**OUR TOWN:** Logic Model

**PROBLEM STATEMENT:** American communities everywhere face a distinctive set of local economic, physical, and/or social challenges. Yet community leaders are often unaware of solutions that stem from the successful adoption and integration of arts, design, and cultural strategies.

**OUR TOWN GOAL:** Sustained support and recognition of arts, design, and cultural strategies as integral to every phase of community development across the United States.

**Project Community Contexts**
Local Our Town projects respond to and are shaped by community type, existing social and human capital, existing policies, local assets, and other community development activities.

**Project Inputs**
- Leadership
- Cross-sector Partnerships
- Financial Resources
- Community Engagement

**Project Activities**
Creative placemaking strategies strengthen local communities by:
- Envisioning
- Connecting
- Illuminating
- Energizing

Arts tactics advance creative placemaking strategies through:
- Artist residencies
- Arts festivals
- Community co-creation of art
- Performances
- Public art
- Cultural planning
- Design of cultural facilities
- Public space design
- Creative business development
- Professional artist development

**Innovation/Systems Change Outcomes**
Project activities as well as local community change lead to:
- New or sustained partnerships
- Sustaining or scaling of project activities
- Replication or adaptation of project activities by other organizations
- Capacity to implement creative placemaking
- Institutionalization of arts, culture, and design

**Local Community Change Outcomes**
Increased integration of arts, design, and cultural strategies among local, cross-sector partners, leading to economic, physical, and social change.

**Economic Change**
- Local business and job growth
- Professional development/training

**Physical Change**
- Beautification
- New construction

**Social Change**
- Civic engagement
- Social cohesion
- And more