



# Creative Placemaking

MILWAUKEE



# What is creative placemaking?

“... we use creative placemaking to refer simply to the deliberate integration of arts and culture in revitalization work. We appreciate that, for the foreseeable future, others may assign it different meaning. Our goal is to expand creative placemaking activity and to understand its effect on economic, social and cultural change in disinvested communities.”

-The Kresge Foundation



# Why is creative placemaking important?

Creative placemaking encourages community activation, engagement and the creation of a neighborhood voice. The creative placemaking framework gathers neighborhood stakeholders to the table and helps them build on existing assets to create a collective vision for their community, and then helps to implement that vision.

## **ArtPlace America states that a successful creative placemaking project does four things:**

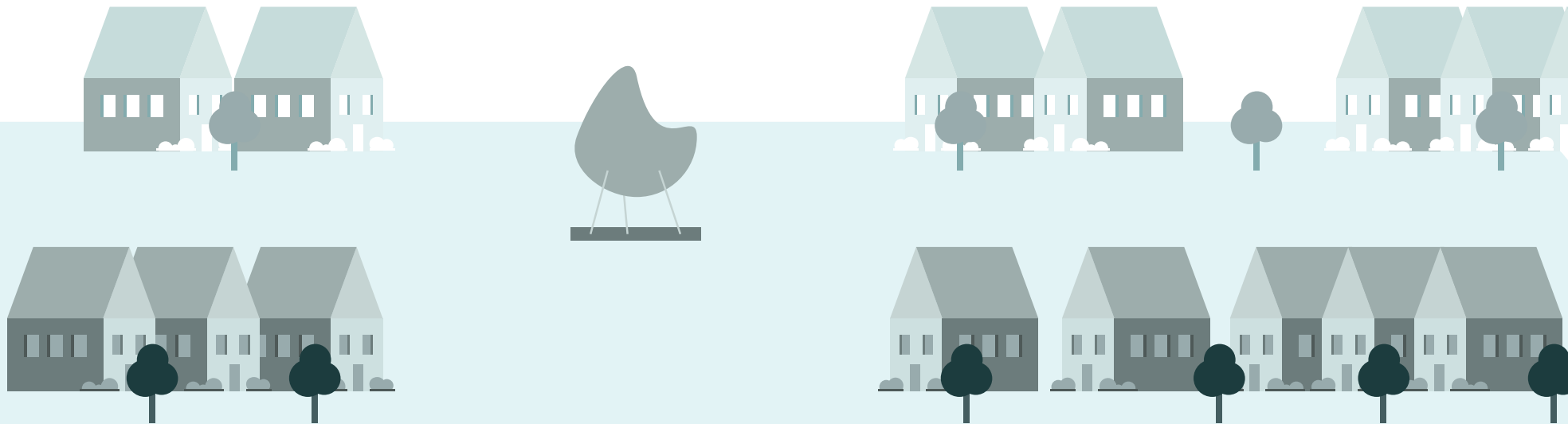
1. Defines a community based in geography, such as a block, neighborhood, city or region
2. Articulates a change the group of people living and working in that community would like to see
3. Proposes an arts-based intervention to help achieve that change
4. Develops a way to know whether the change occurred



# Why is creative placemaking so powerful?

Creative placemaking accelerates development by facilitating collaborative engagement in order to create sustainable solutions for neighborhood development issues that focus on each neighborhood's unique qualities. Creative placemaking:

- Unifies the arts and culture with economic and community development
- Accelerates neighborhood development through creative civic gathering places
- Strengthens public and private alignments
- Creates a platform for community exchange among neighbors



# What is The Milwaukee Method of Creative Placemaking?

In Milwaukee, the GMC is working with its partners to build a stronger creative placemaking culture by using our local, authentic qualities as assets. In addition to the afore mentioned tenants, the Milwaukee Method of Creative Placemaking:

- Contributes to making Milwaukee a more interesting and vibrant city
- Focuses on neighborhood scale to increase density, safety, business creation, tax base and property values
- Supports artists, makers and other cultural workers to co-lead neighborhood engagement processes
- Increases access to important resources such as public space, freshwater lakes, green space, rivers and other natural amenities via trail networks

# What does success look like?

By using creative placemaking processes and frameworks, the GMC, along with community partners, will:

- Strengthen existing neighborhood-based development corporations, or, in some cases form one, that will invest long term in neighborhood development efforts
- Help to identify and nurture neighborhood leaders that support the efforts of the development corporation
- Improve visibility and accessibility of creative entrepreneurs
- Build platforms for existing cultural groups within neighborhoods to increase access to resources, investment and representation
- Help to build a leadership network within and between existing neighborhoods that advocates for community needs and interests

# What are our neighborhoods of focus?

- Harambee & Riverwest
- West Wisconsin Avenue
- Walker's Point

Core partners with the GMC in these projects include the City of Milwaukee, Harambee Great Neighborhood Initiative, MKE<->LAX, NEWaukee, Riverworks Development Corporation, Walker's Point Association and WAM DC (please see the back cover for a more complete list). Funding partners include ArtPlace America, the Greater Milwaukee Foundation, the Kresge Foundation and other local foundations and businesses.







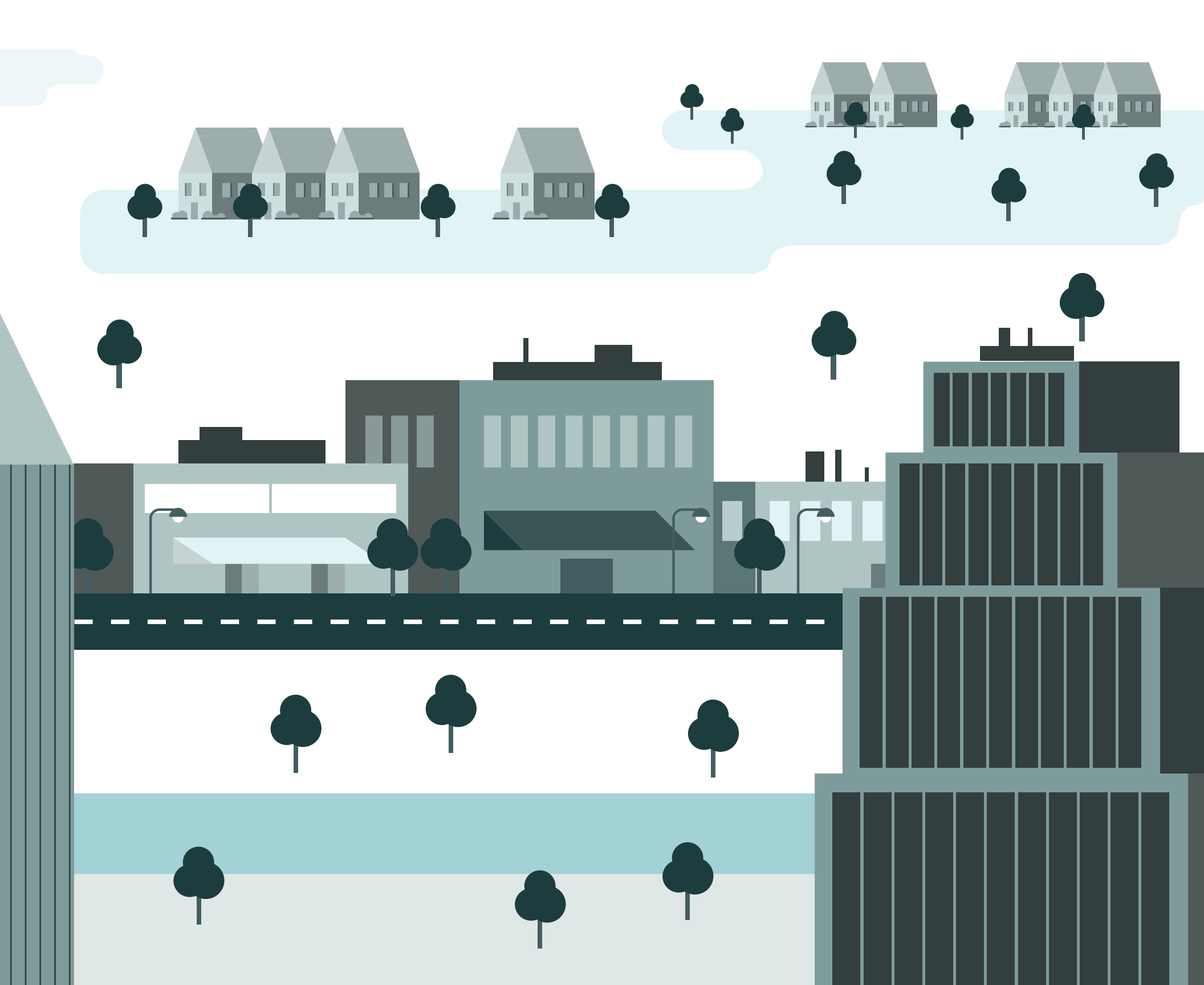
## Core partners

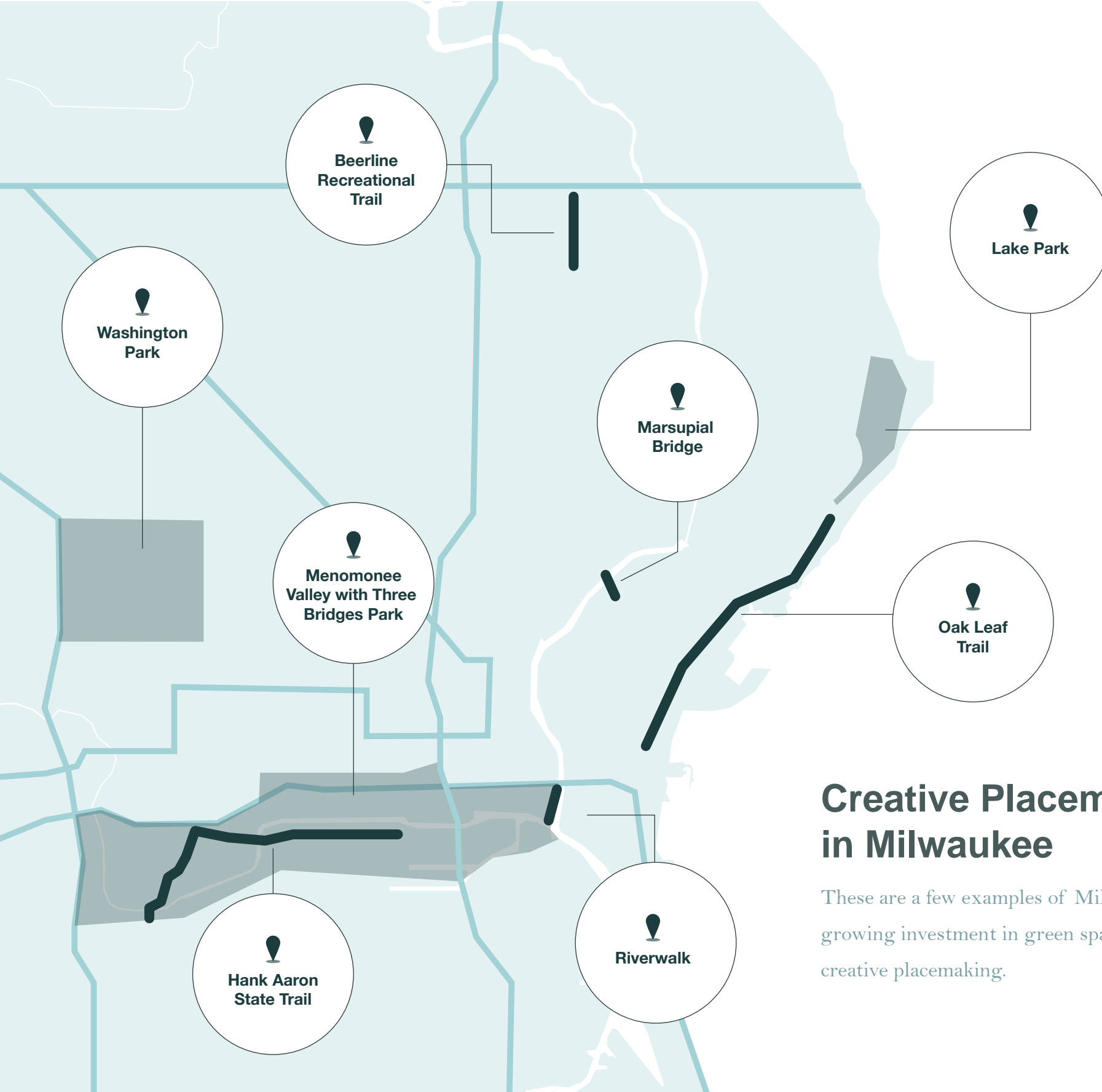
- City of Milwaukee
- Creative Corridor
- Creative Alliance Milwaukee
- Global Water Center
- Harambee Great Neighborhood Initiative
- Inner Harbor District Initiative
- Innovation Initiative
- Mandel Group Inc.
- MKE<->LAX
- NEWaukee
- Reed Street Yards
- Riverworks Development Corporation
- The Commons
- WAM DC
- Walker's Point Association

## Core funding partners

- Kresge Foundation
- Greater Milwaukee Foundation
- ArtPlace America







## Creative Placemaking in Milwaukee

These are a few examples of Milwaukee's growing investment in green spaces and creative placemaking.

# Examples of Creative Placemaking Nationally

Creative placemaking is becoming a powerful tool for community development and revitalization across the country.

