creative Placemaking:** Strengthening the social, physical, and economic fabric of a community through arts and culture.
- **Community:** A group of people related by geography.

Creative Placemaking Components

- Delineate a community
- Identify a challenge or opportunity
- Propose an arts-based intervention
- Define success

Four Primary Activities

National
Grants
Program

Community
Development
Investments

Research

Field Building

National Grants Program

- \$56.8 million since 2011
- 189 projects
- 122 communities of all sizes
- 42 States and the District of Columbia
- Annual funding opportunity
- 4% funding rate last cycle



DESIGN/RELIEF, New York, NY
AIGA New York

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THE FARGO PROJECT, Fargo, ND
City of Fargo Planning Department

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ARROYO SECO CONFLUENCE

DOWNTOWN / LINCOLN HTS ADJACENT / 475 SAN FERNANDO RD, LA 90031

The original water source for the pueblo! Can you believe THIS spot is why LA even exists? Can you imagine the eventual history-themed park?

PLAY!

- LA history trivia contest
- Fly a kite at a viewpoint
- Strap a camera to the kite & snap Confluence pix

GRITTY GREEN

HEADWATERS

VALLEY / GLENDALE NARROWS / BASSETT ST x WINNEMOUTH AVE, LA RIVER

Many 2 colorful trails converge & cross the mighty LA River. Play here on a morning at the LA River Council of Engineers.

PLAY!

- Long tables for Storytelling
- Play an instrument
- Screen a movie for this spot

IT'S PLAYABLE! 4 SUITS - VALLEY, GLENDALE NARROWS, DOWNTOWN & SOUTH - WITH 13 ON-RIVER SITES & 1 OFF-RIVER WILD CARD SITE PER SUIT



SITE "DASHBOARD" WITH PLAY ACTIVITIES, GRITTY-TO-GREEN SCALE & SITE FEATURES

PLAY THE LA RIVER, Los Angeles, CA

Project 51





IRRIGATE, St. Paul, MN
 Springboard for the Arts

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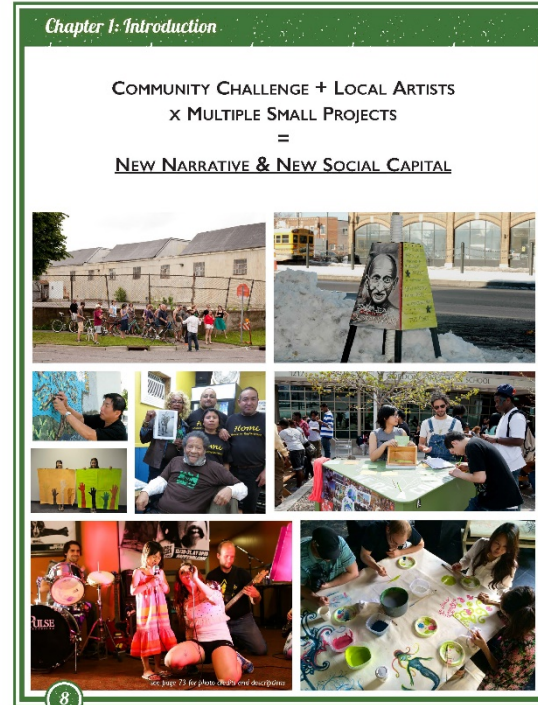
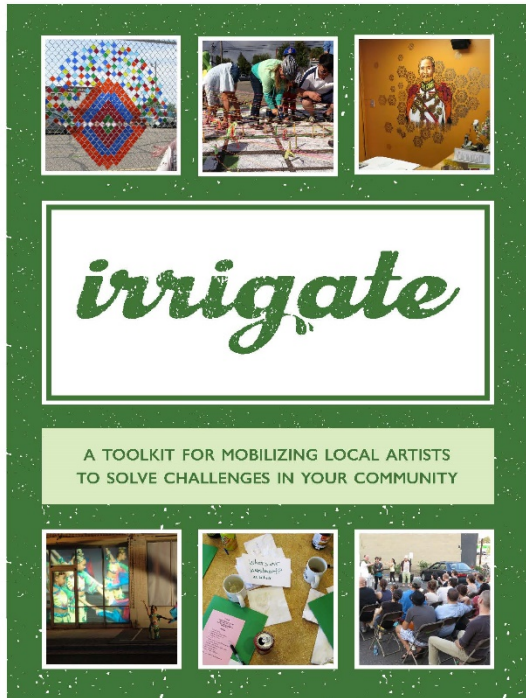
making places creative

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~~making places creative~~

making places creatively

Translating Outcomes



Office of Economic Resilience

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Community Development Matrix

	Government	Commercial	Nonprofit	Civic, Social & Faith	Philanthropy
Agriculture & Food					
Economic Development					
Environment & Open Space					
Health & Human Services					
Housing					
Immigration & Social Justice					
Public Safety					
Transportation					
Workforce Development					
Youth & Education					

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A&Ps: Jersey arts contribute to sustainability

Leonardo Vazquez, AICP/PP

Executive Director,

National Consortium for Creative Placemaking





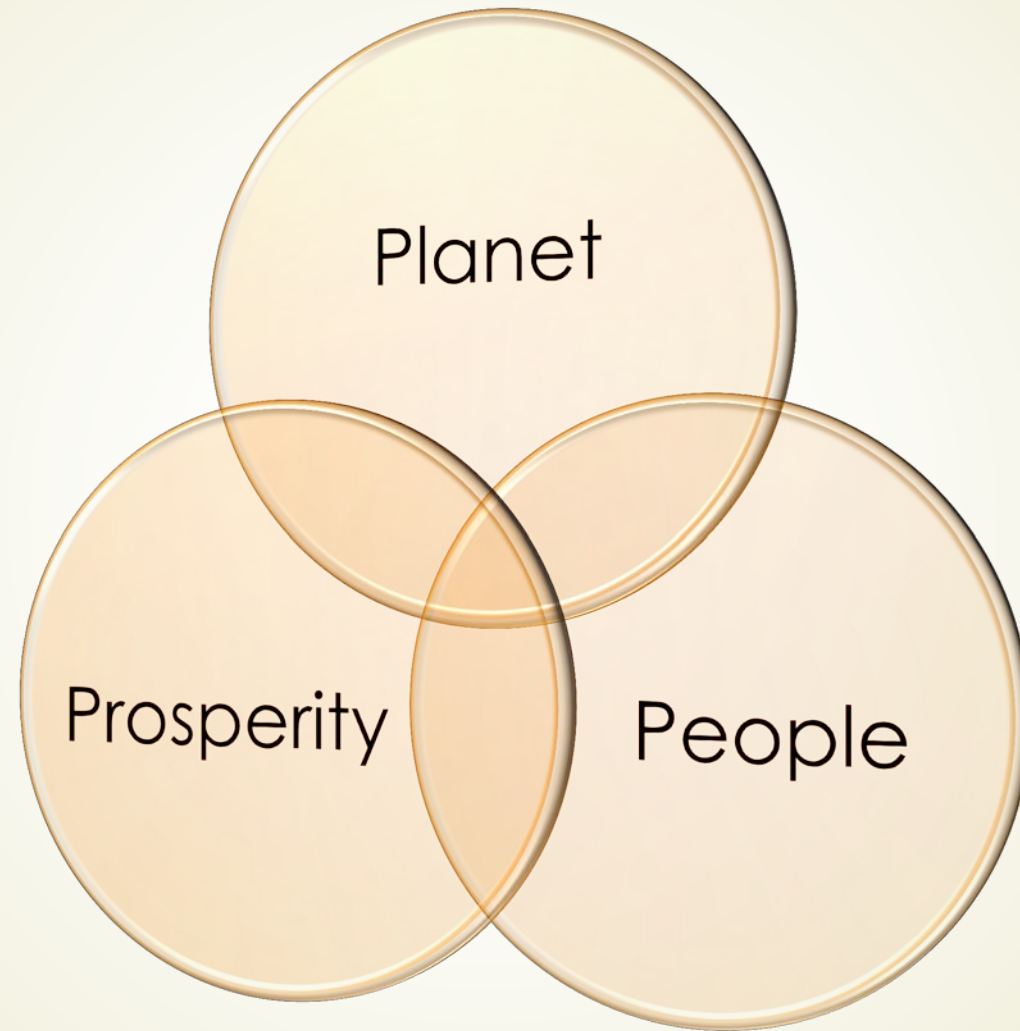
Forms of sustainable resources

Renewable

- ▶ Sunlight
- ▶ Wind
- ▶ Bamboo

Generative

- ▶ Creativity
- ▶ Knowledge
- ▶ Love



People



Planet



Prosperity

*IT'S
SUNDANCE.
ONLY
JERSEI.*

COMEDY  CENTRAL

PROUDLY SUPPORTS
THE MONTCLAIR FILM FESTIVAL

WATCH THE 2012 COMEDY AWARDS
SUNDAY, MAY 6 @ 9PM

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Sustainable Jersey Arts Actions

For municipalities

- ▶ Establish a creative team
- ▶ Creative Assets Inventory
- ▶ Creative Placemaking Plan

- ▶ Forthcoming: Utilizing Your Assets

For schools

- ▶ All Arts Disciplines Offered
- ▶ Student Participation in the Arts



The National Consortium
for Creative Placemaking

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