## 4.3 Develop a Creative Placemaking Plan

**10 Points** **15 Points**

### Action Updates

This action has been revised for the **current certification cycle**. A version of this action from the prior program year is available for comparison. Edits are highlighted in yellow. (Last update 2020)

### Objective

Through collaboration between the community and municipality, plan for and implement projects to enhance a sense of place with arts and cultural activities and spaces.

### What to Do

*The more you do, the more points you earn.*

1. Develop a Creative Placemaking Plan **(10 points)**

   *All elements must be completed to receive credit.*

   **a.** To develop your Creative Placemaking plan, engage diverse culture barriers, artists of all kinds, and members from the arts and culture field in the creation of your Creative Placemaking Plan. Your plan may be for a neighborhood or selected area of your community, or for your entire municipality.

   **b.** Develop your community's Creative Placemaking Plan. Creative Placemaking is ***"the use of arts and culture by diverse partners to strategically shape the physical and social character of a place in order to spur economic development, promote enduring social change and improve the physical environment.***" Your Creative Placemaking Plan will embody this definition, and must:

   - Identify defining characteristics, cultures, cultural practices, and features of the community (take care to engage with and represent the varied demographics of your community);
   - Establish goals and a strategy to identify, encourage, enhance, highlight, and make accessible unique features of your local culture. Include opportunities, locations, events, etc. designed for diverse individuals of varying backgrounds and ages;
   - Identify potential venues for activities (e.g. a park, theater, greenspace, etc.);
   - Demonstrate how your plan incorporates the unique, distinguishing characteristics of your community (e.g. historical, artistic, economic, architectural, artistic etc.);
   - Identify resources and partnerships that exist, or might be developed, to achieve the plan;
   - Create or highlight opportunities for monetary and/or in-kind investments in and by public, private, and non-profit organizations and partners to help achieve the Plan's objectives;
   - Include a mix of complementary community activities and services, such as housing, retail, food, services and public spaces, that could be enhanced through strategic linking to the arts or cultural central feature;
   - Include steps for implementation; and
   - Identify entities responsible for administration, organization, and measurement and monitoring progress.

   **Submit:** A copy of your Creative Placemaking Plan and a completed worksheet.

**Timeframe for Credit:** Eligible for new action credit and rolling credit. This action falls under the action type "Websites, Maps, Inventories, Checklists, Assessments, Plans, Ordinances, Policies, Regulations and Resolutions" (see "Timeframe for Credit" Guidance Document for submission requirements).

2. Integrate your Creative Placemaking Plan into your Plan of Conservation and Development (POCD). **(5 points)**

   **Submit:** A copy of your updated, adopted POCD that integrates your Creative Placemaking Plan.

   **Timeframe for Credit:** Eligible for new action credit and rolling credit. This action falls under the action type "Websites, Maps, Inventories, Checklists, Assessments, Plans, Ordinances, Policies, Regulations and Resolutions" (see "Timeframe for Credit" Guidance Document for submission requirements).

(*Markusen, Ann and Anne Gadwa. 2010. Creative Placemaking. National Endowment for the Arts. Washington, D.C., Nowak, Jeremy. 2007. The Power of Placemaking: A Summary of Creativity and Neighborhood Development Strategies for Community Investing. The Reinvestment Fund. Philadelphia, Pennsylvania*).*

## Timeframe for Credit

Actions can either be "New" or considered for "Rolling Credit."

**New Action Credit**. Any action completed within the past three years (from January 1 of the year seeking certification) is eligible for potential certification points. If you are applying for recertification in your year of expiration, you may not claim New Action Credit for items that previously received credit.

**Rolling Credit**. For any action older than three years (from January 1 of the year seeking certification), you must demonstrate ongoing, currently relevant, and meaningful impact in your community to be considered for certification points. If you are applying for recertification in your year of expiration, you must apply for Rolling Credit for any item that previously received credit, even if it was completed within the past three years.

View the "Timeframe for Credit" Guidance Document for detailed submission requirements.

## Engaging Partners

Sustainable CT encourages regional collaboration and other forms of partnership. For every action, please complete the "Partners" box in your submission, indicating the name(s) of any municipalities and/or organizations you partnered with (if any) and a brief description of your municipality's role. If you collaborate with other municipalities, each community will receive points. For additional information, please see the "Partners Guidance Document".

## Potential Municipal and Community Collaborators

Staff from the planning and zoning, public works, economic development, parks and recreation, tourism, and senior services departments could be helpful in implementing this action.

In addition, your art commission, planning and zoning commission, local art organizations, local artists, and chamber of commerce could help implement this action.

## Funding

If available, below are potential funding sources specific to this Action. For a complete listing of potential funding opportunities to assist with implementing Sustainable CT Actions, please visit the Sustainable CT Grants Portal, which is searchable by Action. Please also visit the Support for Your Town page for opportunities for technical assistance and other supports.

- Urban Act Grant Program
- Municipal Grant Program (MGP)
- 2021 Sustainable CT Community Match Fund

## Resources

*Toolkits, Calculators, Guidance Documents*

- National Endowment for the Arts, "How to Do Creative Placemaking"
- Jason Schupabach, "Defining Creative Placemaking A Talk with Ann Markusen and Anne Gadwa Nicodemus"
- Anne Gadwa Nicodemus, "Creative Placemaking 101 for Community Developers"
- D.I.Y. Creative Placemaking – This website has many resources, from a video about "What is Creative Placemaking," to pages on approaches, defining creative and cultural sector, collaborations and partnerships, how to rent or buy creative space, and case studies and lessons learned.
- D.I.Y. Creative Placemaking, "Approaches to Creative Placemaking"
- Markusen, Ann and Anne Gadwa. 2010. Creative Placemaking. National Endowment for the Arts. Washington, D.C., Nowak, Jeremy. 2007. The Power of Placemaking: A Summary of Creativity and Neighborhood Development Strategies for Community Investing. The Reinvestment Fund. Philadelphia, Pennsylvania

*Organizations and Relevant Programs*

- CT Department of Economic and Community Development, Office of the Arts
- Designated Regional Service Organizations

## Benefits

In creative placemaking public, private, not-for-profit, and community sectors partner to strategically shape the physical and social character of a neighborhood, town, tribe, city, or region around arts and cultural activities. A community with a strong cultural identity leverages arts, culture, and entertainment to stabilize or strengthen a given place.

Creating a cultural identity, through art and cultural activities, enhances and stabilizes communities undergoing economic and demographic changes. By connecting individuals and organizations to and within the community, art and cultural activities encourage investment in public, semi-public, and private spaces. Supporting businesses develop or grow, drawing residents and other patrons to the place and the community. Creative places also provide positive branding and image for the host community.

According to the CT Department of Economic and Community Development's Office of the Arts, the arts are integral to building and unifying our communities, "63% believe the arts lift them up beyond everyday experiences; 73% believe the arts are a positive experience in a troubled world; 62% believe that the arts help them understand other cultures better; and 67% believe the arts unify their communities regardless of age, race, and ethnicity."

## CT Success Stories

- Hartford - Oct 2018 Certification
- Middletown - Oct 2019 Certification
- Woodbury - Oct 2019 Certification