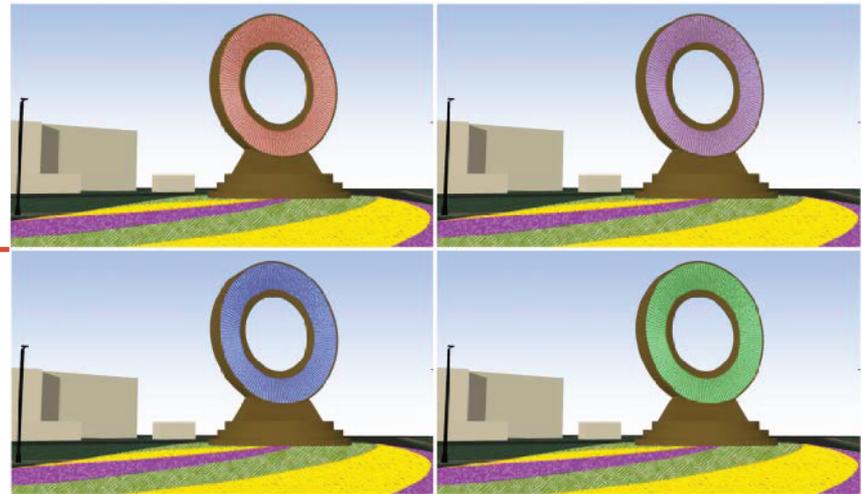


# Creative Placemaking

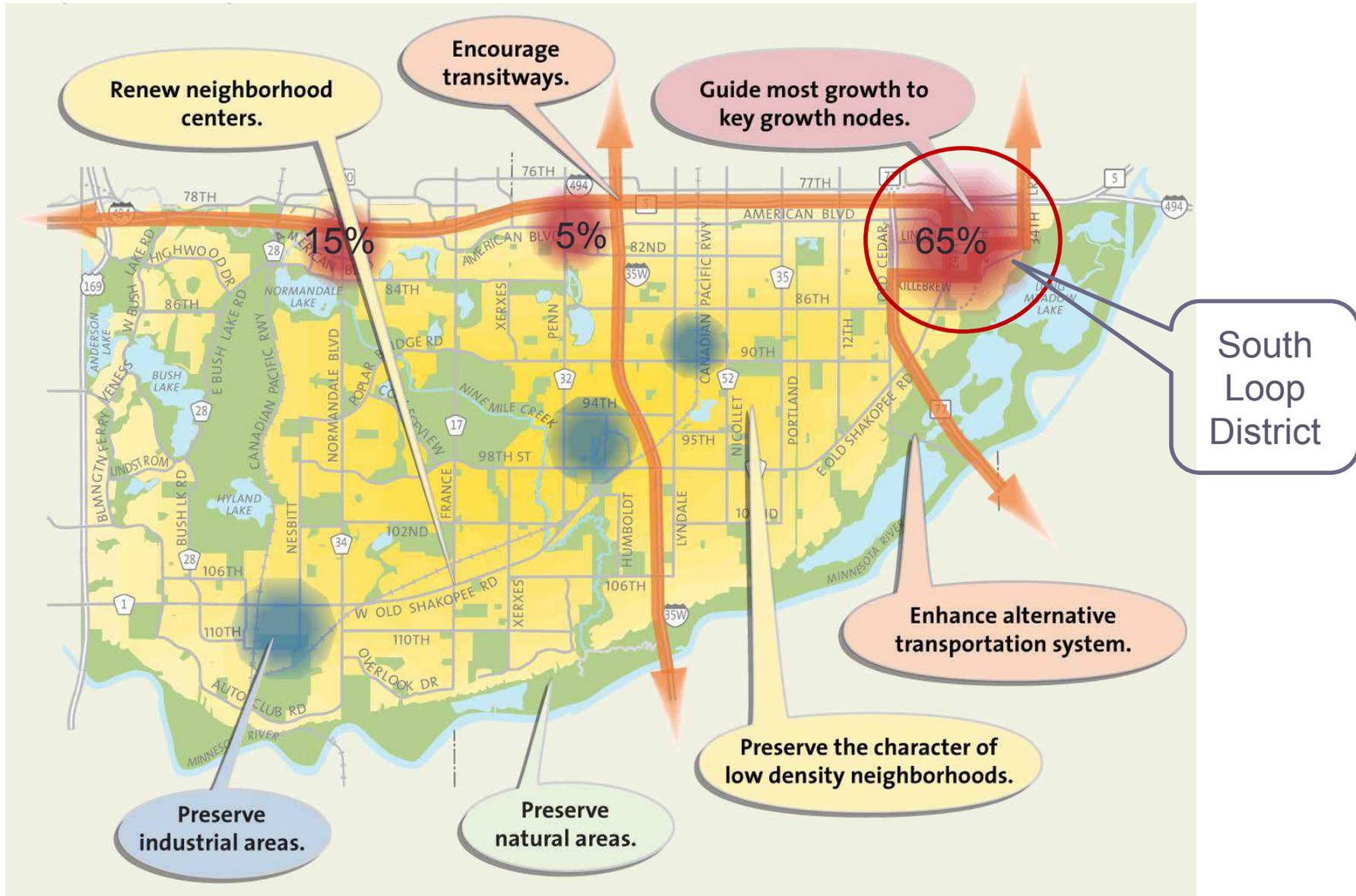
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*In the South Loop*



Park, Arts, and Recreation Commission Update - May 13, 2015

# South Loop Context



# South Loop Vision = Placemaking Vision

South Loop becomes a **walkable urban neighborhood** where people come to explore, gather and linger, attracted by its **unique character and assets.**



# And more!

- The work/ideas of artists/other creative people are integrated into private development + public infrastructure, holistically rather than piecemeal
- BTAC serves a larger and more diverse audience – literally taking art “to the streets”



# What is Creative Placemaking?

An emerging field that works to build vibrant, distinctive, and sustainable communities and economies through the arts—*broadly defined.*



# National Endowment for the Arts Grant

## “Our Town” Grant program

- *\$100,000 grant + \$100,000 match*
- *Partnership - BTAC and City*
- *Grant period runs through August 31, 2015*

## Tangible Project Outcomes:

1. *Implement 4-6 “demonstration” projects*
2. *Creative Placemaking Plan for South Loop District*

# Project Outcome 1: “Demonstration” Projects

- Build relationships and inspire stakeholder investment & engagement
- Demonstrate the power of arts and artists to create distinctive and memorable places
- Draw region-wide attention to the South Loop
- Learn how to commission and select projects
- Test best practices and organizational capacity to sustain placemaking
- Connect community to its roots/local history



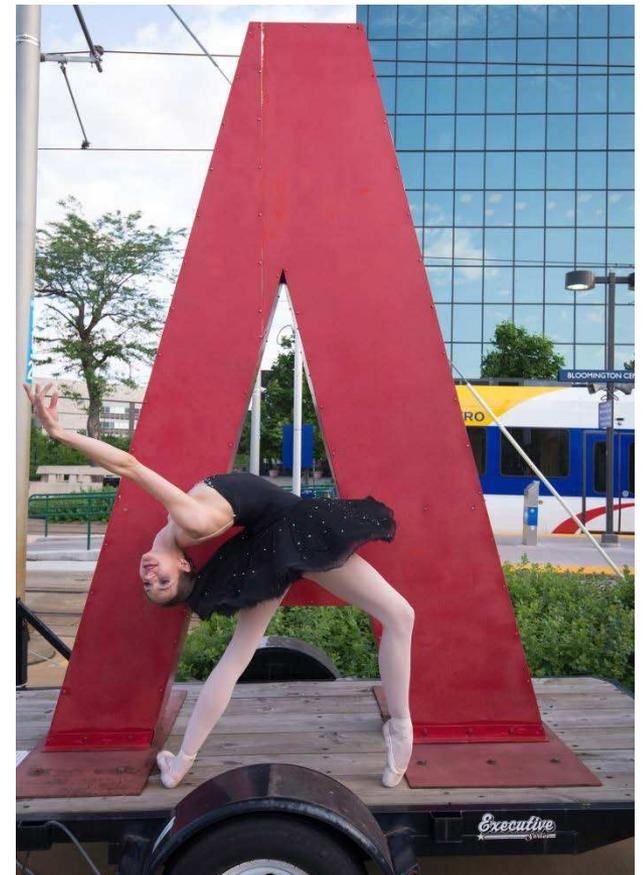
# Demonstration Project Update

- Four projects varied in season, location, artistic discipline, type/level of host partnership required:
  - *Discovery Charrette (June 2014)*
  - *Little Box Sauna (Feb-Mar 2015)*
  - *Science and Nature Mural (Summer 2015)*
  - *Cross-Pollination Walking Theatre (June 6-7, 2015)*

# Project Outcome 2: Placemaking Plan

Define a framework to sustain and integrate placemaking in the South Loop District

- *Vision & Goals*
- *Governance*
- *Management*
- *Funding sources*
- *Activities to achieve key goals*



# South Loop Creative Placemaking Vision

## **Art at the Core:**

*Establish the South Loop as a distinctive destination known for how it welcomes creative people and uses the arts to transform the neighborhood physically, socially, and culturally.*



# Creative Placemaking Goals



Enhance the aesthetic quality of the built environment



Activate South Loop's physical, social and cultural environment



Build capacity to sustain leadership & champions

# Creative Placemaking Goals



Engage the South Loop community and stakeholders



Elevate South Loop's identity



Foster the creative sector

# Where are we now?

*Early Successes*

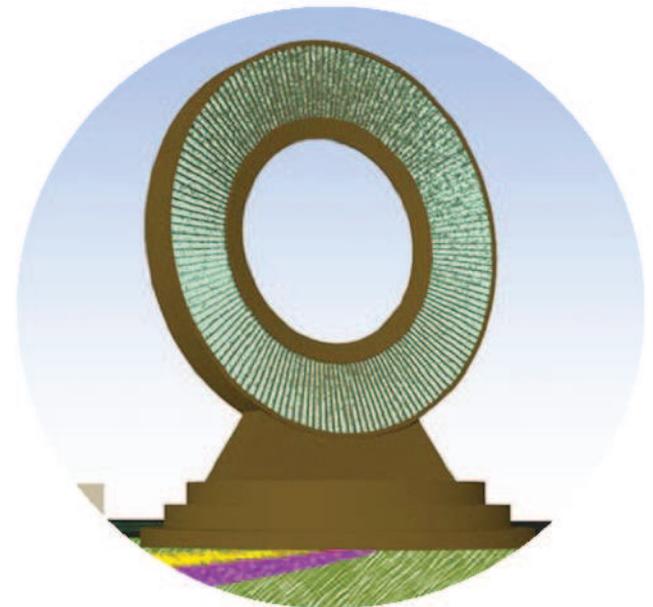
*Building Muscle*

*Lessons Learned*

# Power of Placemaking: *Early Successes*

## Increased stakeholder engagement:

- Cypress Semiconductor in host role
- IKEA / MOA partnership
- Expanded/new projects:
  - James Brenner sculpture
  - utility boxes
  - wildlife refuge commission
  - possible additional MOA projects



# Power of Placemaking: *Early Successes*

## Emerging host network:

- Greater personal/entity awareness of SL vision
- 100% interest in future participation as hosts
- Hunger for more community-building ops
- 63% willing to host, sponsor, promote events in SL



# Building Muscle – *City*

- Increased staff awareness + acceptance across departments
- Road-testing current development regulations and permitting process
- Learning to collaborate with each other and outside groups in new ways



# Building Muscle – *BTAC*

- Redefining “art” and creative process and working with new kinds of artists
- Developing new skills
- Learning to collaborate with each other and outside groups in new ways



# Lessons Learned So Far

## *Creative placemaking (demonstration) projects:*

- Help establish a distinctive, “branded” place
- Build civic/social fabric typical of *urban* places
- Inspire stakeholder investment



# Lessons Learned So Far

## *Placemaking efforts:*

- Attract new developers to South Loop
- Foster distinctive development that enlivens the district and invites people to explore



# Lessons Learned So Far

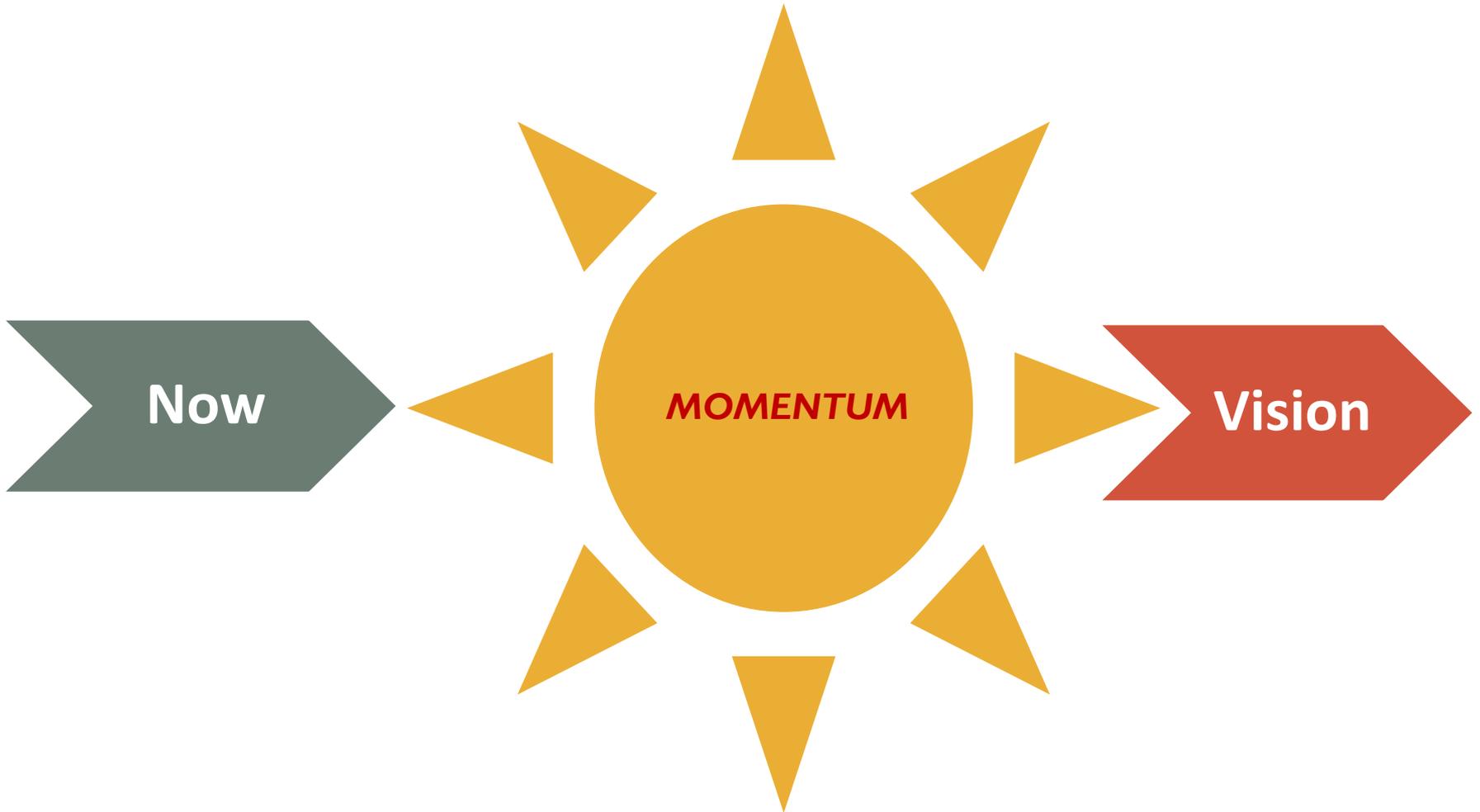
- Artists + hosts need support
- Much building to be done
- Sustaining this work takes:
  - A lot of project administration time
  - Technical skills/expertise: legal, PR/marketing
  - Equal focus on community development + arts admin
  - Finding and cultivating champions among stakeholders



# Challenges



# How we get from *Now* to *Future Vision*

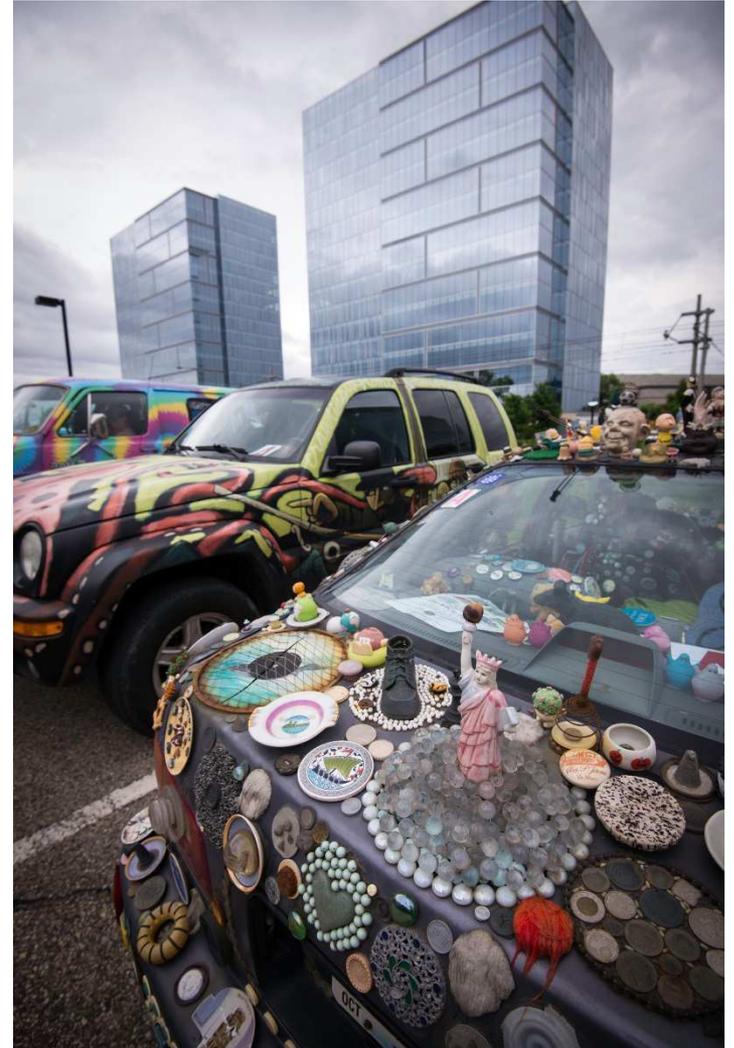


# Momentum Phase Components



# Activities *(it's more than sculpture!)*

- Stakeholder Engagement
- Public Art, Commissions, Engaging and Welcoming Creative People
- Brand and Regional Promotion
- Celebrations and Special Events
- Public Infrastructure/Facilitating Walkability



# Creative Placemaking Governance

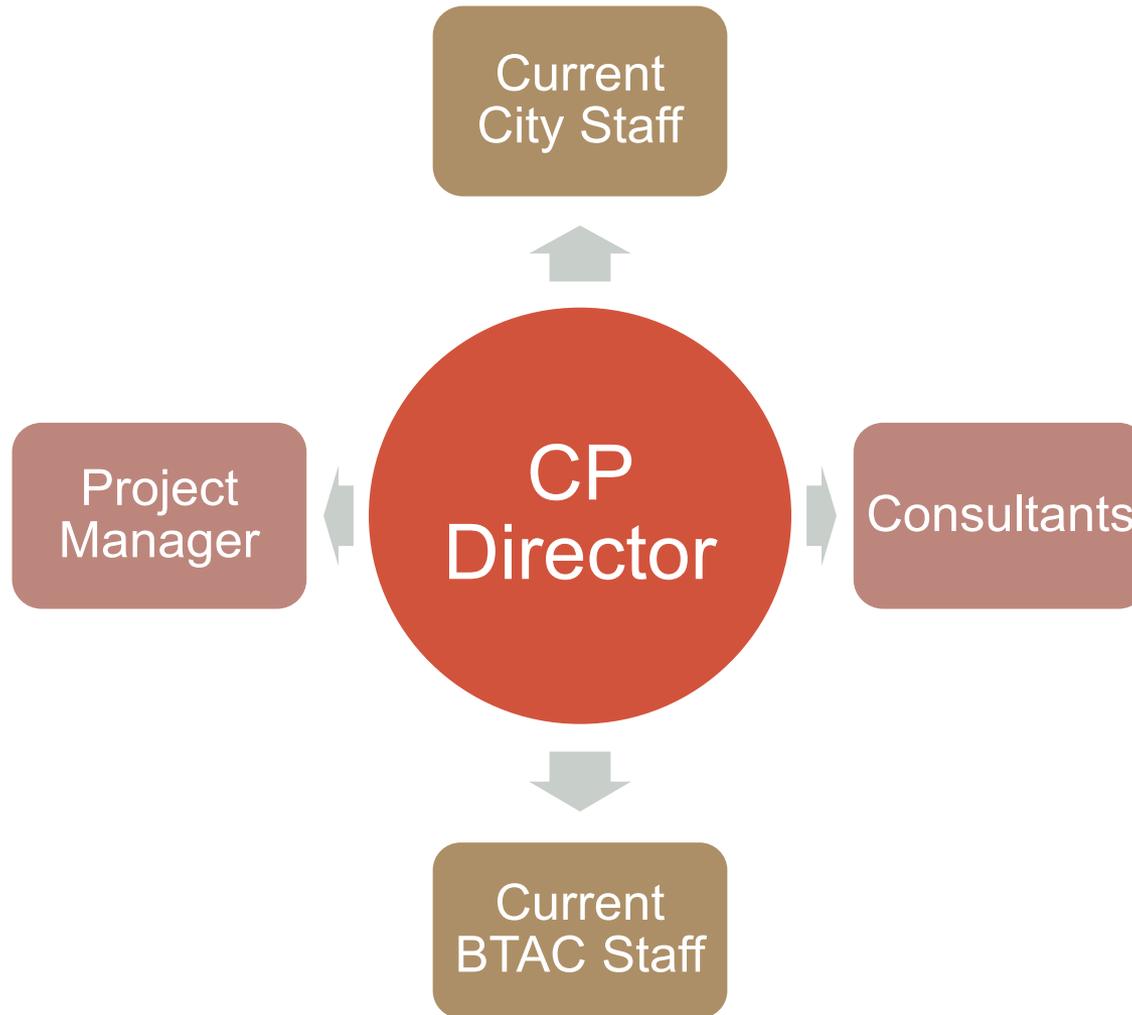
## Membership Representation

- City of Bloomington
- BTAC
- South Loop property owners and businesses
- Other stakeholders

## Responsibilities

- Attend quarterly meetings
- Serve as SL/CP ambassadors
- Set CP strategy and priorities
- Approve CP budget
- Adopt selection criteria
- Appoint selection juries

# Management Structure



# Estimated Annual Budget

Component	Annual Cost	Notes
<b>Commissions</b>		
• Major (e.g., Brenner sculpture)	\$150,000	Once every 18 months
• Minor (e.g., LBS, mural, walking theatre)	\$120,000	Three @ \$40,000/ea
<b><i>Commissions Sub-total</i></b>	<b><i>\$270,000</i></b>	
<b>Miscellaneous Support</b>		
• Maintenance & Conservation	\$1,500	Will need more as # projects increases
• Events	\$6,000	Four/year @ \$1,500/ea
<b><i>Support Sub-total</i></b>	<b><i>\$7,500</i></b>	

# Estimated Annual Budget

Component	Annual Cost	Notes
<b>Staff</b>		
• CP Director	\$22,500-\$39,500	0.33-0.5 FTE
• Project Manager	\$27,000	Could be contracted
<b><i>Staff Sub-total</i></b>	<b><i>\$49,500 - \$66,500</i></b>	
<b>Contracted Expertise</b>		
• PR/Marketing	\$25,000	
• Legal Counsel	\$3,000	
• Evaluation	\$12,000	
<b><i>Contracted Sub-total</i></b>	<b><i>\$40,000</i></b>	

# Total Estimated Annual Budget



# Next Steps

- Refine details
- Prepare Plan draft
- Review Plan draft PARC, PC, Port Authority  
*(June/July)*
- Approve Plan *(July/Aug)*
  - BTAC Board
  - City Council



