Arts, Culture & Creative Community Development

Comprehensive Community Development I

Paul Singh, NeighborWorks America, Moderator
Steven Sugg, Rural Home
John Niederman, Pathfinder Services
Dave Clark, Woodlands Development Group
Emily Wilson-Hauger, Woodlands Development Group

#InvestInRural
WORKSHOP NOTES - RECLAIMING APPALACHIA RURAL CONFERENCE

Title of Workshop: Arts, Culture and Creative Community Development
Note Taker: Judith Rose

Date: September 10, 2019
Note Taker email: jrose@nw.org

Presenters:
Paul Singh, NeighborWorks America (Moderator),
John Niederman, Pathfinder Services,
Dave Clark & Emily Wilson-Hauger, Woodlands Development Group,
Stephen Sugg, Housing Assistance Council

Approx # of Attendees: 13

Workshop Description:
3:15 PM
The role of arts, culture and creativity as catalysts for engaging community and revitalizing urban neighborhoods is well established. What about the role of the arts in rural settings? Come learn how organizations are integrating the arts across their work, not just as economic catalysts but as curators of place and celebrants of rural culture.

Key Discussion Points

Reviewed NWA learning of Creative Community Development.

Pathfinder—Recognize the people who are there and that they have talent. People with disabilities to be considered artists first.
Need to have a creative economy to attract and keep young people.
Combine arts orientation with entrepreneurial training. Impact will be gauged by how many businesses are started. A hobby today can be businesses tomorrow.
Did arts business plan of the whole community
Include tourism bureau and schools in conversations

Partner arts work with lending and comprehensive planning – need to leverage money-get others to do the expensive redevelopment work

Woodlands- Look at all arts- music, food, theater. Easier for artist communities to develop where there are vacant buildings, no zoning, little or no code enforcement.

How to deal with gentrification and AirBNBs.

Involve the artists- put them on your board, bring them to your table. They speak a different language but find a way to include them.
Its ok to fail.
HAC- Funders like NEA have different metrics. They don’t always know our industry. There are ways to quantify what is being done now in communities.
Don’t get caught up in terminology.
We need to learn from Native community placemaking. They have historic ways.

Themes/Overall Impressions

Community planning is integral.
Leverage funding from multiple partners.
Learn to quantify success.
How can we talk about arts in different ways to bring in new, but not alienate long term residents.
Hard to put together business plans for art centers and theaters.
Arts, Culture and Creative Community Development
Reclaiming Appalachia – NeighborWorks Rural Membership Conference

September 10, 2019 – Knoxville, TN

Working Together for Strong Communities
Art Can…

YOUR IDEA HERE!
The Role of Arts and Culture

- Connect People Across Difference
- Improve Business Viability
- Boost Jobs and Income
- Amplify Residents' Voices
- Animate Public and Private Spaces
- Rejuvenate Structures and Streetscapes
- Generate Imaginative Problem Solving
- Honor History
NeighborWorks America believes **art, culture, and creative expression are key components of comprehensive community development.**

When they’re fully brought together, community development and arts- and culture-based strategies and creative expression enhance one another. They create opportunities for people to improve their lives and strengthen their communities.
Creative Community Development

What is creative community development? Residents, community development organizations, artists, culture bearers and other partners using the power of art, culture and creativity to collectively catalyze social, physical and economic transformations in their local neighborhoods, towns, tribal lands, cities or regions.

Many people refer to this work as “creative placemaking;” NeighborWorks America’s approach encompasses placemaking and placekeeping, both creating and preserving communities with equitable opportunity for all residents.
Key Challenges

- **Gaps in understanding** the value of creativity, cultural expression and artistic practice to community development.
- Struggles to **demonstrate and articulate impact** of creative community development efforts.
- Barriers to **advancing inclusion** to promote places of equitable opportunity and avoid gentrification-led displacement.
- Challenges to **identifying suitable arts partners** and develop shared expectations, language and frameworks.
- Trouble **securing financial resources** to do this work.
Learning from the Network & Field
Thomas, West Virginia
Planning Support & Coordination
Business Finance and Support

CDFI financing and technical assistance to art-oriented businesses and venues
Public Art/Placemaking Projects
Architecture/Engineering Assistance
Acquisition, Demolition & Redevelopment
Another Saturday Night...

Thomas, WV