



## OUR TOWN 2015 PROJECTS FOR KNOWLEDGE BUILDING

Projects that build knowledge about creative placemaking is a new project type this year. These projects will be carried out in partnership with membership organizations to expand the knowledge base about creative placemaking to their members and field. They expand the capacity of artists and arts organizations to work more effectively with economic and community development practitioners, and vice-versa.

Results of these projects will be shared more broadly with the creative placemaking field, building on two NEA-led initiatives; Exploring Our Town, a web resource of case studies and lessons learned from 70 Our Town projects, and Beyond the Building: Performing Arts and Transforming Place, a convening and white paper focused on the role of performing arts organization in creative placemaking.

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### **Alternate Roots**

Atlanta, GA  
\$100,000

To support Southern ROOTS of Creative Placemaking, a project to identify, document, compile, and disseminate best practices in fourteen southern states. ROOTS will produce regional and local convenings, a learning cohort of multi-generational artists, and a retreat for over 200 southern artists and cultural organizations. Project activities will bring together a diverse audience of social practice artists, community organizers, social justice organizations, and other key leaders that are working to improve livability in their communities and instill a sense of pride in place. ROOTS will work to heighten the visibility of creative assets and establish pathways for artists to more effectively lead community and cultural development projects.

### **Art of the Rural**

University City, MO  
\$75,000

Primary Partner: **Rural Policy Research Institute**

To support Next Generation: Future of Arts and Culture Placemaking in Rural America. Art of the Rural, in partnership with the Rural Policy Research Institute at the University of Iowa, will expand the potential for rural creative placemaking within broader cultural and development-based conversations through a digital learning commons, a national convening, regional networking activities, and knowledge exchanges in rural Iowa, Kentucky, and Minnesota. An extensive network of rural arts and community development partners will help to execute the project, including Appalshop, Des Moines Social Club, Springboard for the Arts, United States Department of Agriculture Rural Development, Wormfarm Institute, M12 Collective, Double Edge Theater, and Kentucky Governor's Office.

**National Alliance of Community Economic Development Associations**

Primary Partner: **Americans for the Arts**

Washington, DC

\$100,000

To support the Creative Placemaking Immersion Program, a partnership between National Alliance of Community Economic Development Associations (NACEDA) and Americans for the Arts (AFTA). Project partners will conduct a national scan of existing creative placemaking practices, and will exchange information via convenings and peer networking. AFTA will also deliver direct project assistance to three NACEDA member organizations that will utilize arts and cultural strategies as agents for physical, social, and civic transformation in low-income neighborhoods. The project will offer a unique hands-on opportunity for cross-sector learning and will be guided by additional partners that include ArtPlace America and Local Initiatives Support Corporation. NACEDA is an alliance of 42 state and regional community economic development associations in 28 states, including over 3,500 community-based development organizations.

**Springboard for the Arts**

Saint Paul, MN

\$50,000

Primary Partner: **International Downtown Association**

To support Springboard for the Arts, in partnership with International Downtown Association (IDA), to build the capacity of downtown development practitioners to implement creative placemaking projects. Activities will include sharing existing models of where and how artists are working with business districts, developing toolkits, delivering training sessions that coincide with IDA convenings, and providing direct assistance to pilot communities on creative placemaking projects. IDA members and other business districts will expand their understanding of the value of working with artists and learn new approaches of how they can work together. Conversely, the project will increase the capacity of artists and arts organizations to work more effectively with economic and community development experts.

**Trust for Public Land**

San Francisco, CA

\$100,000

Primary Partner: **City Parks Alliance**

To support Nature of Community: Parks and Creative Placemaking Colloquium and a Creative Placemaking in Parks field guide. The Trust for Public Land and City Parks Alliance will produce a dedicated colloquium to exchange creative placemaking strategies for public park spaces, facilitate peer-to-peer learning, and encourage dialogue among a diverse audience of parks and community leaders, landscape architects, arts and cultural not-for-profits, city leaders, and artists, curators, and art administrators. The outcomes and guidelines that emerge from the colloquium will be incorporated into the field guide for parks administrators. The Trust for Public Land has offices in approximately 30 states, and has helped protect, design, and develop more than 813 parks, playgrounds, and gardens in cities throughout the United States.