CULTURAL VITALITY IN COMMUNITIES: INTERPRETATION AND INDICATORS

Marla Rosario Jeske, Ph.D.
Florence Kahwaze-Giwan
José António Howard, Ph.D.

The Urban Institute
Why does America need USA?

THE 96% / 27% CHALLENGE.

The same landmark study that brought the financial plight of America’s artists to light also confirmed this shocking statistic: Although 96% of Americans value ART in their communities and lives, only 27% value ARTISTS. So the need is clear — in order to close the gap between the love of art and the ambivalence toward those who create it, artists need champions. Artists need advocates. Artists need you. Artists need USA.
Creative PLACEMAKING

Ann Markusen  Markusen Economic Research Services
Anne Gadwa  Metris Arts Consulting

EXECUTIVE SUMMARY

A White Paper for The Mayors' Institute on City Design, a leadership initiative of the National Endowment for the Arts in partnership with the United States Conference of Mayors and American Architectural Foundation.
About ArtPlace

10-year collaboration

14 foundations + 8 federal agencies + 6 financial institutions
About ArtPlace

10-year collaboration

14 foundations + 8 federal agencies + 6 financial institutions
Creative Placemaking Components

• Delineate a community

• Identify a challenge or opportunity

• Propose an arts-based intervention

• Define success
Irrigate
Springboard for the Arts
St Paul, MN
ARTPLACE
Nuestro Lugar
Kounkuey Design Initiative
North Shore, CA
ARTPLACE
Santo Domingo Heritage Trail Arts Project

*Santo Domingo Tribe

Santo Domingo Pueblo, NM

ARTPLACE
Prattsville Art Center and Residency

Town of Prattsville

Prattsville, NY ARTPLACE
About ArtPlace

10-year collaboration

14 foundations + 8 federal agencies + 6 financial institutions
National Grants Program

Since 2011

- $56.8 million
- 189 projects
- 122 communities of all sizes in 42 states + DC

➔ In 2014, 31% of funding went to rural communities

- More information: www.ArtPlaceAmerica.org/LOI
Creative Placemaking Components

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

10-year collaboration

14 foundations + 8 federal agencies + 6 financial institutions