



THE 2019

# NATIONAL

CREATIVE PLACEMAKING LEADERSHIP SUMMIT

*NATIONAL DIALOGUE, LOCAL IMPACT*

PHOENIX, AZ

NOV 14-16, 2019

[cpcommunities.org/national](http://cpcommunities.org/national)

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**KIM COOK**  
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# WELCOME

## FROM THE NATIONAL CONSORTIUM FOR CREATIVE PLACEMAKING

Dear colleague,

Welcome to the second annual National Creative Placemaking Leadership Summit. Over the next three days, we'll be exploring how creative placemaking — that is, strategically engaging arts and local culture to enhance communities — can help us address the opportunities and challenges of social and environmental change.

Let's learn with, and from, one another.

You're probably sitting near someone you don't know. They may even be from your town or county. Though you may be strangers now, you probably share at least one thing: a belief that creative placemaking can help make communities better through arts and cultural activities. Over these next three days, if you show the confidence to share what you know and the courage to reveal what you don't, you will probably find you have even more in common.

Creative Placemaking Leadership Summits inform, inspire, and empower. They can help support you and your practice (or challenge you to bring your practice to a higher level). You might confirm that you've been doing some of the right things in the right ways for years. But you will probably get new information and skills that you can take back to your community — and that can help you influence the people you need to persuade.

Summits are also great places to connect with a growing community of people from the worlds of arts, culture, community and economic development, and public affairs. I hope you've brought plenty of business cards — you'll probably want to keep in touch with a lot of people you meet at the Summit.

This program is produced by ArtPlace America, Arizona State University's Herberger Institute of Design and Art, Looking Glass Creative, and The National Consortium for Creative Placemaking. It is made possible by the support and partnership of a number of organizations: ArtPlace America, the National Endowment for the Arts, the Educational Foundation of America, Cultural Planning Group, MEC Creative Placemaking, Metris Arts Consulting, and Mortimer and Mimi Levitt Foundation. We also want to thank our organizational partners and donors, as well as members of the Summit planning and executive teams. You can find out more about them in this program.

If this is your first Creative Placemaking Leadership Summit, thanks for being here. If you've participated in other Summits before, we're happy to see you back.

Sincerely,

Leonardo Vazquez, AICP/PP  
Executive Director  
NCCP

# SCHEDULE

## THURSDAY NOV 14, 2019

8:30AM REGISTRATION / COFFEE & BREAKFAST

9:00AM PLENARY EVENT: THE WHO AND THE WHY

10:00AM BREAKOUT SESSIONS

- 1A CP Core: Introduction to Creative Placemaking
- 1B Besides Money, What Should Local Governments Do To Support Better Creative Placemaking?
- 1C The Pop-Up Village: Placekeeping, Ownership, and Workforce Development
- 1D Community Engagement: The Foundation of Creativity, Innovation, and Civic Empowerment

11:30AM LUNCH

12:00PM PLENARY: INDIGENEITY AND PLACE

1:30PM BREAKOUT SESSIONS

- 2A CP Core: Creative Placemaking Values and Practice
- 2B Evaluation and Measurement of Creative Placemaking: Reassessing Industry Standards
- 2C Phoenix's LatinX: Strategies for Co-Developing Urban Solutions
- 2D Creative Parks, Healthy Communities: A Policy Toolkit

3:00PM BREAK

3:30PM BREAKOUT SESSIONS

- 3A CP Core: Communication and Documentation
- 3B Centering the Undocumented Voice
- 3C Artist Assets in Non-Arts Spaces: Mapping & Translating
- 3D Hearing Community: Data, Diversity, and Voice

5:15PM PLENARY: HOW LOCAL ARTS AGENCIES ARE OPERATIONALIZING CREATIVE PLACEMAKING/KEEPING

## FRIDAY NOV 15, 2019

8:30AM REGISTRATION / COFFEE & BREAKFAST

9:00AM PLENARY: NARRATIVE OF PLACE AND POWER IN THE SOUTHWEST

10:15AM BREAKOUT SESSIONS

- 4A CP Core: Funding and Sustainability
- 4B Tapping Your Cultural Assets for Maximum Community Impact
- 4C Help for the Helper: How to Restore Focus, Passion, and Vision
- 4D Spark, Respond, Expand: Contributing to Sustainable and Resilient Communities

11:45AM LUNCH

1:00PM BREAKOUT SESSIONS

- 5A CP Core: Creative Placemaking: Analysis and Measurement
- 5B Artful Mapping: Building Community Cohesion and Civic Capacity
- 5C Indigenous Sustainable Housing Initiative: Pedagogy, Practice, and Policy
- 5D Time Travel for Community and Environmental Sustainability

2:30PM BREAK

3:00PM BREAKOUT SESSIONS

- 6A CP Core: Tools and Resources for Creative Placemaking
- 6B Funding for Today, Tomorrow, and the Decade Ahead
- 6C Creative Problem Solving in Creative Placemaking
- 6D Innovative Creative Placemaking Frameworks that Make Deep Impacts

4:45PM PLENARY: SECURING LOCAL INVESTMENT

## SATURDAY NOV 16, 2019

9:00AM REGISTRATION / COFFEE & BREAKFAST

9:30AM FIELD WORKSHOPS\*

- 7A Exploring Water=Life, Making the Invisible Visible
- 7B Spaces of Opportunity: Building a Community Food System
- 7C Cultural Development: Elevating Downtown Chandler Through Art
- 7D Murals for Social Change
- 7E Intergenerational Space Activation for Placekeeping
- 7F Celebrating the Eastlake Neighborhood's African-American History

12:30PM FIELD WORKSHOPS END

\* ALL FIELD WORKSHOPS REQUIRE PRE-REGISTRATION.  
PLEASE VISIT [CPCOMMUNITIES.ORG/NATIONAL](http://CPCOMMUNITIES.ORG/NATIONAL) FOR MORE INFORMATION

# REFERENCE GUIDE

## WHERE DO I GO? / APP DOWNLOAD

Please reference the Guidebook App with room assignments and schedule of the three-day summit.

Download the "Guidebook" app and search for "CPL Summit National."

## AICP CERTIFICATION MAINTENANCE CREDITS

All sessions have been submitted for AICP Certification Maintenance credits. Each hour of instruction (or share thereof) equals 1 CM credit.

## GRAVING MORE CREATIVE PLACEMAKING?

Check out our website for more photos, videos, past programs, and more at [cpcommunities.org/summit](http://cpcommunities.org/summit)

## WANT TO LEARN MORE ABOUT THE INSTRUCTORS?

Bios, headshots, and more can be found on the Guidebook App.

## SUMMIT VENUE INFORMATION

Renaissance Phoenix Downtown Hotel  
100 North 1st Street  
Phoenix, AZ 85004

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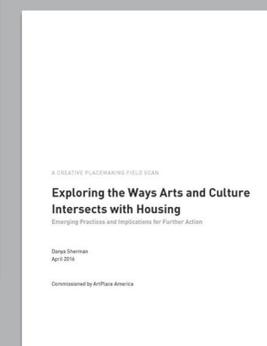
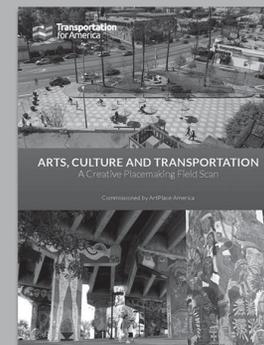
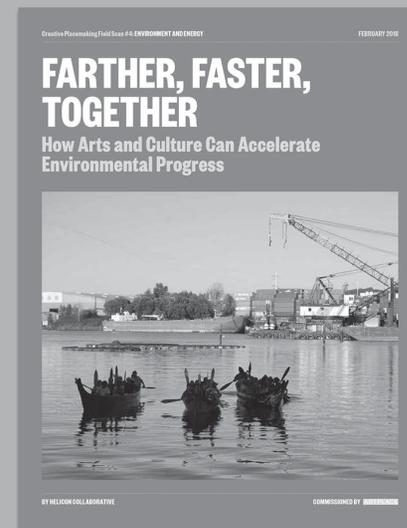
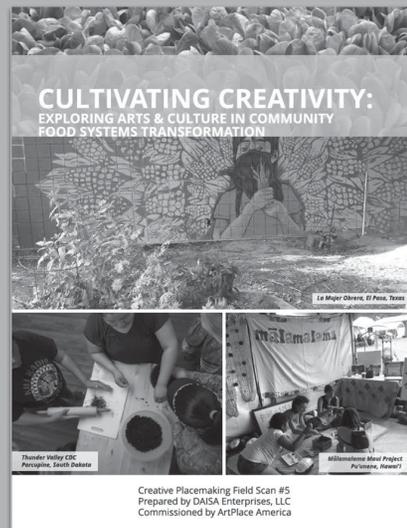
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## HOW CAN THE ARTS HELP YOUR COMMUNITY?

Learn more in ArtPlace America's series of cross-sector research reports.



[ARTPLACEAMERICA.ORG](http://ARTPLACEAMERICA.ORG)

**ARTPLACE**

## PERSONALIZE YOUR CREATIVE PLACEMAKING EXPERIENCE THROUGH SIX DIFFERENT IDEA-SHARING PLATFORMS

Prefer hands-on learning? Gaining knowledge of different case studies? Venturing out to see real world examples? How will you engage in a variety of topics with leaders in the field over the three-day summit?



### PLENARY

Moments to come together as a full Summit group and learn from leaders in the field. Focusses on storytelling, case studies, and panel discussions



### CP CORE SESSION

A series of Creative Placemaking Core workshops/presentations that emphasize the basics of creative placemaking. These provide a track throughout the Summit to introduce, remind, or sharpen skills.



### STRATEGIC CONVERSATION

These "unplugged" discussions focus on the big pictures of the field. In particular, they aim at producing resolutions or next steps to make real impact following the Summit.



### TRAINING SESSION

Hands on session, focussed on learning tools and techniques to be applied to communities outside of Summit. More emphasis on participation and takeaways.



### PEER EXCHANGE

These discussions are based on successful models / case studies in the field. Work is presented in a series of presentations, followed by an interactive discussion.



### FIELD WORKSHOPS

Go out into the surrounding community to learn about current creative placemaking initiatives. These workshops present hands-on exploration and application of the takeaways from the Summit.

## PLENARY EVENT: THE WHO AND THE WHY



Thursday | 9:00am-10:00am

Michael Rohd | Center for Performance and Civic Practice (Tempe, AZ)  
Spend 30 minutes getting to know some of the other folks who made the trip. What brings us here, what we have in common, what we hope to accomplish, and what are some of the different perspectives in the rooms you will inhabit over the next couple of days.

1A



### CP CORE: INTRODUCTION TO CREATIVE PLACEMAKING

Thursday | 10:00am - 11:30am

Rebecca Cordes Chan | LISC (Baltimore, MD)  
Ground yourself in the field of creative placemaking and get an overview of the basics. This session establishes the history, vocabulary, and basic principles of this emerging field.

1B



### BESIDES MONEY, WHAT SHOULD LOCAL GOVERNMENTS DO TO SUPPORT BETTER CREATIVE PLACEMAKING?

Thursday | 10:00am - 11:30am

Leonardo Vazquez, AICP/PP | NCCP (Union, NJ)  
Join a conversation that generates ideas to encourage towns, cities and counties to support more and better creative placemaking. Then, participants will talk about what they can do to help make these ideas happen in more communities.

1C



### THE POP-UP VILLAGE: PLACEKEEPING, OWNERSHIP, AND WORKFORCE DEVELOPMENT

Thursday | 10:00am - 11:30am

Garrett Jacobs + Brandi Mack | Designing Justice Designing Spaces (Oakland, CA)  
Review the history and accomplishment of the Pop-Up Village program over the past three years. Dive into the organizing tactics and relationship-building methodologies employed throughout the program. Discuss what has worked and what has been challenging. We will define the difference between physical placemaking and ongoing equitable placekeeping which provides economic opportunities. The workshop will begin by grouping individuals based on role and industries represented to make sure each group has a diverse range of stakeholders. Participants will move into interactive, small-group discussion around community ownership, challenges in perception of community buy-in, cooperative ownership structures and its challenges, and the methods people use to set expectations.

1D



### COMMUNITY ENGAGEMENT: THE FOUNDATION OF CREATIVITY, INNOVATION, AND CIVIC EMPOWERMENT

Thursday | 10:00am - 11:30am

Tamara Gatchell (Moderator) | Cadence Creative, Inc.  
Lynn Osgood | Civic Arts (Austin, TX)  
Katy Morgan | Vanderbilt University (Nashville, TN)  
Lynn Osgood will share unique case studies that dive into community engagement techniques and creative solutions. One of them is "The Emergence of Civic Third Spaces - Forklift Danceworks." Forklift Danceworks rolled out My Park, My Pool, My City, a three-year artistic residency in partnership with the city's aquatics division and several East Austin neighborhoods. Katy Morgan will share "Student Tactical Urbanism Organizers - Innovative Plan for Leveraging Arts through Community Engagement." The Nashville Civic Design Center's sTURBO (student Tactical URBanism Organizers) program teaches youth urban design strategies, and challenges them to think critically about the ways that the design of a neighborhood affects the health and safety of that community. Tamara Gatchell will facilitate this peer sharing session and case studies and lead meaningful conversation and discussion.

## LUNCH

Thursday | 11:30am-12:00pm

Time to eat! Use this opportunity to refuel, meet someone new, visit our exhibit tables, or decompress.

### PLENARY: INDIGENEITY AND PLACE



Thursday | 12:00pm - 1:15pm

Eunike Yazzie (Moderator) | euniQue Design (Phoenix, AZ)  
Marlena Robbins | Cultural Coalition (Mesa, AZ)  
Selina Martinez | Indigenous Design Collaborative (Phoenix, AZ)

Engage in a conversation with three dynamic, Indigenous women artists and designers on the creation of intentional spaces that uphold their community's cultural identity amongst the national history of displacement and erasure of Indigenous peoples.

Also, hear from Summit organizers as they welcome you to Phoenix and provide housekeeping and other notes.

2A



### CP CORE: CREATIVE PLACEMAKING VALUES AND PRACTICE

Thursday | 1:30pm - 3:00pm

Margy Waller | CP Partners (Cincinnati, OH)

Participate in an interactive session to help create a shared definition and principles of creative placemaking. Together, we'll review a draft statement articulating these ideas and test a new document designed to strengthen the work of all creative placemaking partners.

2B



### EVALUATION AND MEASUREMENT OF CREATIVE PLACEMAKING: REASSESSING INDUSTRY STANDARDS

Thursday | 1:30pm - 3:00pm

Maria Rosario Jackson, Ph. D. | Arizona State University (Phoenix, AZ)

Creative Placemaking is having impacts on community development and planning practices and ultimately on neighborhoods as well as systems related to access to opportunity. Current community development and planning evaluation practices as well as evaluation practices in related fields do not adequately consider the roles of arts, culture and design in community and systems change. This strategic conversation will address what it will take to bring evaluation standards of practice to be inclusive of more nuanced and adequate concepts of community and systems change.

2C



### PHOENIX'S LATINX: STRATEGIES FOR CO-DEVELOPING URBAN SOLUTIONS

Thursday | 1:30pm - 3:00pm

Wanda Dalla Costa | Indigenous Design Collaborative (Phoenix, AZ)  
Sam Gomez | Sagrado Galleria (Phoenix, AZ)  
Selina Martinez | Arizona State University (Phoenix, AZ)

After a short briefing by Sagrado and IDC on process and participation techniques in Phoenix, participants will review recent community engagement results displayed on the walls in the room. Participants will then be divided into small working groups to further the conversation around equitable city making. To capture diverse attendee skillsets, working group topics will include design, pedagogy, policy and practice.

2D



### CREATIVE PARKS, HEALTHY COMMUNITIES: A POLICY TOOLKIT

Thursday | 1:30pm - 3:00pm

Geneva Vest & Chandi Aldena | The Trust for Public Land (New York, NY)

Learn through hands-on activities the importance of interdisciplinary program development and discrete strategies to improve public health through creative placemaking. Gain a foundational understanding of health equity and social determinants of health that they can transcribe to your local context. The workshop will be organized into three parts; first, a quick explanation of the CPHC theory of change, why this work is meaningful, and speaker's stories from the field. Then participants will engage in progressive, full-group discussions leading into small group prototyping of their own creative placemaking+health program. Finally, the groups will view each other's prototypes, science-fair style, to generate iterative ideas for the field. And because CPHC is still in the research phase, TPL will benefit greatly from learning how practitioners from the various fields at NCCP react and adapt to the initiative.

## BREAK

Thursday | 3:00pm - 3:30pm

Use this opportunity to meet someone new, visit our exhibit tables, or decompress.

## RURAL IS THE NEXT PLACE TO PIONEER.

IT'S TIME TO INVEST IN THE FUTURE OF RURAL AMERICA WITH CREATIVE PLACEMAKING.



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## 3A CP CORE: COMMUNICATION AND DOCUMENTATION



Thursday | 3:30pm - 5:00pm

Instructor TBA

Learn how to communicate about the arts to build broad support and discuss the importance of documenting creative placemaking with tips and tricks and examples.

## 3B CENTERING THE UNDOCUMENTED VOICE



Thursday | 3:30pm - 5:00pm

Reyna Montoya + Nathalie Guevara | Aliento (Mesa, AZ)

Join Montoya and Guevara from the non-profit organization Aliento in a conversation on how populations who have restricted access to general civic participation use creative placemaking tools to address their own challenges. Aliento is a community organization led by youth, people who lack documentation, and members of the Deferred Action for Childhood Arrivals program (DACA). Aliento uses the arts and healing workshops to develop leaders and advocate for immigrants.

## 3C ARTIST ASSETS IN NON-ARTS SPACES: MAPPING & TRANSLATING



Thursday | 3:30pm - 5:00pm

Michael Rohd | CPCP (Tempe, AZ)

In its work with artists and community development workers around the US, Center for Performance and Civic Practice has spent significant time observing and addressing a need for clarity around the contributions artists (and designers, culture makers and heritage holders) can make in community development settings. Artist assets are often seen as discipline specific and inseparable from an artist's creative output; the truth is that artists often have process tools that are unique, idiosyncratic and deeply useful in all sorts of public good collaborations. This interactive workshop shares a process for inviting community development workers and creative practitioners to consider imaginative, collaborative, expressive assets in an expansive way, and to broaden how they imagine potential creative placemaking work. Participants will leave with process tools they can use at home in local contexts.

## 3D HEARING COMMUNITY: DATA, DIVERSITY, AND VOICE



Thursday | 3:30pm - 5:00pm

Sherri Brueggeman (moderator) | City of Albuquerque (Albuquerque, NM)

Emily Sevier | City of San Jose Office of Cultural Affairs (San Jose, CA)

Carrie Christensen | Minneapolis Park and Recreation Board (Minneapolis, MN)

Rochelle Carpenter | Conexión Américas (Nashville, TN)

Three case studies from Nashville, TN, San Jose, CA, and Minneapolis, MN focusing on the power of creative expressive engagement, the use of thoughtfully acquired qualitative data, and partnering artistic practice with civic design to achieve broader community awareness and support of place based arts, recreation and transportation projects.



## PLENARY: HOW LOCAL ARTS AGENCIES ARE OPERATIONALIZING CREATIVE PLACEMAKING/KEEPING

Thursday | 5:15pm - 6:15pm

Jennifer Cole (moderator) | Arizona State University (Phoenix, AZ)

Felicia M. Baca | Salt Lake City Arts Council (Salt Lake City, UT)

Caroline Vincent | Metro Arts (Nashville, TN)

Danielle Brazell | City of LA Dept. of Cultural Affairs (Los Angeles, CA)

Marc Folk | Toledo Arts Commission (Toledo, OH)

Engage in a conversation with four local arts agency leaders who work in city government, nonprofits and quasi-public structures. Hear how they are moving from projects to policy in their work to center equitable community development through arts/design/culture work.



### THANK YOU, NEA!



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THE CREATIVE PLACEMAKING LEADERSHIP SUMMITS  
ARE MADE POSSIBLE IN PART THROUGH THE SUPPORT OF THE  
NATIONAL ENDOWMENT FOR THE ARTS



## PLENARY: NARRATIVE OF PLACE AND POWER IN THE SOUTHWEST

Friday | 9:00am - 10:00am

Maria Rosario Jackson, Ph. D. (Moderator) | Arizona State University (Phoenix, AZ)  
 Debi Chess Mabie | The Dunbar Pavilion (Tucson, AZ)  
 Jenea Sanchez | Border Arts Corridor (Douglas, AZ)

The Southwest is a complex but often stereotyped region. It is romanticized, maligned and frequently misunderstood. This plenary session features two creative placemaking initiatives, one in Douglas, AZ and the other in Tucson, AZ. Both initiatives explore the role of arts, culture and design in fighting racialized erasure and claiming and redefining place with the intention of addressing historic and present day inequity. Speakers will present their respective initiatives and discuss the ways in which they have triumphed and faced significant challenges in the course of their work.

4A



## CP CORE: FUNDING AND SUSTAINABILITY

Friday | 10:15am - 11:45am

Instructor TBA

Explore a broad set of funding options from national grants to crowdfunding to long-term strategies and other foundations. This session provides a wide range of approaches to securing and maintaining funds for creative placemaking projects.

4B



## TAPPING YOUR CULTURAL ASSETS FOR MAXIMUM COMMUNITY IMPACT

Friday | 10:15am - 11:45am

Rebecca Cordes Chan | LISC (Baltimore MD)  
 Erika Gee | Chinatown Community Development Center (San Francisco, CA)

Hear from leaders of organizations working in culturally specific neighborhoods about their creative placemaking processes. Learn how these organizations, each with a long history of community organizing, have integrated creative placemaking processes, such as cultural asset mapping, artist-driven exhibits and performance, into their work to articulate the character of their neighborhoods. Learn how to bolster traditional community organizing techniques to creatively tackle complex community challenges. These processes have been used to further neighborhood goals around economic development, and affordable housing design. They have also influenced infrastructure and land use decisions. Participants will learn strategies for developing community engagement processes and outcomes. Learn how to identify shared values amongst partners and collaborators, how to complete a cultural asset mapping process, and what to do with the "data" you collect. Also explore how incremental creative placemaking processes and activities can cumulatively work to effect policy change.

4C



## HELP FOR THE HELPER: HOW TO RESTORE FOCUS, PASSION, AND VISION

Friday | 10:15am - 11:45am

Calvin J Worten | Desert Soul Media (Chandler, AZ)

Participants will engage in building resilience for coping with the stress of creative placemaking. We will gain insight on our body's stress response system, go over 5 strategies for overcoming anxiety from common challenges, and role-play implementation of these strategies.

4D



## SPARK, RESPOND, EXPAND: CONTRIBUTING TO SUSTAINABLE AND RESILIENT COMMUNITIES

Friday | 10:15am - 11:45am

Ronit Eisenbach | University of Maryland (College Park, MD)  
 Mariana Reyes-Anglero + Hector Matos-Otero | Taller Comunidad La Goyco Inc. (San Juan, Puerto Rico)  
 Kryston Skinner + Nicole Chochrek | Laboratory Art + Residency (Spokane, WA)  
 Leah Kemp | Carl Small Town Center (Mississippi State, MS)

How can we act to build community resilience? In Santurce, Puerto Rico, arts organizations join forces to assist local communities in response to Hurricane Maria and in so doing build a network of resilience and new ways of working together, in anticipation of ongoing climate disruption. In Marks, Mississippi, a low-budget effort to mark a historic event meets multiple community needs gain momentum and funding for future phases of work. And in Spokane, Washington, an artist's installation, Air Has No Borders, makes air-quality data visible, connecting dots between public health and environmental quality giving the public the information to act.

## LUNCH

Friday | 11:45am-1:00pm

Time to eat! Use this opportunity to refuel, meet someone new, visit our exhibit tables, or decompress.

5A



## CP CORE: CREATIVE PLACEMAKING ANALYSIS AND MEASUREMENT

Friday | 1:00pm - 2:30pm

Maria Rosario Jackson, Ph. D. | Arizona State University (Phoenix, AZ)  
 This session will start to define the parameters of ethical creative placemaking and explore tools and techniques to measure and analyze approaches to Creative Placemaking and plausible outcomes.

5B



## ARTFUL MAPPING: BUILDING COMMUNITY COHESION AND CIVIC CAPACITY

Friday | 1:00pm - 2:30pm

Tom Borrup + Harry Waters Jr. | Creative Community Builders (Minneapolis, MN)

Generating broad-based participation, finding meaning in place, and building new connections among people is the goal of cultural asset mapping. Artfully done, a mapping process reveals community values and visions, achieves greater consensus, provides experience working together, and adds joy to civic work. Maps have been vehicles of power in the hands of conquerors, colonizers, developers, planners, and Google. Communities can take this power; they can more deeply understand their places, define what is important, and chart more diverse, democratic, equitable, and inclusive futures. Tangible and intangible assets, stories of place, and meanings people hold and discover are critical for people to build their capacities to work together, see their place in a new light, and drive their own future. This session includes exposure to a variety of participatory mapping techniques and engages participants in mapping activities, providing them a set of tools and approaches to employ in their communities.

**5C**  **INDIGENOUS SUSTAINABLE HOUSING INITIATIVE: PEDAGOGY, PRACTICE, AND POLICY**

**Friday | 1:00pm - 2:30pm**  
 Wanda Dalla Costa | Arizona State University (Phoenix, AZ)  
 David Jackson | Gila River Indian Community (Phoenix, AZ)  
 Tierra Miller | Indigenous Design Collaborative (Phoenix, AZ)  
 After a short briefing by the facilitators on process and participation techniques utilized in the housing project, participants will be divided into a series of small working groups. The intent is to critically examine resources needed to make this project happen (people, knowledge, funding, historical understandings) and ways to scale its impact. Working groups will include discussions on pedagogy, practice and policy.

**5D**  **TIME TRAVEL FOR COMMUNITY AND ENVIRONMENTAL SUSTAINABILITY**

**Friday | 1:00pm - 2:30pm**  
 Tara Mei Smith | Extra Terrestrial Projects (New York, NY)  
 Carrie Ann Christensen | Minneapolis Parks and Recreation (Minneapolis, MN)  
 Explore time travel as a conceptual framework for creative placemaking, emphasizing placekeeping and placerevealing instead of placetaking. Learn to use techniques such as deep listening to communities and ecologies as well as connecting to ancestors and ancestral rituals. Learn about case studies, such as Durham Belt Line for Everybody, which informed Durham's new equitable engagement blueprint, and the Minneapolis Creative Citymaking Timeline and Minneapolis Parks and Recreation Comprehensive Plan Timeline. Investigate how time travel and play can be used to influence public policy and create sustainable futures. Attendees will work on a collective timeline and begin to map their own communities 28 generations in the past and 28 generations into the future. Attendees will leave with a greater awareness of their embodied lineage and possible blind spots that they may bring to their creative placemaking work as well as new frameworks that they can use in their communities.

**6C**  **CREATIVE PROBLEM SOLVING IN CREATIVE PLACEMAKING**

**Friday | 3:00pm - 4:30pm**  
 Aaron Cooper, Tracy Taft, + Lorraine Marquez-Eiler | International Sonoran Desert Alliance (Ajo, AZ)  
 In this highly interactive session, participants will explore a series of community case studies drawn from 2 decades of creative placemaking work in the southern Arizona community of Ajo. In this formerly segregated 'company' town, passionate citizens, culture bearers, artists and community development professionals are working to overcome a generation of disinvestment that followed the shuttering of mining operations in the mid-1980's through a series of creative activations and re-purposing of historic structures. The session digs into the capacity of art and artists to thoughtfully explore historic trauma, to disarm opposition and to engage communities across racial, ethnic and class-based divides. Participants will be invited to devise creative problem-solving strategies to convene inclusive and representative leadership groups; overcome existential financial crises; and facilitate access to opportunity in a climate of disinvestment.

**6D**  **INNOVATIVE CREATIVE PLACEMAKING FRAMEWORKS THAT MAKE DEEP IMPACTS**

**Friday | 3:00pm - 4:30pm**  
 Michaela Paulette Shirely (Moderator) | iD+Pi School of Architecture and Planning, UNM (Albuquerque, NM)  
 Leo D'Cruz, Michelle D'Cruz, + Adam Denney | Reverb Art and Design (Cincinnati, OH)  
 Jeff Bell + Susan Kellum | Vollis Simpson Whirligig Park (Wilson, NC)  
 Ben Sherman | First Peoples Fund (Rapid City, SD)  
 In this session, three phenomenal organizations, Reverb Art and Design, First Peoples Fund, and Vollis Simpson Whirligig Park and Museum, will showcase emerging creative placemaking frameworks. Taken together, there will be presentations and a reflective audience discussion that consider the power of intersecting creative placemaking dimensions in public health, education, and creative spaces (Reverb Art and Design); the commitment of cultural bearers and artists in fostering and supporting indigenous arts ecosystems (First Peoples Fund); and, the transformation of positive community outcomes at the crossroads of arts and science (Vollis Simpson Whirligig Park and Museum). Session leaders will ask participants to reflect on their emerging frameworks and how aspects of the panel's approaches can be re-configured to serve their home communities.

**BREAK**

**Friday | 2:30pm - 3:00pm**  
 Use this opportunity to meet someone new, visit our exhibit tables, or decompress.

**6A**  **CP CORE: TOOLS AND RESOURCES FOR CREATIVE PLACEMAKING**

**Friday | 3:00pm - 4:30pm**  
 Adam Erickson + Jamie Hand | ArtPlace America (Brooklyn, NY)  
 Dive into past and current resources provided by national experts in the field of creative placemaking. From field scans to webinars and networks, find out how to increase the scope and impact of your work.

**3B**  **FUNDING FOR TODAY, TOMORROW, AND THE DECADE AHEAD**

**Friday | 3:00pm - 4:30pm**  
 Leila Tamari + Sarah Calderon | ArtPlace America (Brooklyn, NY)  
 In 2020, ArtPlace America celebrates 10 years of supporting creative placemaking in the United States. Join a roundtable discussion with Sarah Calderon and Leila Tamari from ArtPlace, and other colleagues in the field to share your challenges and successes in finding funding for your work. Learn from others about funding opportunities, and discuss how philanthropy can continue supporting the field for the next 10 years.

 **PLENARY: SECURING LOCAL INVESTMENT**

**Friday | 4:45pm - 5:45pm**  
 Jamie Dempsey | Arizona Commission on the Arts (Phoenix, AZ)  
 Adriana Gallego | National Association of Latino Arts and Cultures (San Antonio, TX)  
 Terry Bennelli | LISC Phoenix (Phoenix, AZ)

What funding opportunities exist for creative placemaking? How can equitable outcomes help secure more local investment for your work? Hear from three grantmakers about how you can narrow the gap between what creative placemaking and placekeeping often deliver, and the other kinds of outcomes that funders from various sectors are used to supporting.

## NOTE ABOUT FIELD WORKSHOPS

Only six Field Workshops are offered on Saturday. No other sessions will be offered. Field Workshops are off-site sessions, where participants can visit local venues where creative placemaking initiatives occur.

Participants will first meet at the Summit venue at 9:00am for breakfast. At 9:30am, all groups will leave for their respective location either on foot or by vehicle. If you have any accessibility needs, please let us know in advance. All groups will arrive back at the Summit venue by 12:30pm at the latest.

Pre-registration is required for all Field Workshops (seating is limited).  
Pre-registration is available online at [cpcommunities.org/national](http://cpcommunities.org/national)

### 7A EXPLORING WATER=LIFE, MAKING THE INVISIBLE VISIBLE

Saturday | 9:30am - 12:30pm

Cindy Ornstein | Mesa Arts Center and Mesa Department of Arts and Culture (Mesa, AZ)  
Jacob Butler | Salt River Pima Maricopa Indian Community Cultural Resources Dept.

The Opening Celebration for Water-Life is on Saturday, November 16, 10am-2pm. It will include performances by project artistic lead, Tony Duncan (Apache, Arikara and Hidatsa), five-time world champion hoop dancer and flute player, plus singing, storytelling, live painting, ceramic demonstrations, atmospheric theater, chalk art and numerous hands-on activities. The project was designed for the artistic team to gain input/inspiration from the community, and to bring their ideas together in a cohesive installation. Participants will hear about the process, and experience the culminating artwork and celebration.

### 7B SPACES OF OPPORTUNITY: BUILDING A COMMUNITY FOOD SYSTEM

Saturday | 9:30am - 12:30pm

Nicolas de la Fuente | Desert Botanical Garden (Phoenix, AZ)

Learn the history of the Spaces Market project- from vision to charrettes, to fundraising and implementation. Hear from those running the community garden and building local ownership and community through the arts. Also hear from community health workers about the vision and implementation of a "Sendero Curativo" or healing path, as well as a Nopal Garden. Meet local, and refugee farmers from all over the world as well as community gardeners.

### 7C CULTURAL DEVELOPMENT: ELEVATING DOWNTOWN CHANDLER THROUGH ART

Saturday | 9:30am - 12:30pm

John Owens + Peter Bugg | City of Chandler (Chandler, AZ)

This session will include travel to and from Downtown Chandler (30 minutes each way) and a two-hour walking tour of Downtown Chandler. The tour will highlight both the creation of the cultural development department and how it is working to implement creative placemaking strategies in the City's downtown. Co-led by Peter Bugg, Chandler's Visual Arts Coordinator and John Owens, Chandler's Downtown Redevelopment Specialist, attendees will learn how the arts and the built environment work hand in hand to enhance the Downtown Chandler experience. Additionally, attendees will see how creative placemaking has helped spur economic growth, and how Chandler manages and integrates the needs of an area that is home to both a 100-year-old Historic Square and significant new development. Chandler has been deliberate in creating a sense of place in its downtown for decades, and it is now reaping the rewards. This tour will demonstrate how.

### 7D MURALS FOR SOCIAL CHANGE

Saturday | 9:30am - 12:30pm

Hugo Medina | Hugos Art (Phoenix, AZ)

Learn about Murals for Social Change through examples from around the world. Participants will get a brief history of murals and street art and later focus on the local impacts of murals in Phoenix, starting with the Calle 16 mural project. The participants will be introduced to the murals in Phoenix, from when they just started to the impact they have created to where they are now. And the affects the murals have had in Phoenix with respect to gentrification, growth, and development. The session would end with a brief walking tour of the murals in downtown.

### 7E INTERGENERATIONAL SPACE ACTIVATION FOR PLACEKEEPING

Saturday | 9:30am - 12:30pm

Rising Youth Theatre (Phoenix, AZ)

Join youth and adult artists from Rising Youth Theatre in an experiential workshop about power sharing for youth leadership in site-specific and community engaged process and performance. For the last seven years Rising Youth has produced the Light Rail Plays, a performance series that takes place on and around the local light rail system. This workshop will take place on the light rail train and platforms, using the Light Rail Theatre project as a frame to explore tools for intergenerational collaborations in placekeeping that centers young people.

### 7F CELEBRATING THE EASTLAKE NEIGHBORHOOD'S AFRICAN-AMERICAN HISTORY

Saturday | 9:30am - 12:30pm

Virgil Berry, Richard Yarbough, + Talonya Adams | Eastlake Arts (Phoenix, AZ)

Join artists and community leaders in a tour of the Eastlake neighborhood of Phoenix. The Eastlake Arts organization will talk about their experience in celebrating the neighborhoods' African-American history through its community engaged jazz series, cultural asset mapping, and resident-driven advocacy.

THANK YOU, CULTURAL PLANNING GROUP!



CPG has developed cultural plans in diverse communities, ranging from rural towns, such as Los Alamos and Santa Cruz, to major metropolitan regions, such as Houston, Boston, and Washington, DC. Their practice is grounded in the real-world experience of deep community engagement—a hallmark of our work—and a deep knowledge of the local arts agency. While there are commonalities among cultural plans, each community poses its own vision, politics, aspirations, history, and potential. CPG embraces the work of identifying what each community seeks to become and creating the best plan to achieve their goals.

Visit [culturalplanning.com](http://culturalplanning.com) for more!

THANK YOU, EFA!



A Family Foundation est. 1959

Thank you to The Educational Foundation of America for its support of the 2019 Creative Placemaking Leadership Summits. The EFA was established in 1959 to preserve the lifelong altruistic commitment of its founders, Richard Prentice Ettinger and his wife, Elsie P. Ettinger.

Today, descendants of the founder in generations three and four lead the Foundation. Together, they direct efforts to fund nonprofits working on efforts related to creative placemaking, climate, democracy, and reproductive health and justice. Much of their work is focused in the Appalachian region, as well as the South and the Pacific Northwest. Outside of this work, the Foundation makes modest discretionary grants by invitation only.

Visit [theefa.org](http://theefa.org) for more!



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The Levitt Foundation empowers communities nationwide to transform underused public spaces into welcoming destinations through the power of free, live music. This year, 550+ free Levitt concerts will take place in 26 towns and cities across the country. **Learn more about our grantmaking at [levitt.org](http://levitt.org).**

THANK YOU!



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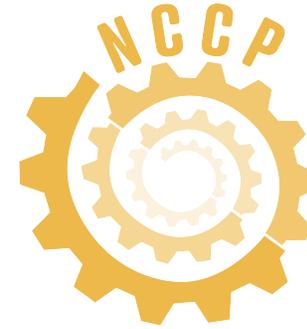
# 2019 National Creative Placemaking Leadership Summit

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**THE NATIONAL CONSORTIUM FOR CREATIVE PLACEMAKING**

**NCCP** helps grow more sustainable, prosperous, equitable, inclusive, and resilient communities through creative placemaking.

*WE BUILD CONNECTIONS, CAPACITY, AND COMMUNITIES WITHIN THE CREATIVE PLACEMAKING FIELD AND INFLUENCE THE LEVERS OF POWER IN COMMUNITIES.*

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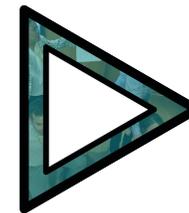
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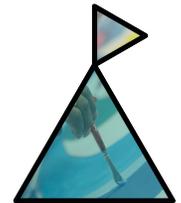
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**CP CERTIFICATE**

NCCP and NHIA offer a certificate program for those striving to learn more.

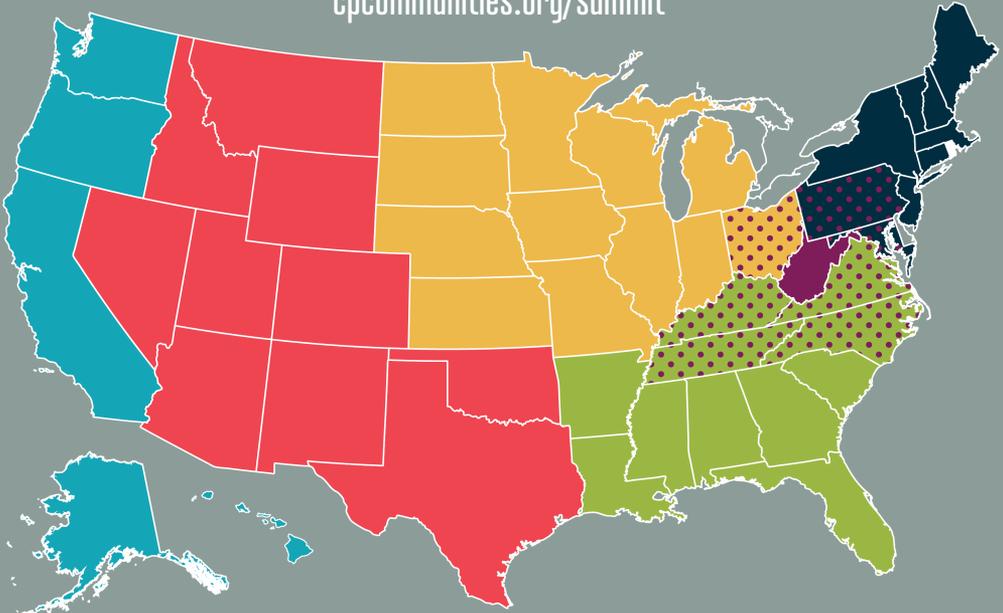
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**PACIFIC**

ANCHORAGE | MAY 2020

**APPALACHIA**

CHARLESTON, WV | JUN 2020

**WEST**

AUSTIN | SEP 2020

