



## SELECTED EXAMPLES OF OUR TOWN 2015 PROJECTS SORTED BY COMMUNITY OUTCOME

As creative placemaking evolves, the relationships among artists, designers, arts organizations, civic leaders and industry partners also evolve and often become more deeply integrated. This year’s Our Town projects reflect that development, and we’ve grouped some example projects below by some of the outcomes that communities are seeking:

- [Well-Designed Cultural Infrastructure](#)
- [Business Entrepreneurship](#)
- [Economic Development](#)
- [Environmental Resiliency](#)
- [Transportation Improvements](#)
- [Youth Development](#)

Projects may appear in more than one sector. Additional partners for each of the projects are listed below the project description as well as, in some cases, within the description itself.

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### **WELL-DESIGNED CULTURAL INFRASTRUCTURE**

**City of Texarkana**      Primary Partner: **Texarkana Regional Arts and Humanities Council**  
Texarkana, TX  
\$100,000

To support Texarkana, Texas Market Grounds - Farm, Arts, and Historic District Cultural Public Space Project. Designers from the University of Arkansas Community Design Center and internationally renowned architect Marlon Blackwell will propose plans for art and public space design, ensuring walkable streets that incorporate local cultural elements. The City of Texarkana, Texarkana Regional Arts and Humanities Council, and the Housing Authority will facilitate a community engagement process to inform the master plan and public art commission. Located in the downtown area, the Texarkana Arts and Historic District has a 48% poverty rate. The population of Texarkana is 37,400.

Additional Partners: Texarkana Regional Arts and Humanities Council, University of Arkansas Community Design Center, Marlon Blackwell Architects, Main Street Texarkana, Housing Authority of Texarkana TX, Texarkana Arts and Historic District

**Bastrop Fine Arts Guild**      Primary Partner: **City of Bastrop**  
Bastrop, TX  
\$75,000

To support architectural designs and a site master plan to repurpose the 100-year-old Powell Cotton Seed Mill into the Lost Pines Art Center. When complete, the new center will serve as a key anchor to revitalize the historic downtown core while providing gallery, live/work, studio, and classroom space for the community and local artists. After extensive public outreach, planning, and launching a capital campaign, Bastrop Fine Arts Guild

partnered with the City of Bastrop to hire Barley & Pfeiffer Architects of Austin to design the center. A city of 7,554 residents, Bastrop continues to recover from devastating wildfires in 2011, and is leveraging arts as part of their recovery plan.

**City of Fort Lauderdale, Florida**

Fort Lauderdale, FL  
\$25,000

Primary Partner: **Florida Atlantic University**

To support streetscape design and ecological public art planning in North Beach Village neighborhood. Designers and city engineers will collaborate through a public participatory process to propose design concepts and public art that will enhance the pedestrian experience and mitigate flooding. In partnership with Florida Atlantic University School of Architecture, the City of Fort Lauderdale will demonstrate how public infrastructure can incorporate art and design elements that simultaneously serve a functional purpose and foster a unique identity for the community. The City of Fort Lauderdale is a coastal city of 172,400 residents.

**Creative Santa Fe**

Santa Fe, NM  
\$150,000

Primary Partner: **City of Santa Fe**

To support design fees and community engagement for Arts + Creativity Center, an affordable artist live/work space. An architect will be selected via an advisory board representing local artists, institutions, government, and businesses. City of Santa Fe, New Mexico Inter-Faith Housing, and Creative Santa Fe will oversee the project, including community visioning workshops, management of the design process, and establishment of business development resources to serve artist entrepreneurs. Arts + Creativity Center will be the anchor of a light industrial area with increasing artistic activity, serving as a critical venue for artists to live, work, and present their talents. Santa Fe has a population of 82,000 residents.

Additional Partners: New Mexico InterFaith Housin, After Hours Alliance, Wise Fool, Teatro Paraguas, Southwestern Association for Indian artists, Santa Fe University of Art and Design, Institute of American Indian Arts, Homewise, The Food Depot

**Downtown Hazleton Alliance for Progress**

Hazleton, PA  
\$50,000

Primary Partner: **City of Hazleton**

To support architectural designs for the new City Arts Center. The center will be located in a historic bank building that has been targeted as a high priority project of the city's recently completed Strategic Downtown Revitalization Plan. Its design will include exhibition, classroom, and studio space. City of Hazelton, Downtown Hazelton Alliance for Progress, and Hazelton Art League will partner to manage community outreach to ensure that the design and programming of the center meets the needs of residents. The new center will expand the accessibility of arts programming to Hazelton's increasingly diverse population, and serve as a cornerstone of the downtown. Hazleton's population is 25,300, 40% Hispanic.

Additional Partners: Hazelton Art League, Hazelton Integration Project/One Community Center

**Theatre Squared**

Fayetteville, AR  
\$100,000

Primary Partner: **City of Fayetteville, Arkansas**

To support design fees for a downtown theater commons. Via a competitive process, an architect will be selected to design a new space that converts an existing parking lot into a thriving hub for artists and audiences. The theater commons will include a performance venue, rehearsal space, classrooms, studio space, and artist housing. City of Fayetteville and Theatre Squared will partner to engage the community and elicit public participation in the design process. Theater Squared is one of only two year-round professional theaters in Arkansas. This new facility will expand access to tens of thousands of additional community members, while serving as a new institutional anchor for the downtown district. The population of Fayetteville is 75,000.

Additional Partners: Charcoalblue, Marvel Architects, Holzman Moss Bottino, Haworth Tompkins

**M12 Incorporated (aka M12 Collective)**

Byers, CO  
\$25,000

Primary Partner: **Washington County Colorado**

To support Action on the Plains: The Future Rural Archive to explore the future and evolution of rural museums. The project will bring together a curator, a design anthropologist, a folk musician, and a landscape architect to collaborate with four rural Colorado museums to re-imagine their uses while at the same time engaging the community in cultural activities. M12 Collective, Washington County Colorado, and their partners intend to be a catalyst for long term dialogue about the importance of rural cultural exchanges. Rural museums are important repositories but are often run by aging volunteers, housed in old buildings, and unable to provide outreach to the community.

Additional Partners: University of Colorado Boulder, Washington County Commissioners, Deer Trail Pioneer Museum

## **BUSINESS ENTREPRENEURSHIP**

### **Good Work Network**

New Orleans, LA  
\$75,000

Primary Partner: **Ashe Cultural Arts Center**

To support Roux Carré. The project partners will provide an artist residency program and professional development training for 40 performing and visual artists. The artists will receive hands-on training in marketing and public relations, business development, fundraising, financial and back office management, and performance booking. They also will be offered space in Good Work Network's newly constructed outdoor market and performance space. The project incorporates a broad partnership with the City of New Orleans Mayor's Office of Cultural Economy, Ashe Cultural Art Center, Puentes New Orleans, Nfungotah Inc./Dance for Life, and the Good Work Network. It targets business development opportunities in the OC Haley neighborhood of Central City New Orleans, working with women and minority populations.

Additional Partners: Junebug Productions, New Orleans Tourism and Marketing Corp, Mayor's Office of Cultural Economy, Nfungotah/Dance for Life

### **Community L.I.F.T**

Memphis, TN  
\$75,000

Primary Partner: **Memphis & Shelby County Office of Sustainability**

To support training for emerging musicians, programming for artist residencies, and a community-led design process in the Soulsville neighborhood. Local residents, businesses, students, and institutions will come together to re-imagine a vacant property as a creative community space. The Slim House Studio will host training, apprenticeship programs, and residencies for emerging musicians, performers, and visual artists. Community L.I.F.T., Memphis-Shelby County, and the Soulsville Neighborhood Association will collaborate to lead the community engagement process and oversee artist training and programming. Soulsville is home to the Stax Museum of American Soul Music, and is a low income neighborhood that is 94% African American.

Additional Partners: Soulsville Neighborhood Association, Visible Music College, University of Memphis, Urban Land Institute

### **Catawba Cultural Preservation Project**

Rock Hill, SC  
\$50,000

Primary Partner: **Catawba Indian Nation**

To support Catawba Cultural Preservation Project Yap Ye Iswa Festival and Artisan Development. The project will strengthen both the artistic and business capacity of Catawba tribal artisans by providing business training - including financial literacy, ongoing technical assistance, and coaching - and opportunities for new and expanded markets through a series of cultural events and festivals. A key component of the project is an overarching marketing and communications strategy that can be used by individual artisans and by the tribe as a whole. The project will utilize First People's Fund Native Artist training and Pratt Institute's Arts Management program, who will work to pass on Catawba cultural traditions from elders to tribal youth, and to share those cultural traditions with a wider metropolitan audience. Catawba tribal lands, located outside Charlotte, North Carolina, serve approximately 2,600 tribal members, 24.4% of whom live below the poverty line and 20% of whom are unemployed.

Additional Partners: First Peoples Fund, Pratt Institute Arts and Cultural Management Program

## **ECONOMIC DEVELOPMENT**

**DesignAlabama**  
Montgomery, AL  
\$50,000

Primary Partner: **City of Jasper**

To support celebratory Made-in-Alabama events and regional cultural planning. A series of events will highlight the talents and creations of makers and artists in Alabama. Regional planning workshops will engage residents in assessing cultural assets in their communities and exploring opportunities to elevate the creative economy of the south. DesignAlabama will partner with Auburn University School of Architecture to coordinate events in Birmingham, Huntsville, Montgomery, Mobile, and Jasper.

Additional Partners: Southern Makers, Alabama Communities of Excellence, Alabama Tourism Department, Alabama Bicentennial Commission, University of Alabama Center for Economic Development, Copperwing Design

**Thrive**  
Helena, AR  
\$100,000

Primary Partner: **The Delta Cultural Center**

To support an artist residency program in downtown Helena. A recently renovated warehouse will house artist residencies, providing them with ample workspace to live, produce, and exhibit their work. Thrive, in partnership with the City of Helena and Delta Cultural Center, will provide artists with entrepreneurship training, and help integrate their artistic practice into local festivals and events throughout the city. The project will spark a critical mass of creative individuals to be active community participants, contributing to the economic and cultural revival of Helena. The population of Helena is 12,900.

Additional Partners: Phillips Community College of the University of Arkansas, Arkansas Delta Arts Partnership

**Universidad del Sagrado Corazón**  
San Juan, PR  
\$100,000

Primary Partner: **Municipio de San Juan**

To support Imagine Santurce, a participatory creative asset mapping and cultural district planning process for Santurce, a barrio of San Juan. Creative asset mapping will highlight existing cultural institutions, artists, arts-based businesses, and community organizations, while identifying potential opportunities for leveraging these key assets. Universidad del Sagrado Corazón, Municipality of San Juan, Foundation for Puerto Rico, and Massachusetts Institute of Technology Department of Urban Planning are part of a broader community-based coalition of members working together to capitalize on the cultural and artistic attributes of Santurce as a catalyst for social and economic growth. Partners will help to guide a cultural district plan to guide arts policies and strategies to stimulate neighborhood revitalization. Santurce is San Juan's most densely populated barrio that consists of 77,000 residents, 49 percent of which are in poverty.

Additional Partners: Foundation for Puerto Rico, Massachusetts Institute of Technology Department of Urban Studies and Planning, Mesa de Arte y Comunidad

**Thunder Valley Community Development Corp.**  
Porcupine, SD  
\$75,000

Primary Partner: **Oglala Sioux Tribe**

To support the design of pow wow grounds, studio spaces, and artist live/work space on Pine Ridge Reservation. New cultural facilities will provide much needed space for Oglala Sioux members to exercise their creativity, develop new skills, and establish new artisan businesses. Thunder Valley Community Development Corporation will lead the project activities, in partnership with Oglala Sioux Tribe, First People's Fund, and ArtSpace Projects, Inc. The project will serve the creative community of Pine Ridge Reservation residents, half of whom are under the age of 25. Pine Ridge Reservation is a Promise Zone with a 49% poverty rate and a population of 35,000.

Additional Partners: First People's Fund, Artspace, Berkebile Nelson Immenschuh McDowell Architects

**Ogden City**  
Ogden, UT  
\$50,000

Primary Partner: **Weber Arts Council**

To support Ogden Arts Hub. The project consists of community visioning for the Jefferson Arts District, including program planning for the new Ogden Arts Hub arts agency and maker space, and the Jefferson Hall music performance, recording, and education space. The project also incorporates direct support for local artists, including business development classes and training, a call for entries and commissioning of a public art piece, and a three-month artist residency program. The Ogden City Community & Economic Development Department and the Ogden City Arts Advisory Committee are the primary partners, with Union identified to manage the maker space and the Weber Arts Council to guide the artist education programs. The Jefferson Arts District will serve a growing artist community in Ogden City and is located in the East Central neighborhood, where 34% of residents live below poverty level, 12.5% are unemployed, and 20% are recent immigrants.

Additional Partners: Union

## **ENVIRONMENTAL RESILIENCY**

### **Anchorage Museum Association**

Anchorage, AK  
\$150,000

Primary Partner: **Municipality of Anchorage**

To support Polar Lab, a program featuring indigenous artists focusing on contemporary indigenous issues in the north. Polar Lab activities will include artist residencies, workshops, interventions, and curated conversations, putting artists into public spaces to encourage positive social actions. Through research and public engagement, the Anchorage Museum and the Municipality of Anchorage, along with their partners, intend to create a sense of shared community through the exploration of the myths and stereotypes of the North around theme of the environment and global change. The Municipality of Anchorage has a population of 300,950.

Additional Partners: Smithsonian Arctic Studies Center, Alaska Design Forum, Institute of the North, National Museum of the American Indian, First Light, World Affairs Council

### **Arts Company**

Cambridge, MA  
\$25,000

Primary Partner: **Town of Ashland**

To support the design of an educational exhibit and observation station at Nyanza Superfund site. The project will be led by an artist to engage the community and foster meaningful conversation about environmental remediation via graphic design and storytelling. Key project partners, including Arts Company, Town of Ashland, Ashland Library and Ashland Public Schools, will utilize the Nyanza exhibits to educate youth to be stewards of the environment. Located in Ashland, MA, the Nyanza Superfund site remains active as a polluted site that is being remediated. Town of Ashland has a population of 17,000.

Additional Partners: Ashland Public Library, Framingham State University, EPA, Mass Dept of Environmental Protection, WACA-TV

### **Denmark Arts Center**

Denmark, ME  
\$25,000

Primary Partner: **Town of Denmark**

To support Something Rotten, an artist residency program. The project places artists at the town landfill to create site specific work out of garbage found on-site, which will be displayed for one year. Denmark Arts Center and Town of Denmark intend the artwork to challenge how residents view art while activating an underused community asset and fostering dialog about broader aesthetic and environmental issues. The Town of Denmark has a population of 1,150 that is rural, poor (per capita income of \$27,000), and relatively elderly (median age of 47).

Additional Partners: SPACE Gallery, New York Foundation for the Arts, Alliance of Artists Communities, Artist Trust, California Art Council, Creative Capital, Santa Fe University of Art and Design

### **City of Norfolk**

Norfolk, VA  
\$75,000

Primary Partner: **Downtown Norfolk Development Corporation**

To support Art and Rising Tides, a project for sea level rise and environmental art in the Norfolk, Virginia, Arts District. This project will complete detailed site plans and commission a public artist to work with architects, urban planners, and community partners to develop and implement ideas for the Downtown Arts and Design

District. Project partners include Norfolk Bureau of Cultural Affairs and the Downtown Norfolk Development Corporation, as well as Norfolk's Redevelopment and Housing Authority, Naval Station Norfolk, and the Better Block program. The project's theme of sea level rise responds to Norfolk's position as the U.S. city most at risk from rising tides and flooding challenges, aside from New Orleans.

Additional Partners: Work Program Architects, Alchemy NFK, Hurrah Players, Resiliency Office City of Norfolk, Downton Norfolk Civic League, Chrysler Museum of Art, Naval Station Norfolk/NAS Oceana, Norfolk Redevelopment and Housing Authority, Wetlands Watch, 801 Conda Association

**Elizabeth River Project**

Primary Partner: **City of Portsmouth, Department of Museums**

Portsmouth, VA  
\$50,000

To support an art installation celebrating the Elizabeth River. Scottish artist Rob Mulholland will complete a major sculpture installation as part of the 2016 Elizabeth RIVERFest, an environmental festival created to inspire the region to see the river in new ways, appreciate its ecology, and engage in its stewardship. Mulholland will create up to ten permanent outdoor sculptures and ten temporary sculptures. The temporary sculptures, designed with the assistance of at-risk youth from the community, will be used as guides leading festival goers across the Jordan Bridge, the region's highest bridge, to the permanent sculptures installed in Paradise Creek Nature Park. The project is a partnership of the Elizabeth River Project, a local non-profit focused on cleaning up the polluted river, and the Portsmouth Art & Cultural Center, with support from numerous regional arts and municipal partners. The Elizabeth River watershed includes the 500,000 residents who live in Norfolk, Portsmouth, Chesapeake, and Virginia Beach.

Additional Partners: City of Chesapeake Department of Parks Recreation and Tourism, Norfolk Multicultural and Hampton Roads Area Young Life

## **TRANSPORTATION IMPROVEMENTS**

### **Kala Institute**

Berkeley, CA  
\$75,000

Primary Partner: **City of Berkeley**

To support Print Public, an innovative arts project to foster community interaction and activate vacant lots along San Pablo Avenue. Artists working in and across print media will participate in six-month residencies that culminate in temporary art installations and public programming, including artist designed billboards and public transportation installations. Kala Institute and City of Berkeley intend to bring people together where they are (on the bus, in their cars, at the library, etc.) to encourage conversations about place. The communities along San Pablo Avenue are diverse economically and culturally.

Additional Partners: University of California Berkeley, Kava Massih Architects

### **Resource Conservation and Development for Northeast Iowa**

Primary Partner: **City of Postville**

Postville, IA  
\$75,000

To support the development and construction of public art in communities along Iowa scenic byways. The project will introduce creative placemaking strategies and facilitate community workshops for city officials, residents, scenic byway boards, local arts organizations, local artists, and schools to identify public art concepts that reflect the local identity and stimulate cultural tourism. Artists will be selected to create public art based on concepts articulated by the community. Northeast Iowa RC&D, City of Pottsville, and other partners will establish an advisory committee to assist with artist selection. Completed public art pieces might include sculptures, murals, stained glass, or performances. The project will serve several rural communities with populations that range between 300 and 2,500.

Additional Partners: Golden Hills RC&D, Iowa Lakes RC&D, Iowa Valley RC&D, Pathfinders RC&D, Artisans Road Trip (A.R.T.), Villages Folk School, Iowa County Historical Society, Umbrella Arts, Driftless Area Arts Council, Mississippi River Parkway Commission

### **WonderRoot**

Atlanta, GA  
\$50,000

Primary Partner: **Fulton County Arts Council**

To support En Route, a public art project that provides a platform for community dialogue on access, mobility, and public transportation. Artists will be selected to design and execute public art projects at several transit stops throughout Atlanta. WonderRoot, Fulton County Division of Arts & Culture, and Metropolitan Atlanta Rapid Transit Authority (MARTA), will partner to oversee artist selection and engagement to ensure that each unique artwork will be responsive to the existing community. The project will stimulate conversations about the role of public transit and result in the beautification of transit stations throughout MARTA system, challenging existing perceptions that the system is unsafe and unclean. The Atlanta metropolitan area has a population of 6,100,000.

Additional Partners: Metropolitan Atlanta Rapid Transit Authority, Enterprise Community Partners, Atlanta Regional Commission, Atlanta Land Trust Collaborative, Partnership for Southern Equity

## **YOUTH DEVELOPMENT**

### **Creative Exchange Lab**

Saint Louis, MO  
\$50,000

Primary Partner: **Harris-Stowe Foundation**

To support the East St. Louis Cultural Economic Development Neighborhoods Initiative. Multi-disciplinary project teams consisting of a resident youth, urban planner or designer, local artist, and university students will engage three East St. Louis neighborhoods in cultural asset mapping. Cultural assets may range from visual arts and historic architecture to less conventionally recognized cultural contributions such as church choral traditions and barber/beauty shop practices. The mapped assets will lead to unique cultural-economic development plans for each neighborhood, with the goal of greater community pride, economic development, and regional visitor attraction. The project is a partnership between the Creative Exchange Lab and Harris-Stowe State University, the St. Louis area's only Historically Black College or University.

### **Deep Center**

Savannah, GA  
\$50,000

Primary Partner: **City of Savannah**

To support Block by Block. Through this program, two lead artists will guide a year-long process, engaging up to 25 children, ages 11 to 18 to conduct research, go on site visits, and interview a diverse group of community experts in order to discover what cultural assets make their neighborhood unique. The children will then process their experiences through arts-based projects and creative writing activities, culminating in a mural depicting the identified assets, colorful neighborhood markers, a website, and a celebratory art march and live reading. The project is a partnership between the City of Savannah's Department of Cultural Affairs and the Deep Center, which promotes literacy by challenging young people to engage with language and their stories through writing, reading, and performance. The participating children will come from Savannah's West Side neighborhood, a low-income community that will be the focus of the project.

Additional Partners: Savannah-Chatham Public School System, Art Rise, See Savannah Art Walls, Step Up

### **Cheyenne River Youth Project**

Eagle Butte, SD  
\$100,000

Primary Partner: **About this Life**

To support Waniyetu Wowapi (Winter Count) Art Park. Professional graffiti artists from across the country will be invited to teach a series of arts workshops to the Lakota youth of Cheyenne River Sioux Reservation and assist them in the design of graffiti murals at the Art Park. Under the leadership of Cheyenne River Youth Project, About this Life, and Cheyenne River Sioux Tribe, the Art Park will become a source of pride for the reservation, providing an alternative to vandalism and an opportunity to engage youth via the arts. Based in rural South Dakota, Cheyenne River Youth Project currently serves over 1,700 youth and 400 families annually.

Additional Partners: Cheyenne River Sioux Tribe, About this Life, Rapid City Arts Council

**Elevating Soulciety**  
San Leandro, CA  
\$75,000

Primary Partner: **Alameda County Health Care Services Agency**

To support the production of Unincorporated, a "hip-hopera" inspired by the 1927 film Metropolis. Over the course of two years, writers, dancers, musicians, poets, theater professionals, and visual artists will work to develop an original script, score, and series of performances focusing on the themes of social justice and equality. Elevating Soulciety and Alameda County Health Care Services Agency intend to transform vacant lots and buildings along the city's main boulevard into live outdoor performance and visual art spaces for the performances. Youth on probation will be engaged and learn valuable job skills, twenty four percent of whom live below the federal poverty line.

Additional Partners: Alameda County Arts Commission, Alameda County Community Development Agency, Beats Rhythm and Life, Alameda County Probation