

Established by Congress in 1965, the **National Endowment for the Arts** is the independent federal agency whose funding and support gives Americans the opportunity to participate in the arts, exercise their imaginations, and develop their creative capacities. Through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector, the Arts Endowment supports arts learning, affirms and celebrates America’s rich and diverse cultural heritage, and extends its work to promote equal access to the arts in every community across America.

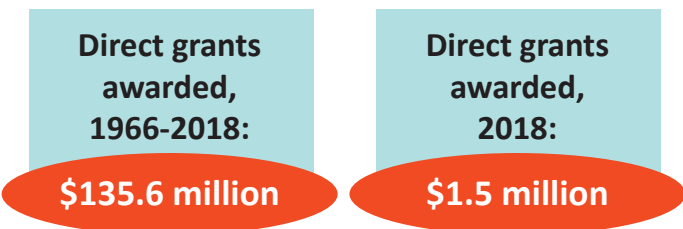
The National Endowment for the Arts is the only funder, public or private, to support the arts in all 50 states, U.S. territories, and the District of Columbia. The agency awards more than \$120 million annually with each grant dollar matched by up to nine dollars from other funding sources.

Economic Impact of the Arts and of Design

The arts generate more money to local and state economies than several other industries. According to data released in 2019 by the National Endowment for the Arts and the U.S. Bureau of Economic Analysis, the arts contributed \$804.2 billion to the U.S. economy in 2016, more than agriculture or transportation, and employed 5 million Americans. The data also notes that design services contributed \$19.4 billion to the U.S. economy in 2016.

FUNDING THROUGH THE NATIONAL ENDOWMENT FOR THE ARTS DESIGN AND CREATIVE PLACEMAKING PROGRAMS

• Design Projects Only:



• Our Town Projects Only:



2018 FUNDING EXAMPLES FROM ART WORKS: DESIGN

Utilizing design to catalyze community change: **Catapult Design in Denver, Colorado**, to support collaborative workshops and the creation of a series of graphic comic books designed to influence how people see entrepreneurs on the Navajo Reservation.

Perserving neighborhood architecture: **Neighborhood Housing Services of Chicago in Chicago, Illinois**, to support the Chicago Greystone and Vintage Home Program, which offers technical assistance and resources to owners of historic homes in Chicago

Offering leadership training and design skills to underserved youth: **DownCity Design in Providence, Rhode Island**, to support a design+build training program that provides mentorship and hands-on learning to encourage the next generation of designers to tackle issue in the own neighborhoods.

Promoting design through exhibitions: **Milwaukee Art Museum in Milwaukee, Wisconsin**, to support the exhibition and catalogue *Serious Play: Design in Midcentury America*, co-organized with Denver Art Museum that explores designers who embraced the spirit of whimsy during the 1940s, ‘50s, and ‘60s.



2018 FUNDING EXAMPLES FROM OUR TOWN

Our Town projects integrate arts, culture, and design into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes.

Addressing public health issues through the arts: **IDEAS xLab (partnering with the Breathitt County Health Department) in Jackson, Kentucky**, to support artist-led workshops to raise awareness of preventable health conditions such as cancer and opioid addiction in rural Jackson.

Offering opportunities for knowledge building: **Art of the Rural, Winona, Minnesota**, to support peer exchange, network building activities, and a national summit to promote creative placemaking as a strategy to improve rural communities.

Supporting downtown revitalization: **City of Sparks, Nevada**, to support a public art and cultural district plan for an eight-block area in downtown Sparks, called Victorian Square, as a destination for arts experiences, and integrate the arts into future infrastructure.

NATIONAL INITIATIVES

Mayors' Institute on City Design: Since 1986, this partnership of the National Endowment for the Arts and the U.S. Conference of Mayors convenes mayors and design experts six times annually to solve the most critical planning and design challenges facing their cities.

Citizens' Institute on Rural Design: Since 1991, this program offers design, planning, and creative placemaking expertise to rural communities with populations under 50,000 through a multi-day public visioning workshop and training of local leaders. Partners with the Arts Endowment are Housing Assistance Council and buildingcommunityWORKSHOP.

BUILDING THE DESIGN AND CREATIVE PLACEMAKING FIELDS

The Arts Endowment has partnered with federal agencies to help facilitate design competitions, including two initiatives with the U.S. Department of Housing and Urban Development (HUD): Rebuild by Design following Hurricane Sandy, and the Play Everywhere design challenge to transform public space in communities across the country.

The Arts Endowment has played a key leadership role in the national creative placemaking movement by awarding grants across the United States, 20 percent of which funded projects in rural communities. The agency also was instrumental in establishing ArtPlace America in 2011.

The Federal Design Improvement Program was a multifaceted effort initiated by National Endowment for the Arts Chairman Nancy Hanks in 1972 that dramatically improved the quality of design across the federal government. It is now the Design Excellence Program housed at the General Services Administration.

RESEARCH

Our Town: A Theory of Change and Logic Model for the National Endowment for the Arts' Creative Placemaking Grants Program (2019) assess efforts in the creative placemaking field to articulate and evaluate the positive changes that arts and cultural strategies are making in communities across the country.

Rural Arts, Design, and Innovation in America (2017) analyzes data from the Rural Establishment Innovation Survey of the Economic Research Service at the U.S. Department of Agriculture to quantify relationships among arts organizations, design-integrated firms, and business innovators in rural settings.

Industrial Design: A Competitive Edge for U.S. Manufacturing Success in the Global Economy (2017) explores why industrial design has become an influential factor in manufacturing.

RESOURCES

How to Do Creative Placemaking Webinar Series (2018) consists of six webinars focused on the practical skills and tools. Go to [lisc.org/our-events/event/how-do-creative-placemaking](https://www.arts.gov/our-events/event/how-do-creative-placemaking) for the archive.

Exploring Our Town ([arts.gov/exploring-our-town](https://www.arts.gov/exploring-our-town)) features more than 70 Our Town projects presented as case studies.

How to Do Creative Placemaking (2016) is an action-oriented guide, includes case studies and essays from the field's leading thinkers and practitioners.

For more information, go to [arts.gov/artistic-fields/design](https://www.arts.gov/artistic-fields/design) and [arts.gov/artistic-fields/creative-placemaking](https://www.arts.gov/artistic-fields/creative-placemaking). For more information on the NEA and its programs, go to [arts.gov](https://www.arts.gov). The NEA is on Twitter @NEAarts as well as Facebook, Instagram, YouTube, and iTunes.

