



Thriving Communities Network (TCN) Learning Series

October 30, 2024

National Endowment for the Arts

ThrivingCommunitiesNetwork@dot.gov

What is the TCN?

For decades, communities have requested resources and tools to successfully compete for federal funding.

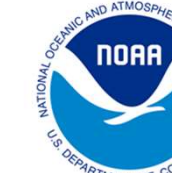
The Thriving Communities Network (TCN) is a federal interagency effort that coordinates place-based technical assistance (TA) and capacity-building resources for urban, rural, and Tribal communities experiencing a history of economic distress and systemic disinvestment.

TCN was established in response to disadvantaged communities' request for tools and resources to successfully compete and obtain funding that can address their economic, climate, and infrastructure needs.

These federal resources include grant and financial management support, pre-development assistance, community engagement, planning, and project delivery support.

TCN Agency Partners

- Co-chaired by USDOT and EPA
- 12 participating federal agencies
- TCN's newest partner: National Oceanic and Atmospheric Administration (NOAA)






Ben Stone

Director of Design & Creative Placemaking

National Endowment for the Arts

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NEA's Design & Creative Placemaking Leadership Initiatives

The logo consists of a dark gray rounded rectangle with a thin white border and a slightly thicker orange border. Inside, the text "Creative Placemaking Technical Assistance" is written in white, sans-serif font, centered.

Creative
Placemaking
Technical
Assistance

The logo features the text "Citizens' Institute on Rural Design" in a white, serif font, centered within a solid red rectangular background.

Citizens' Institute
on Rural Design



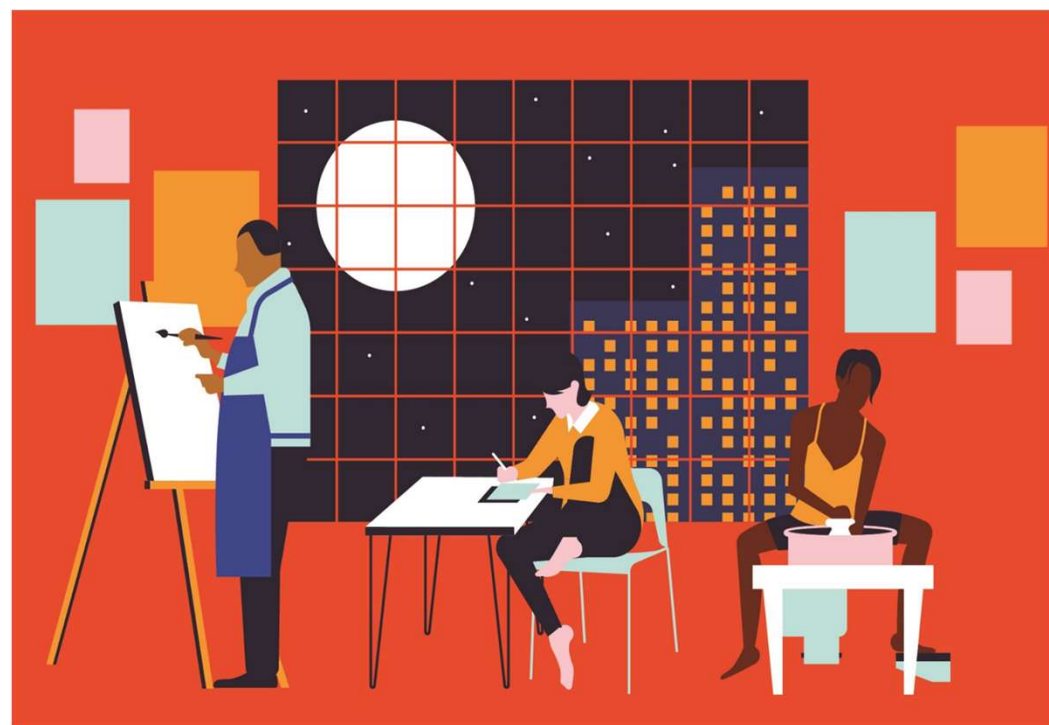
Mayors' Institute on City Design

National Endowment for the Arts

Independent federal agency created by Congress in 1965; supports the arts in all 50 states, DC, and US jurisdictions.

- Rebuild the creative economy
- Educate the next generation
- Unite and heal the nation through the arts
- Serve the nation's arts field

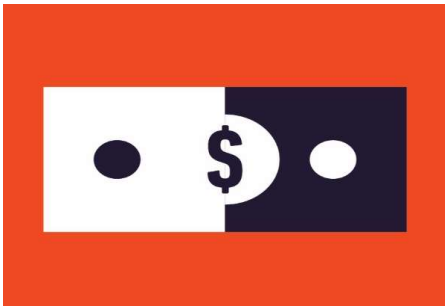
We are committed to diversity, equity, inclusion, accessibility, and fostering mutual respect for the diverse beliefs and values of all individuals and groups.



What does the NEA do?

We:

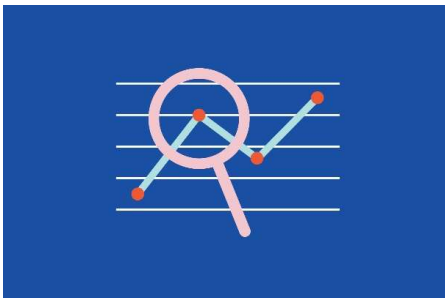
- award grants



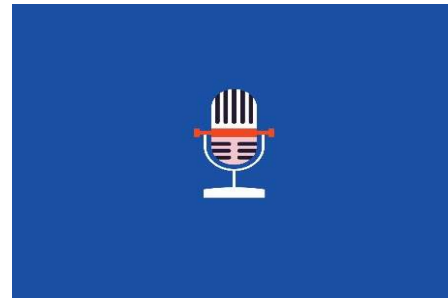
- manage national initiatives



- conduct and fund arts research



- offer free resources on arts and culture



NEA grant programs

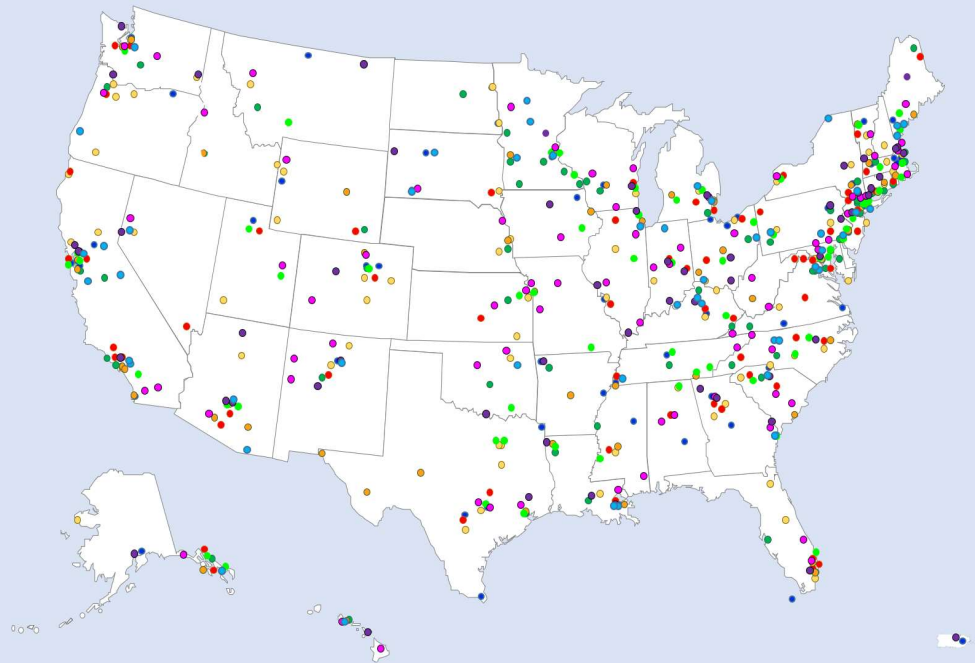
CHALLENGE AMERICA	Support for projects that extend the reach of the arts to underserved populations	\$10,000	Annual Deadline: April
GRANTS FOR ARTS PROJECTS	Creation, presentation/exhibition, education, and services to the field; design fees; public art; public art planning	\$10,000-\$100,000	Two Annual Deadlines: February and July
OUR TOWN	Arts & culture-driven community development, creative placemaking; Requires municipal partnership	\$25,000-\$150,000	Annual Deadline: August

Our Town: NEA's creative placemaking grant program

\$25,000 to \$150,000 matching grants for one to two year projects

Body of Work includes:

- 13 rounds of grants
- 800 projects
- \$57.7 million granted
- Variety of partner configurations
- Range of types of projects



OUR TOWN: Logic Model

PROBLEM STATEMENT: American communities everywhere face a distinctive set of local economic, physical, and/or social challenges. Yet community leaders are often unaware of solutions that stem from the successful adoption and integration of arts, design, and cultural strategies.



OUR TOWN GOAL: Sustained support and recognition of arts, design, and cultural strategies as integral to every phase of community development across the United States.

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Project Community Contexts

Local Our Town projects respond to and are shaped by community type, existing social and human capital, existing policies, local assets, and other community development activities.

Project Inputs

Our Town projects require:



Leadership



Cross-sector Partnerships



Financial Resources



Community Engagement

Project Activities

Creative placemaking strategies strengthen local communities by:



Envisioning



Connecting



Illuminating



Energizing

Arts tactics advance creative placemaking strategies through:

- Artist residencies
- Arts festivals
- Community co-creation of art
- Performances
- Public art
- Cultural planning
- District planning
- Creative asset mapping
- Public art planning
- Artist/designer-facilitated community planning
- Design of artist space
- Design of cultural facilities
- Public space design
- Creative business development
- Professional artist development

Innovation/ Systems Change Outcomes

Project activities as well as local community change lead to:

- New or sustained partnerships**
- Sustaining or scaling of project activities**
- Replication or adaptation of project activities by other organizations**
- Capacity to implement creative placemaking**
- Institutionalization of arts, culture, and design**

Local Community Change Outcomes

Increased integration of arts, design, and cultural strategies among local, cross-sector partners, leading to economic, physical, and social change.



Economic Change

- Local business and job growth
- Professional development/training



Physical Change

- Beautification
- New construction



Social Change

- Civic engagement
- Social cohesion
- And more*

Artists, designers, and culture-bearers can:



Illuminate



Energize



Imagine



Connect



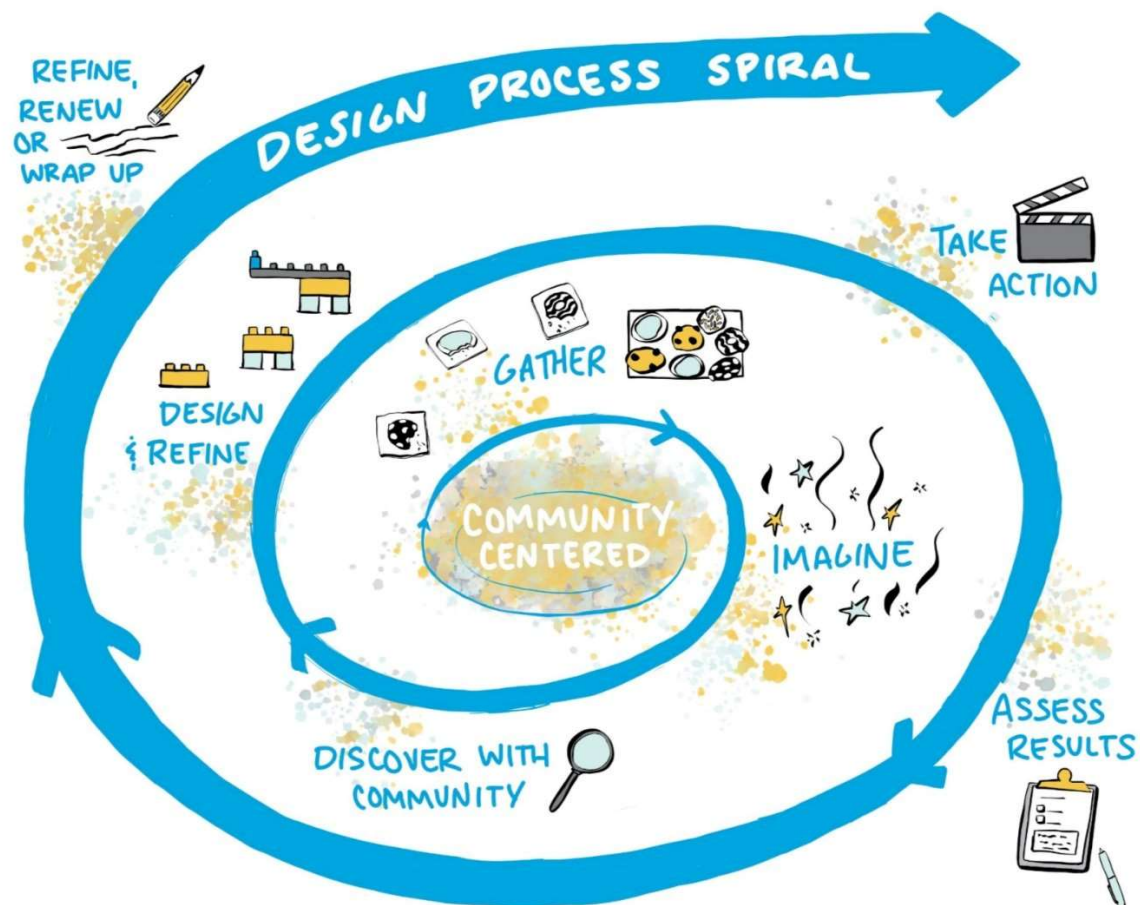
Honor

Creative Placemaking Technical Assistance program (CPTA) supports local leaders in elevating arts, culture, and design to strengthen community connections and deepen impact.

Recognizing the myriad of ways that artists, culture bearers, and designers have been contributing to their communities over the years, in 2009, the [National Endowment for the Arts](#) (NEA) began looking deeply at how arts, culture, and design are integral to community development. This included partnering with the [Mayors' Institute on City Design](#) to commission research and a resulting white paper, titled *Creative Placemaking*, by Ann Markusen and Anne Gadwa Nicodemus. This publication, along with a pilot grant program to support place-based work in partnership with the Mayors' Institute on City Design were formative in the establishment of the NEA's flagship creative placemaking grant program: [Our Town](#).

Since 2011, Our Town grants have supported creative placemaking in communities of all sizes across the national landscape. In the course of this work, it became clear that Our Town grantees could benefit from direct, hands-on technical assistance while executing their projects at the local level.

The creative placemaking process



Creative Placemaking Technical Assistance includes:

- One on one coaching
- Creative lounges
- Creative placemaking workshops
- Peer affinity groups
- Creative placemaking toolkit
- Resource library

Resource Team



+ Scott Oshima

– I can help you

Work with artists to create joyful community engagement strategies.



+ Susannah Laramée Kidd

– I can help you

With documentation and communicating learnings with stakeholders, designing and implementing an evaluation or assessment, crafting program strategy for impact (a.k.a. theory of change), systems change analysis and evaluation, crafting participatory and equitable project and evaluation structures, stakeholder analysis, inclusive community engagement design, designing participatory public decision-making processes.



+ Tasha Golden

– I can help you

With identifying how your program is (or could be!) benefitting participants' health; figuring out how to measure/evaluate your program's effects; communicating about your program to funders, leaders, and publics (including press/media); learning how to apply principles of trauma-informed practice to your work as artists, teaching-artists, or arts orgs; learning more about how arts & culture affect individual, community, and public health. More about my work is at tashagolden.com.

Creative placemaking workshops

A promotional graphic for a 'Partnerships Workshop'. It features a large blue diamond on the left containing the title and date. To the right is a cartoon illustration of two slices of toast with jam and a blue starburst. Below the toast are three small portrait photos of the speakers. At the bottom left are the logos for LLSC and the National Endowment for the Arts, along with the program name.

**PARTNERSHIPS
WORKSHOP**

Wednesday, March 29th
2PM - 3:45PM ET



LLSC **NATIONAL ENDOWMENT for the ARTS** *Our Town Creative Placemaking Technical Assistance Program*

CPTA Toolkit

EXPLORE TOOLS

GATHER & IMAGINE



Envisioning

DESIGN + TAKE ACTION



Shared Agreements



Funding



Artists

DISCOVER WITH COMMUNITY



Partnerships



Community Engagement



Asset Mapping

EVALUATE YOUR IMPACT



Assessment



Storytelling

Resource Library: funding

Funding Your Project: Tapping into New Sources of Funding, Lynne McCormack



Accessing Federal Funding from Your Local Government—Some Strategies | LISC Creative Placemaking

DOWNLOAD RESOURCE

→ [Resource List for Accessing Federal Funding from Your Local Government—Some Strategies](#)



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Thank you!

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Citizens' Institute on Rural Design



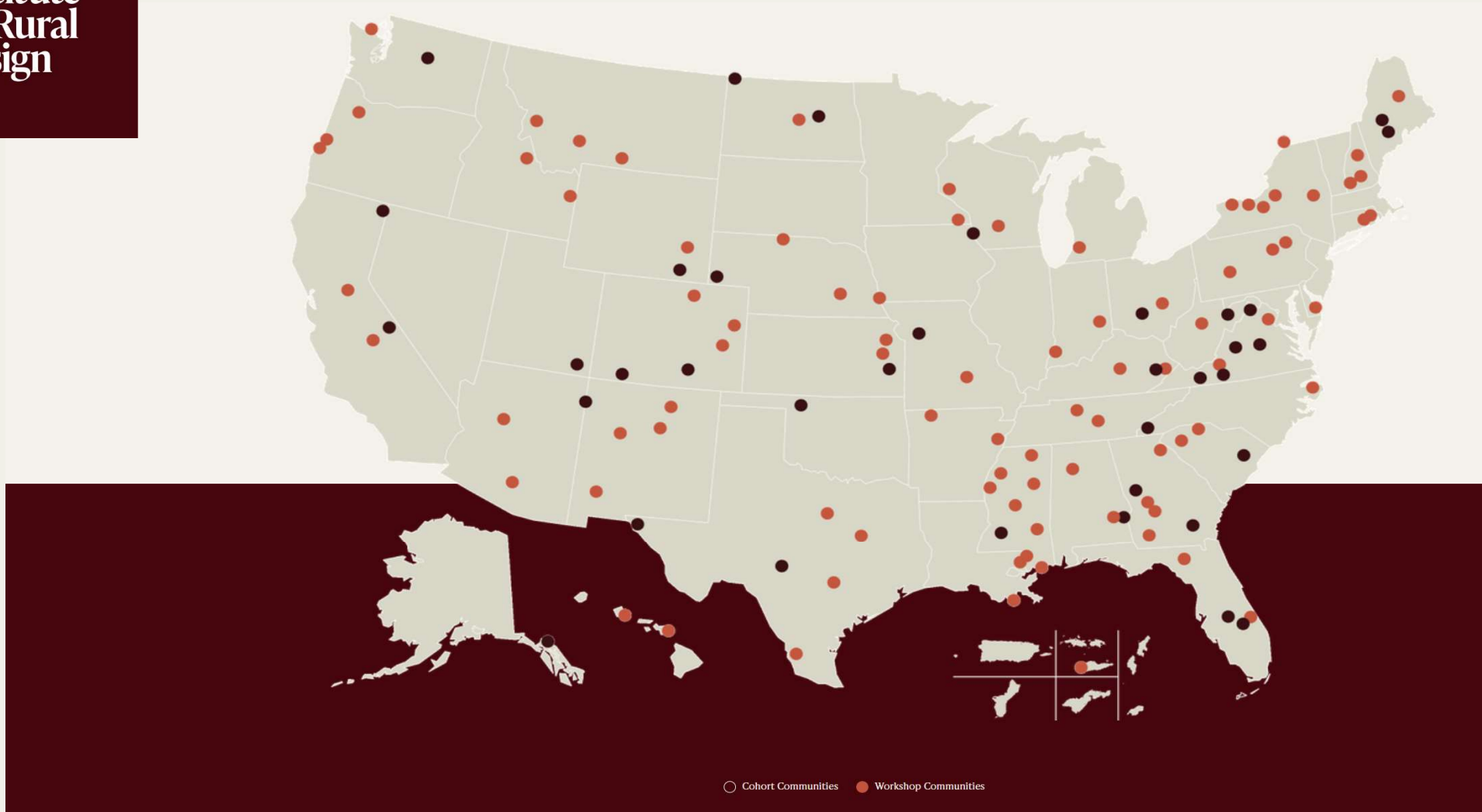
The Citizens' Institute on Rural Design™ is a leadership initiative of the National Endowment for the Arts in partnership with the Housing Assistance Council

rural-design.org

Citizens'
Institute
on Rural
Design

NATIONAL
ENDOWMENT for the **ARTS**

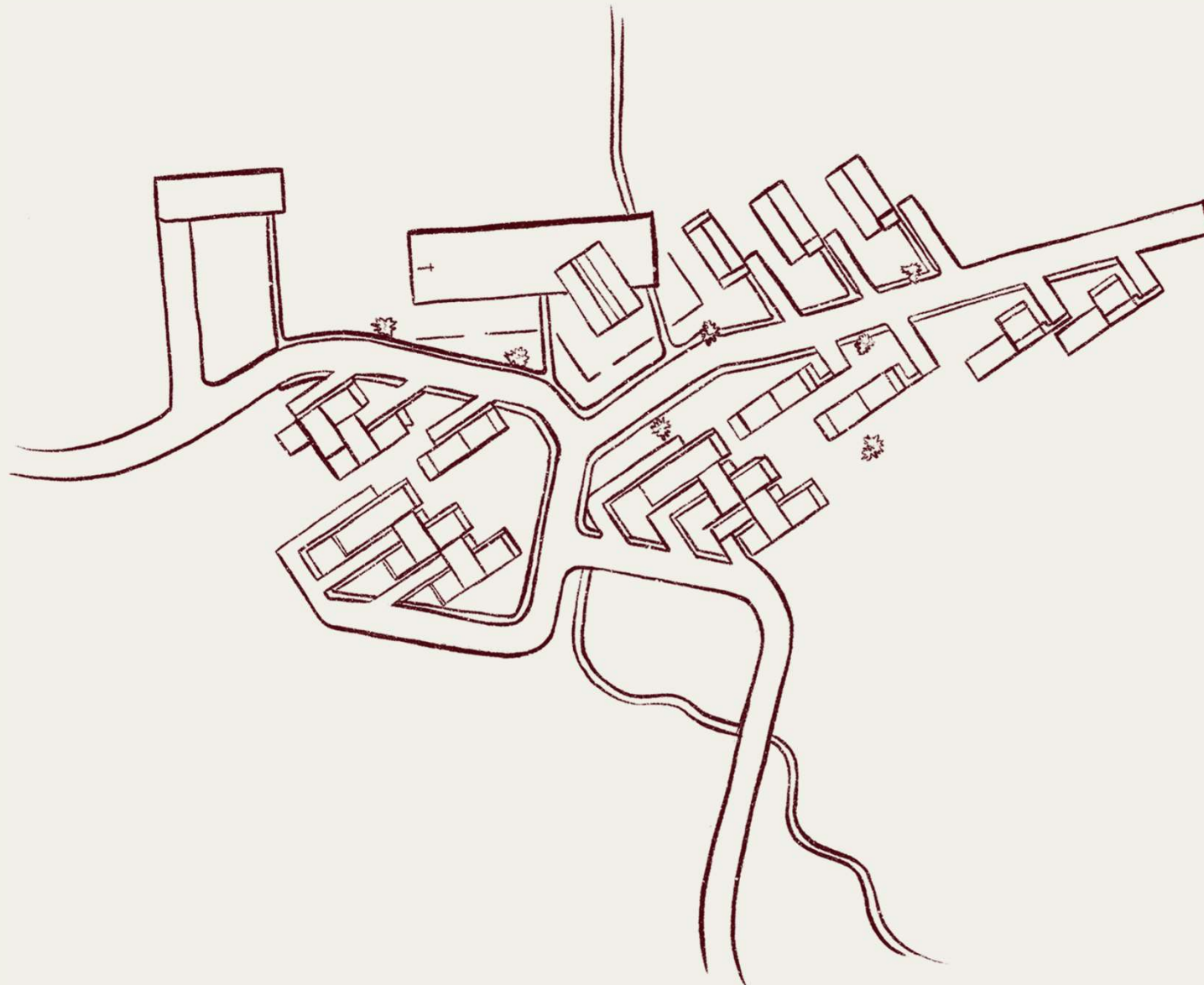


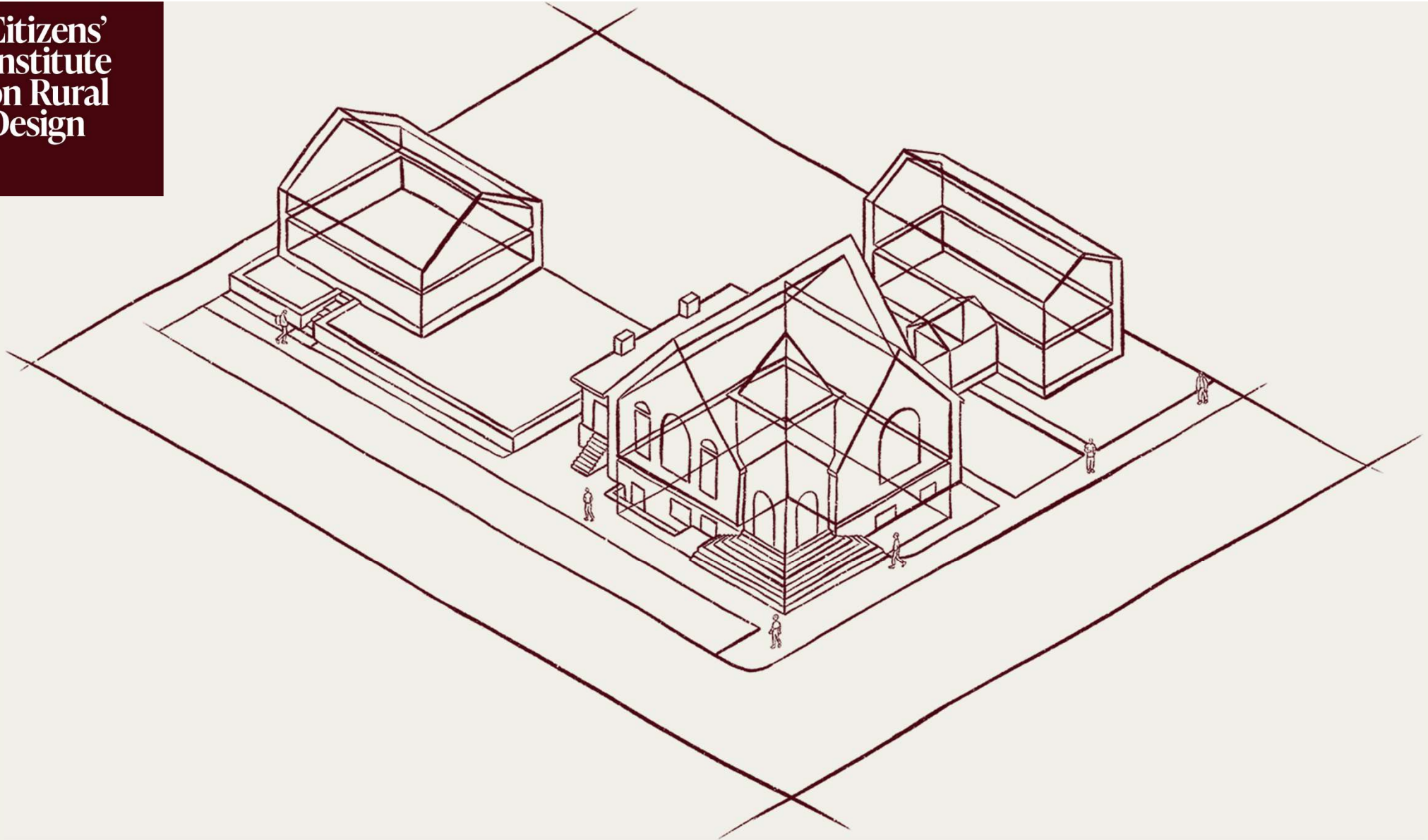


Rural Design?

Good rural design goes beyond aesthetics; it fosters economic development, contributes to livability, generates community cohesion and pride in place.







What is the Citizens' Institute on Rural Design?

Program goals:

- Building design capacity in rural communities to plan comprehensive revitalization strategies
- Introducing creative placemaking, arts, culture, and design strategies as drivers of economic development in rural America
- Facilitating a network of rural communities for design idea exchanges and peer learning
- Preparing communities to be ready and competitive for arts- and design-related state and federal funding opportunities





Design Workshop

3-4 communities selected to participate in an on-site rural **Design Workshop**.

- stipend to the host community for workshop
- tailored virtual design process
- Site visit from a local/ regional designer
- Multi-day workshop
- Design Book and action plan following the workshop
- Ongoing technical assistance related to project

Design Learning Cohort

Leaders from 15-20 rural communities participate in 18-month **Design Learning Cohort** program

- A series of online learning sessions led by experts, tailored to engage cohort members
- A series of webinars with breakout sessions
- Technical assistance through office hours, one-on-one coaching, and online resources
- Network of support from peers funding opportunities





Athens, Ohio

Pop. 3,300

Mt Zion Baptist Church Preservation Society



Citizens' Institute on Rural Design

Thank you!

rural-design.org

Contact us at cird@ruralhome.org