

Originator

Item

Creative Placemaking Plan Presentation

Date

5/13/2015

Description

BACKGROUND

In September 2013, the City of Bloomington and the Bloomington Theatre and Art Center (BTAC) received a grant from the National Endowment for the Arts (NEA) to develop a "creative placemaking" plan for the South Loop District and to commission public art projects that demonstrate the role art and artists can play in transforming the district's character. The grant period extends through August 31, 2015, when the project must be completed. A consultant team - Creative Community Builders (CCB) - was hired to assist City and BTAC staff with the project. **What is "creative placemaking"?** Creative placemaking is an emerging field that moves beyond physical public art (sculpture and murals) to engage multiple facets of a community or neighborhood in shaping its physical and social character around arts and cultural activities. These might include performances, events, development of creative businesses and artist housing, as well as integration of public art into the built environment.

The *South Loop District Plan*, adopted in 2012, speaks to the importance of placemaking to achieve the district vision:

To transform the South Loop into a walkable neighborhood where people come to explore, gather, and linger; attracted by its unique character and assets.

MOMENTUM PHASE

To give PARC members a sense of what the South Loop Creative Placemaking Plan might entail, staff will describe the essential components needed to get us from where we are not, to our future vision. We call this "the Momentum Phase", which is anticipated to last three to five years. This phase is crucial to harness the momentum and excitement generated by the past 18 months of engagement in the NEA grant project. The Momentum Phase will inform the governance, management, and funding approaches needed to sustain and integrate creative placemaking in South Loop well into the future.

Key components of the Momentum Phase include:

Governance:

- Establish a Creative Placemaking Governance Committee that is envisioned to be formally sanctioned by the City Council and potentially the Artistry (BTAC) Board of Directors. Membership will represent the City, Artistry, South Loop property owners and businesses, and other stakeholders.

Management (staff needs):

- Creative Placemaking Director – this position serves as the primary administrator and point person for creative placemaking activities.
- Project Manager – this position is more narrowly focused on selection and implementation of placemaking projects, including permanent and temporary projects that engage artists, architects, designers and other creative people.
- Consultant assistance – certain tasks requiring specialized expertise will need to be performed by contracted consultants (i.e., PR/marketing, legal counsel).
- City staff – it is critical to engage and expand the knowledge base of staff involved in development and infrastructure design to truly integrate creative placemaking into the City's standard approach to development.

Funding:

- A preliminary cost estimate was prepared for a Momentum Phase annual budget. Staff estimates an annual budget of \$367,000 to \$384,000 will be needed to sustain and fund the Momentum Phase. As creative placemaking activities expand, project opportunities and staff needs will increase. The estimated budget covers costs for staffing, consultants, project commissions, and miscellaneous support costs. The final draft Creative Placemaking Plan will include an analysis of potential funding sources to determine their appropriateness and potential application.

PRESENTATION SUMMARY

The staff presentation will cover:

1. Overview of South Loop Creative Placemaking vision and NEA grant project
2. Update on the demonstration projects
3. Overview of initial ideas for the South Loop Creative Placemaking Plan

Information provided at the meeting is intended to provide background prior to PARC review of the draft South Loop Creative Placemaking Plan at its July 8, 2015 meeting. A copy of the draft plan will be distributed in late June.

Requested Action

No action required.

Attachments:

Creative Placemaking Powerpoint