Partnerships Between Artists and CDCs: Lessons Learned

PACDC Sept 2, 2020
Introductions
Put in Chat: Name, Organization, Location

Calece Johnson, NWSG and CB&E - Boston
Paul Singh, Community Initiatives - DC
Mark Johnson, Community Ventures – Lexington, KY
Jake Norton, New Kensington CDC – Philly!
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
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.
Peer Cohort
Lessons Learned

• Strong partnerships with resident voice are key for successful outcomes
• Lessons about Gentrification
• Being nimble is key- especially in times of a pandemic
Community Ventures- Lexington, KY
Community Ventures, Kentucky
The Villages
Community Ventures, Kentucky

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Participants

Jake Norton
- NKCDC Commercial Corridor Manager
- NeighborWorks Affiliate Organization

Kelsie Lilly
- Portside Arts Center Teaching Artist
- Arts Organization Representative
Goals of Project

1. Cultivate connection between business community and local youth
2. Restore and build relationship between NKCDC and Portside Arts Center
3. Stabilize economic activity in area through creative placemaking
Initial Project

Setup
- Four murals on businesses’ storefronts/buildings
- Designed by Portside’s class of children

Issues
- Lack of interest
- Time intensive
- Questionable impact
Pre-COVID Project

1. Mini murals placed inside Port Richmond Saving’s Bank
2. Philly Proud Art Exhibition
3. Branding of trash & recycling receptacle lids placed along Kensington Avenue
4. Art installation along fence line of NKCDC’s Garden Center used for event rentals
COVID Pivot

• Three of four projects still in tact but delayed with some inevitable changes

• Big change to Philly Proud Art Exhibition
  • Opening reception and exhibitions in April and May cancelled
  • Artwork already collected from local schools
  • Pivot to printing artwork in physical book and displaying virtually online
  • Books to be sold at participating local businesses who will keep proceeds if desired
Lessons Learned

• Utilize existing projects/work to reduce capacity constraints and avoid reinventing the wheel
• Set clear expectations with all involved
• Clear communication is essential
• Expect changes and develop Plan A, Plan B and even Plan C
• Identify skill sets and distribute responsibilities accordingly
Discussion Questions

• How are you partnering with artists and/or arts organizations as part of their community building efforts?
• What advice (or cautions) would you give to other organizations that are exploring how to integrate arts and culture into their work?
• What tools or resources would help advance your creative engagement efforts?
• How have you had to pivot your creative community development efforts during this pandemic and time of social unrest?
Resources

• Training course: NR190 Leveraging Arts and Culture for Affordable Housing and Equitable Community Development

• New Courses coming!
  – Evaluation
  – Advanced Creative Community Development
Additional Resources

www.neighborworks.org/Community/Revitalization
Presenters Contact Info

• Calece Johnson
  – cjohnson@nw.org

• Paul Singh
  – psingh@nw.org

• Jake Norton
  – jnorton@nkcdc.org

• Mark Johnson
  – mjohnson@cvky.org
Thank You!